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ABSTRACT

This thesis is entitled "Implementation of Digital Applications in Improving Operational Efficiency of PT. Manggala Jaya Gas Tulungagung" written by Puji Sri Lestari, NIM 126402211046, Sharia Economics Study Program, Faculty of Islamic Economics and Business (FEBI), Sayyid Ali Rahmatullah State Islamic University of Tulungagung with supervisor Lativa Hartiningtyas, M.Pd.

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In this digital era, many individuals, companies, and even countries have undergone digital transformation. Digitalization offers opportunities for companies to expand their markets, increase efficiency, and improve competitiveness. With digital applications, companies can develop new, more innovative and attractive products and services. However, there are several challenges that must be faced, including the digital divide, uneven infrastructure, and lack of competent human resources.

The purpose of this study is expected to be able to provide scientific contributions regarding (1) Implementation of digital applications at PT. Manggala Jaya Gas Tulungagung; (2) Results of the implementation of digital applications in improving the operational efficiency of the company PT. Manggala Jaya Gas Tulungagung; (3) Constraints and solutions that occur during the process of implementing digital applications in improving the operational efficiency of the company PT. Manggala Jaya Gas Tulungagung.

This study uses qualitative research, namely research aimed at understanding phenomena that study subjects such as behavior, perception, motivation, actions, and others, in depth. The data sources used in this study are primary data and secondary data. Researchers collected data using observation, interview, and documentation techniques which were then analyzed and checked for data validity using technical triangulation and source triangulation.

Based on the results of this study, it can be concluded that the implementation of digital applications has an effect on increasing the operational efficiency of the company PT. Manggala Jaya Gas Tulungagung. With the existence of digital applications, it can increase the efficiency and effectiveness of company performance. Employees are able to monitor and create planning reports and financial reports easily and quickly. In addition, the existence of digital applications can increase time efficiency and minimize operating costs. There are several obstacles in the implementation of this digital application, namely the low number of base human resources that affect employee performance, uneven infrastructure and also network or application systems that are in error.