



Value Chain Analysis Models for Enterprise Resource Planning (ERP) - Based Odoo Inventory Implementation Using the Accelerated SAP (ASAP) Method

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ABSTRACT

The automotive service industry faces escalating challenges in inventory management, necessitating digital transformation strategies that can overcome traditional operational limitations. While prior studies have examined Odoo Enterprise Resource Planning (ERP) adoption in Indonesian SMEs, few combine Porter's value chain analysis with the accelerated SAP (ASAP) implementation methodology, and even fewer connect the resulting operational gains to the creative, customer-facing service work that differentiates automotive service businesses from competitors. This research addresses that gap by exploring the implementation of the Odoo ERP system at Tama Jaya Motor, using the accelerated SAP methodology to address critical inventory management challenges, including inaccurate stock recording, inefficient goods movement tracking, and delayed procurement processes. Using a qualitative case study design that combines a literature review, a key-informant interview with the business owner, and documentation analysis, this study identifies that the main issues in inventory management can hinder operational efficiency and business competitiveness. Here, we propose a systematic approach using Porter's value chain analysis to map and optimize business functions across primary and supporting activities, with a focus on integrating sales, inventory, operations, finance, and customer service modules. The implementation results demonstrate significant operational improvements, including increased stock recording accuracy, reduced time to make procurement decisions, and improved service time efficiency. These findings advance understanding of the transformative potential of integrated information systems in automotive service businesses, offering a robust framework for digital transformation that enhances operational efficiency, reduces costs, and improves overall business competitiveness. In a broader context, this research not only addresses immediate technological needs but also provides insights into strategic digital integration, highlighting the critical role of advanced ERP systems in modern, creative-economy-adjacent business management. Ultimately, this study presents a practical approach to navigating the complexities of technological innovation in service-oriented industries, demonstrating how systematic implementation can drive meaningful operational improvements.

Keywords: Accelerated SAP (ASAP), ERP, Inventory, Odoo, Value Chain Analysis

INTRODUCTION

The automotive service industry currently faces increasingly complex challenges inventory management, requiring digital transformation strategies to overcome traditional operational limitations. Effective inventory management is crucial for achieving operational efficiency and business competitiveness in a competitive market. According to Harsono et al. (2023), good inventory

management focuses not only on stock control but also on optimizing procurement and goods movement processes.

As explained by Purwanto et al. (2023), Odoo, as an integrated open-source platform, enables more organized and efficient inventory management. The Odoo inventory module provides critical features, such as real-time stock monitoring, automatic reorder points, and detailed reporting, that specifically accommodate automotive workshop needs. Previous research indicates that many automotive workshops still rely on manual methods prone to errors, such as inaccurate stock recording and inefficient goods tracking (Mukti & Latipah, 2024). The benefits of Odoo implementation in businesses are supported by several prior studies. Research by Guryadi and Rohmah (2021) shows that web-based inventory systems can improve recording accuracy up to 95%. Meanwhile, Fadilah (2021) demonstrates that digitalization of stock management can accelerate procurement decision-making processes by up to 60% compared to manual systems. By combining these insights with the Accelerated SAP methodology, this research explores the implementation of Odoo Enterprise Resource Planning (ERP) at Tama Jaya Motor.

Despite the growing body of research on Odoo ERP adoption in Indonesian small and medium enterprises, most existing studies examine either the technical configuration of Odoo modules (Purwanto et al., 2023; Henny et al., 2025) or the operational outcomes of implementation in a single business function, such as point-of-sale and accounting integration (Wenardi et al., 2025) or inventory optimization alone (Luarwan et al., 2025). Few studies combine Porter's Value Chain Analysis with a structured implementation methodology such as Accelerated SAP (ASAP) to systematically map how ERP adoption affects both primary and support activities across an entire automotive service organization, and none, to the authors' knowledge, situate this integration within the context of an automotive service business that also functions as part of the wider creative and technical service economy, where customization, personalization of service, and customer experience design are themselves value-creating activities (Anatan & Nur, 2023). This study addresses that gap by using Value Chain Analysis as a diagnostic framework prior to ASAP-based implementation, thereby providing an empirical account of how a structured, phase-based ERP rollout translates into measurable improvements across the value chain of a creative-adjacent service SME. This methodology is selected for its ability to expedite ERP system implementation while focusing on specific organizational needs, as demonstrated in recent SME-focused ERP deployments (Henny et al., 2025). Specifically, this research will answer several key questions:

1. How can Odoo ERP implementation improve inventory management at Tama Jaya Motor?
2. What is the impact of the Accelerated SAP methodology on ERP system implementation efficiency?
3. How can Odoo module integration optimize the company's business functions?

In this context, we propose a systematic approach using Porter's value chain analysis to map and optimize business functions across primary and support activities (Guryadi & Rohmah, 2021). This approach focuses on integrating modules for Sales, Inventory, Operations, Finance, and Customer Service. The research found that key issues in inventory management can impede operational efficiency and business competitiveness. By implementing Odoo ERP, implementation results demonstrate significant improvements in stock recording accuracy, reduced procurement decision-making time, and enhanced service time efficiency. The contribution of this research lies not only in addressing urgent technical problems but also in providing insights into strategic digital integration. It highlights the critical role of advanced ERP systems in modern business management (Harsono et al., 2023). Thus, this research offers a robust framework for digital transformation that enhances operational efficiency, reduces costs, and improves overall business competitiveness.

METHODS

This research employs a qualitative approach to thoroughly investigate the implementation the Odoo ERP system at Tama Jaya Motor. According to (Henny et al., 2025), qualitative research methods are particularly suitable for understanding complex organizational processes and technological implementations within their natural context.

A. Data Collection Methods

The research incorporates three primary data collection methods, each designed to gather valuable insights and address the research objectives comprehensively. These methods are outlined as follows:

1. Literature Study

According to Taherdoost (2021) and Dewi (2021), a literature study serves as a fundamental method for establishing the theoretical foundation of the research. A comprehensive review of relevant academic literature, including academic journals, conference proceedings, and scholarly publications, was conducted. The focus areas include ERP implementation, inventory management systems, and value chain analysis in the automotive service industry. This method also identifies gaps in existing knowledge and supports a deeper understanding of the research topic.

2. Structured Interviews

The structured interview, based on the methodology outlined by Taherdoost (2021), was conducted with Mr. Amron, the owner and manager of Tama Jaya Motor, at the business's in Pasar Kemis, Tangerang. The owner was purposively selected as the key informant because he held direct oversight of all business functions affected by the ERP implementation, procurement, inventory, sales, and customer service, and was the primary decision-maker throughout the project, making him the most knowledgeable single source on the organization's operational challenges and the implementation process as a whole. The interview followed a semi-structured guide, lasted approximately 30 minutes, and was conducted on-site. This approach employed a series of standardized questions to gather specific, systematic information regarding:

- a. Current inventory management practices
- b. Operational challenges and bottlenecks
- c. User requirements and expectations
- d. Implementation concerns and potential solutions, Structured interviews allow for the collection of both qualitative and quantitative data, providing a rich source of primary information for the research.

3. Documentation Analysis

Documentation analysis, following the framework suggested by Bowen (2009), was utilized to examine written materials, including internal publications, business process documentation, inventory records, and operational reports collected over a three-month observation period at Tama Jaya Motor. This method provides valuable secondary data that complements the primary data collected. By analyzing these documents, the research gains insights into the current system's strengths and limitations, as well as the broader context and background of the study.

These three methods are often combined within a single study to leverage their complementary strengths and mitigate individual limitations. Literature study establishes the theoretical groundwork, structured interviews provide first-hand insights, and documentation analysis offers contextual and historical data. The quality of the data collected depends significantly on the researcher's ability to execute these methods effectively, ensuring alignment with the research context and objectives.

Because data collection relied on a single key informant, the researchers took steps to of bias beyond the interview alone. The owner's account was cross-checked against documentation analysis (e.g., stock cards, purchase orders, and service logs) and against the patterns reported in prior studies on Odoo ERP implementation in comparable Indonesian SMEs (Luarwan et al., 2025; Wenardi et al., 2025; Henny et al., 2025), so that claims made in the interview were not accepted at face value but weighed against independent records and external evidence. The original interview recording could not be retained for the duration of this study, notes taken during and immediately after the interview were used for analysis. This reliance on a single informant, without an audio record available for later re-verification, is acknowledged as a limitation of this study and is discussed further in the Discussion and Conclusion sections.

B. Value Chain Model Porter

The concept of the value chain originates from viewing organizations as systems composed of interconnected subsystems, each involving inputs, transformation processes, and outputs. These components rely on and consume resources such as money, labor, materials, equipment, facilities, land, administration, and management. The way value chain activities are executed influences costs and impacts profitability. Organizations typically perform numerous activities ranging from hundreds to thousands in converting inputs into outputs. These activities are broadly categorized into primary and support activities, which every business undertakes in some form. This framework, as validated by Porter (1985), provides a comprehensive approach to understanding both primary and support activities in the organization. According to Porter (1985), primary activities include:

1. Inbound Logistics - Managing supplier relationships and handling tasks such as receiving, storing, and distributing inputs.
2. Operations - Conducting processes to convert inputs into outputs (products or services).
3. Outbound Logistics - Activities related to collecting, storing, and delivering outputs.
4. Marketing and Sales - Efforts to inform customers about products or services, encourage purchases, and facilitate transactions.
5. Service - Ensuring the product or service remains functional and effective for the buyer after delivery.

Support activities are as follows:

1. Procurement - Acquiring necessary inputs or resources for the organization.
2. Human Resource Management - Encompassing recruitment, hiring, training, development, compensation, and, if needed, termination or layoffs.
3. Technological Development - Focusing on tools, hardware, software, processes, and technical expertise involved in transforming inputs into outputs.
4. Infrastructure - Providing essential functions like accounting, legal, finance, planning, public affairs, government relations, quality assurance, and general management, which integrate and support the organization's various components.

By analyzing these interconnected activities, organizations can identify inefficiencies, reduce costs, and enhance their value proposition to customers. This model emphasizes that competitive advantage stems not just from the overall performance of a firm but from optimizing each specific activity within its operational framework. The insights gained from value chain analysis can lead to improved profitability and market positioning by focusing on both cost leadership and differentiation strategies.

C. Accelerated SAP (ASAP)

According to Henny et al. (2025) and Harsono et al. (2023), Accelerated SAP (ASAP) methodology provides a structured approach for system implementation, consisting of five key phases that ensure efficient and effective deployment.

1. Project Preparation

This phase involves preliminary project tasks such as defining objectives, identifying resource requirements, and establishing project governance. Key activities include creating a project charter, organizing project teams, conducting needs analysis, and outlining technical and operational requirements. Initial stakeholder meetings are also held to align on goals and strategies.

2. Business Blueprint

During this phase, a detailed blueprint of the organization's current business processes is developed and analyzed to identify opportunities for improvement. Standardized procedures, such as process flowcharts and value chain analyses, are used to map out the desired future state after implementing the new system. This document becomes a roadmap for the realization phase.

3. Realization

The realization phase translates the business blueprint into actionable tasks. This includes configuring the system to meet organizational needs, customizing ERP software, migrating data, and testing system components. Necessary interfaces and reporting tools are developed and validated to ensure integration and functionality. Training for project teams is also conducted at this stage.

4. Final Preparation

This phase focuses on finalizing the implementation. Activities include comprehensive system testing, user training, and data migration from legacy systems. Modifications based on testing feedback are applied to ensure the system is fully functional and aligned with business objectives.

5. Go-Live & Support

In the final phase, the system transitions to live operation. Support mechanisms are established to monitor performance, address potential issues, and provide assistance to users. Closing activities, such as project review and documentation, ensure a smooth handover and continuous optimization.

The structured and iterative approach of the ASAP methodology enables organizations to implement ERP systems effectively, ensuring alignment with business goals while minimizing disruptions.

RESULTS

The implementation of the Odoo inventory module at Tama Jaya Motor was carried out in stages, including initial configuration, data migration, system testing, up to full operation. This system is designed to replace the manual method that has been used and has caused problems such as inaccurate stock recording and delays in procuring spare parts. After the module was implemented, several significant improvements were discovered.

A. Data Collection

Based on the data collected through the research methods, several key findings were obtained. Detailed information about products, including their specifications and pricing, was gathered, providing valuable insights into the inventory structure and cost management at TAMA JAYA MOTOR. Photographic documentation was also collected, showcasing the physical inventory layout and operational processes, which revealed inefficiencies in space utilization and product categorization.

Structured interviews with stakeholders highlighted several challenges, such as the reliance on manual inventory tracking, leading to delays and discrepancies, as well as inconsistent stock levels and limited demand forecasting capabilities. Stakeholders expressed a need for an automated inventory system with real-time updates, enhanced accuracy, and seamless integration, though concerns regarding cost, training, and transition downtime were noted.

Document analysis further revealed inconsistencies in record-keeping and frequent issues with stockouts and overstocking, emphasizing the need for a more efficient system. These findings highlight the importance of implementing a tailored ERP system to address current operational inefficiencies and support better decision-making through improved inventory management practices.

When compared against prior studies, these findings reinforce a recurring pattern in Indonesian automotive and retail SMEs: manual, paper-based inventory recording consistently produces stock discrepancies and delayed reordering, a pattern also documented by Wenardi et al. (2025) at Ani Mart and by Luarwan et al. (2025) at JAPFA Best Serpong. In the interview, the owner, Mr. Santoso, identified the same three concerns emphasized in those prior studies: (1) lack of real-time visibility into stock levels, (2) fragmented communication between the sales and procurement functions, and (3) the need for a single system that could be trusted without manual re-verification. These concerns were corroborated independently by the documentation analysis, which showed multiple stock cards with conflicting balances for the same items, consistent with what the owner described. Because this account rests on a single informant rather than multiple cross-checked interviews, it should be read as the perspective of the person with the broadest view of the business rather than as a fully triangulated multi-respondent account; this limitation is addressed further in the Discussion

B. Value Chain Model Porter

1. Primary Activities Analysis:

- i. Inbound Logistics: The ERP system assisted in managing the inventory of spare parts, oils, and tires from suppliers, as well as tracking the receipt of goods and automatically updating stock levels.
- ii. Operations: The system helped in scheduling and recording service processes, as well as managing the allocation of resources (mechanics and equipment).
- iii. Outbound Logistics: The system enabled the recording of spare parts deliveries to customers and the management of service queues and customer motor pickup.

- iv. Marketing & Sales: The system incorporated a CRM module to manage customer data, track promotions, and administer loyalty programs.
 - v. Service: The system facilitated the scheduling of periodic servicing and the tracking of each customer's service history.
2. Support Activities Analysis:
- i. Firm Infrastructure: The financial and accounting modules of the ERP system enabled comprehensive reporting, while the integration of all business processes improved overall operational efficiency.
 - ii. Human Resource Management: The system managed employee data, work schedules, and payroll.
 - iii. Technology Development: The Odoo ERP system itself represented a significant technological advancement for the company, and its integration with the website enabled online information and service booking.
 - iv. Procurement: The purchasing module of the ERP system was used to manage the procurement of spare parts and equipment from suppliers.

C. Accelerated SAP (ASAP)

Using the Accelerated SAP (ASAP) methodology, the implementation process at Tama Jaya Motor followed a structured and phased approach, yielding key outcomes and insights that underscored the importance of a systematic and iterative implementation strategy. This approach allowed the organization to align its operational objectives with technological advancements while minimizing potential risks and disruptions.

- 1) **Project Preparation:** In the project preparation phase, initial steps for implementing the Odoo system were carried out systematically. This included defining the project scope and identifying the modules to be integrated, focusing on the Inventory and Sales modules for Tama Jaya Motor's digital transformation. Clear and measurable objectives were set, such as improving stock recording accuracy and streamlining procurement, emphasizing operational performance improvement.
Data collection was comprehensive, involving existing documents, interviews with business owners, and direct observation of current processes. This multi-source approach ensured the system design aligned with Tama Jaya Motor's specific needs and workflow. The researcher collaborated **closely** with the organization, which committed to sharing data and supporting the implementation. The objectives, required resources, and current operational challenges were outlined to conduct a thorough needs analysis and justify the project.
- 2) **Business Blueprint:** The business blueprint for Tama Jaya Motor was developed using Porter's Value Chain Analysis and an Inventory Process Flowchart to map current processes. Initial analysis revealed challenges like manual stock recording, non-centralized procurement, and lack of integration between sales, inventory, and finance. Here the business blueprint of the models of inventory.

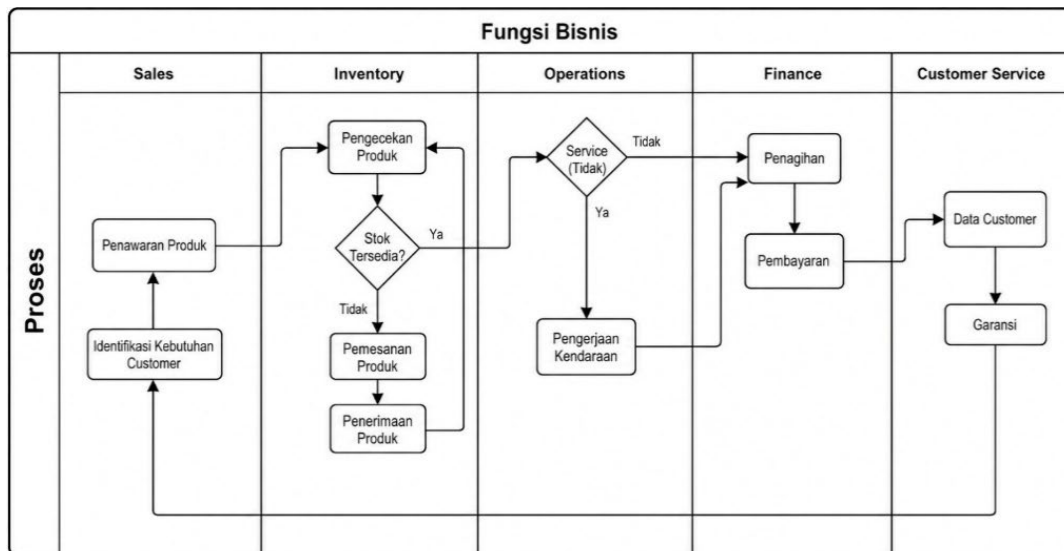


Figure 1. Inventory Business Process Flowchart

The proposed solution integrated the Inventory module for automatic stock recording in Inbound Logistics, used the Sales module to streamline customer order management in Operations, and connected the Inventory module to a centralized system for Outbound Logistics, enhancing transparency and efficiency.

- 3) **Realization:** The realization phase focuses on executing the plans laid out in the business blueprint. This involves configuring the Odoo ERP system according to the identified business requirements, including migrating existing data into the new system and installing necessary modules that align with operational needs. The researcher ensures that each module is tailored to meet the specific requirements of Tama Jaya Motor, facilitating an effective transition from manual processes to an integrated ERP solution. Here are the main steps in using the Odoo inventory module at Tama Jaya Motor:

- a) Login to the Odoo System

Users are required to log in using the credentials that have been provided. After successful login, the main Odoo interface will display the various available modules, including the inventory module.

- b) Initial Inventory Settings

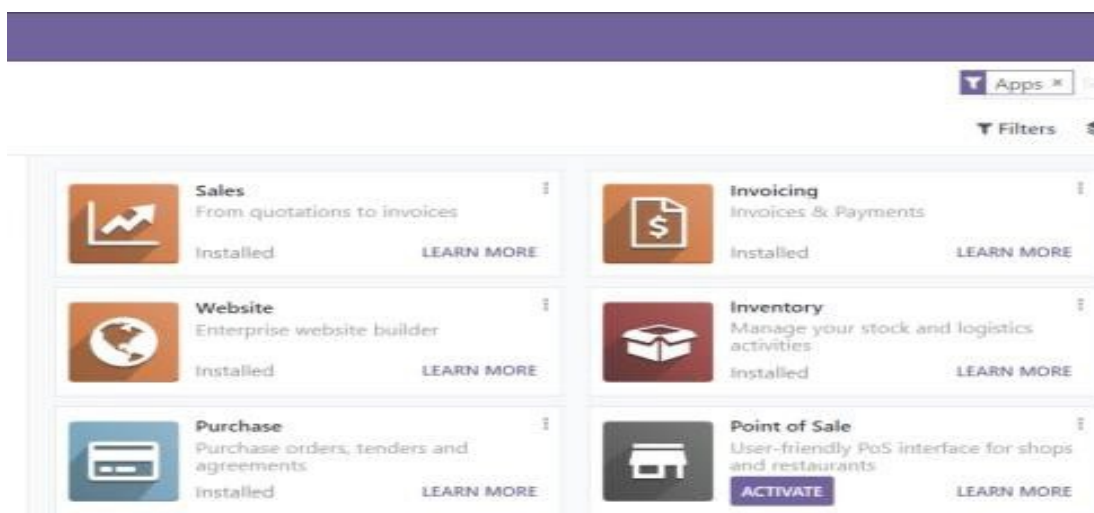


Figure 2. Downloading the Inventory Module

After successfully logging into the Odoo database that has been created, the next step is to download and install the inventory module application. This module is designed to help companies, in this case Tama Jaya Motor, to monitor and manage stock efficiently. The process of installing and configuring the inventory module includes the following steps are Installing Core Inventory Management Features and Basic Warehouse Setup Configuration.

c) Inputting Products

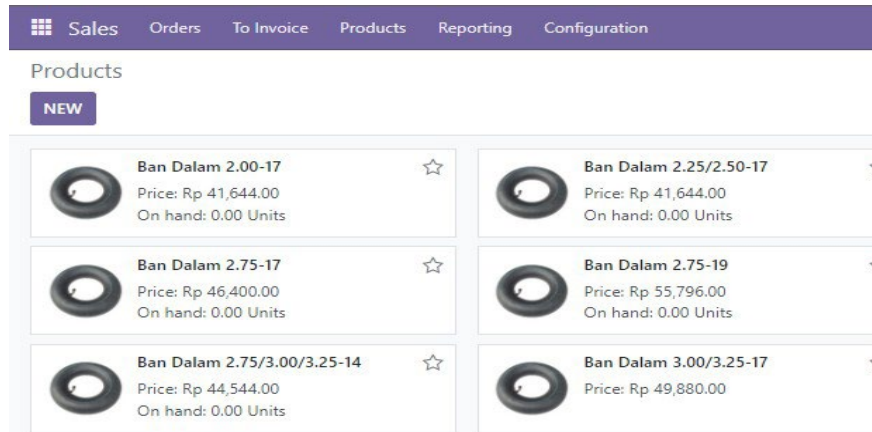


Figure 3. Tama Jaya Motor Products

The product data input process is an essential initial step in inventory management using Odoo. This stage includes several main aspects are Determining the Unit of Measure (UoM) and Grouping Products into Categories. In addition to, in the product data input process, some important information that must be filled in includes are Product Name, Selling Price, Purchase Price, and VAT (Value Added Tax). By entering this information completely and accurately, the Odoo inventory system can provide more structured data, support report analysis and facilitate the process of monitoring and managing stock.

d) Adding Supplier Data to the System

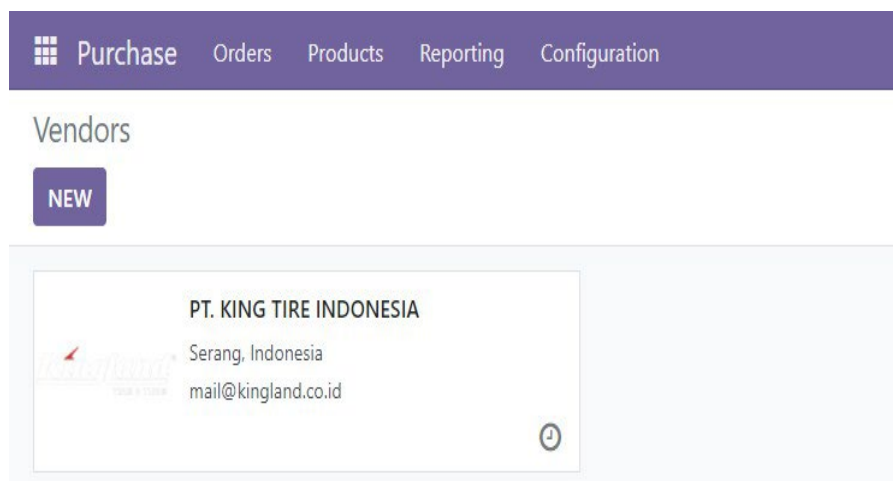
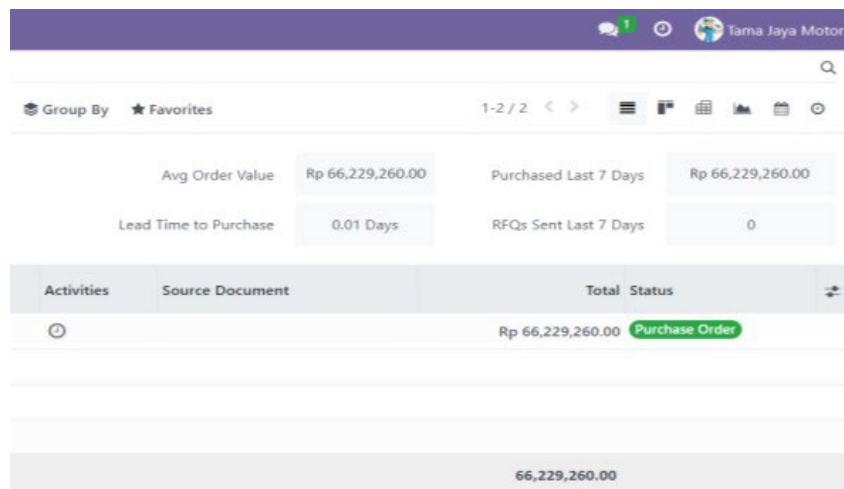


Figure 4. Tama Jaya Motor Supplier

Another important step in inventory management is entering supplier data into the Odoo system. At Tama Jaya Motor, the main supplier for tire products is PT. King Tire

Indonesia. This company is responsible for supplying all types of tires, both inner tubes and outer tubes, sold by Tama Jaya Motor. The information entered into the system includes Supplier Name, Contact and Address Information, Products Supplied, Purchase Terms and Transaction History. By recording detailed supplier data, the inventory system can help facilitate the re-ordering process, track relationships with suppliers, and ensure continuous stock availability. PT. King Tire Indonesia is also a strategic partner ensuring that Tama Jaya Motor inventory needs are always met on time.

e) Supplier Ordering Process



Tama Jaya Motor			
Avg Order Value		Rp 66,229,260.00	
Purchased Last 7 Days		Rp 66,229,260.00	
Lead Time to Purchase		0.01 Days	
RFQs Sent Last 7 Days		0	

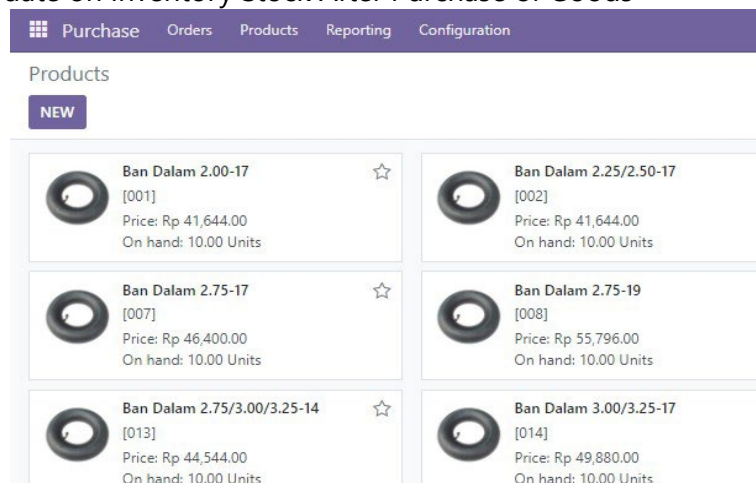
Activities	Source Document	Total	Status
		Rp 66,229,260.00	Purchase Order

66,229,260.00	
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Figure 5. Supplying Goods

After the supplier data is entered into the system, the next step is to carry out the ordering process for the required goods. Tama Jaya Motor routinely supplies goods from PT. King Tire Indonesia to meet operational needs and maintain the availability of stock of tire products sold. The process of ordering goods includes the following stages are Identify Stock Needs, Purchase Order Creation, Order Confirmation and Payment, and Receipt of Goods. With an integrated ordering process in the Odoo system, Tama Jaya Motor can ensure efficient stock management, reduce the risk of procurement delays, and maintain smooth operations. PT. King Tire Indonesia, as a supplier partner, can also provide faster and more targeted services according to Tama Jaya Motor's needs.

f) Automatic Update on Inventory Stock After Purchase of Goods



Purchase Orders Products Reporting Configuration	
Products	
NEW	
Ban Dalam 2.00-17 [001] Price: Rp 41,644.00 On hand: 10.00 Units	Ban Dalam 2.25/2.50-17 [002] Price: Rp 41,644.00 On hand: 10.00 Units
Ban Dalam 2.75-17 [007] Price: Rp 46,400.00 On hand: 10.00 Units	Ban Dalam 2.75-19 [008] Price: Rp 55,796.00 On hand: 10.00 Units
Ban Dalam 2.75/3.00/3.25-14 [013] Price: Rp 44,544.00 On hand: 10.00 Units	Ban Dalam 3.00/3.25-17 [014] Price: Rp 49,880.00 On hand: 10.00 Units

Figure 6. Tama Jaya Motor Stock of Goods

After purchasing goods from suppliers, the Odoo system automatically updates inventory stock based on received goods data. For example, inner tubes and outer tires from PT. King Tire Indonesia are recorded in the inventory module, ensuring real-time stock accuracy. This automation reduces errors, saves time, and enhances inventory data accuracy, leading to more efficient goods management, smoother operations, and improved customer service.

- 4) **Final Preparation:** In the final testing phase of the Odoo implementation at Tama Jaya Motor, two key activities were prioritized: comprehensive user training and detailed system testing. User training focused on equipping staff with the knowledge and skills to effectively use the new system, emphasizing core areas such as inventory management, procurement, and customer order processing. This hands-on approach aimed to ensure a smooth transition from manual to automated processes, address potential knowledge gaps, and build user confidence.

System testing verified that Odoo met the operational and functional requirements outlined in the business blueprint. This included testing procurement processes to confirm efficient handling of supplier interactions and purchase orders, stock management to ensure accurate real-time inventory tracking and reorder alerts, and customer order management for seamless order entry, integration with inventory, and automated invoicing. Any identified issues were documented and promptly resolved, with stress tests conducted to evaluate system performance during peak business periods. These thorough training and testing efforts ensured the Odoo implementation was both technically sound and practically viable, minimizing risks and building a foundation for a successful system go-live. The outcome was a reliable tool that supported Tama Jaya Motor's long-term operational efficiency and growth.

- 5) **Go Live & Support:** The final phase of the Odoo ERP implementation at Tama Jaya Motor involves transitioning to live operation, ensuring the system functions effectively and minimizes disruptions. Key activities include establishing support mechanisms for performance monitoring and user assistance, with dedicated teams for troubleshooting and regular system updates. Training sessions are provided to boost user confidence and adoption.

The structured ASAP methodology ensures seamless integration into workflows, addressing challenges like stock inconsistencies and procurement inefficiencies. This phase results in significant operational efficiency, improved decision-making, and long-term business growth, marking the ERP implementation as a transformative success for Tama Jaya Motor.

D. Implementation Results

The implementation of the Odoo ERP system at Tama Jaya Motor led to major improvements in inventory management and cross-departmental integration. The procurement process became faster, reducing lead times and minimizing stockouts, ensuring timely service. Real-time data synchronization across inventory, sales, and finance provided accurate information, improved coordination, and supported data-driven decision-making. The positive impact is shown in the chart below, which highlights the increase in sales volume and revenue after the ERP system was implemented:

LAST WEEK

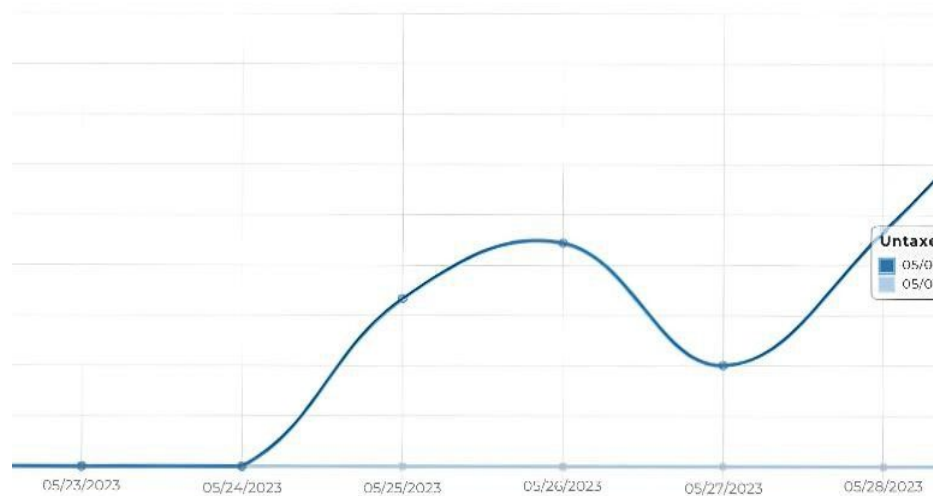


Figure 7. Tama Jaya Motor Stock Improvement

The structured approach guided by the Accelerated SAP (ASAP) methodology, including planning, testing, and user training, ensured the system's successful integration. Overall, the Odoo ERP system transformed Tama Jaya Motor's operations, enhancing efficiency and positioning the company for continued growth in the competitive automotive industry.

DISCUSSIONS

The findings of this study demonstrate that implementing the Odoo Enterprise Resource Planning (ERP) system using the Accelerated SAP (ASAP) methodology successfully improved inventory management at Tama Jaya Motor. The migration from manual inventory recording to an integrated ERP platform enhanced inventory accuracy, procurement efficiency, stock visibility, and coordination among business functions. These findings indicate that ERP implementation should be viewed not only as the adoption of digital technology but also as a strategic initiative for business process transformation that creates organizational value through integrated information management. From the perspective of Porter's Value Chain, the implementation of Odoo ERP strengthened both primary and support activities by integrating information across inventory, procurement, sales, finance, customer relationship management (CRM), and human resource management. The inventory module improved inbound logistics through automated stock recording and purchase management, while integration with sales and procurement reduced delays in inventory replenishment and improved product availability. Consequently, operational activities became more efficient because decision-makers were able to access accurate and real-time information. These findings support Porter's argument that organizations achieve competitive advantage by optimizing value-creating activities rather than focusing on isolated operational improvements.

The structured implementation process provided by the ASAP methodology also played an essential role in the success of this study. The sequential phases of Project Preparation, Business Blueprint, Realization, Final Preparation, and Go-Live & Support ensured that business requirements were thoroughly analyzed before system configuration. This structured approach minimized implementation risks, facilitated user adaptation, and ensured that each ERP module aligned with the company's operational processes. The findings suggest that implementation methodology is equally as important as technology selection because a well-planned implementation increases user acceptance and organizational readiness.

The improvement in inventory management identified in this research is consistent with previous studies examining Odoo ERP implementation in Indonesian SMEs. Luarwan et al. (2025) emphasized that integrating inventory information with procurement activities enables organizations to monitor supplier performance, evaluate inventory trends, and develop more accurate purchasing strategies. In the present study, procurement decisions became more responsive because purchasing personnel could immediately identify inventory shortages through the ERP dashboard and initiate purchasing activities without relying on manual communication. This integration reduced unnecessary procurement delays while minimizing the risks of stock shortages and excessive inventory accumulation.

The findings also align with the implementation of Odoo ERP at Ani Mart, where Wenardi et al. (2025) found that integrating the Point of Sale (POS), inventory, and accounting modules significantly improved transaction recording, stock management, and financial reporting. The replacement of manual documentation with an integrated ERP system reduced administrative workloads while improving reporting accuracy. Similar operational improvements were identified in Tama Jaya Motor, particularly regarding inventory monitoring and data accessibility. Furthermore, the use of Porter's Value Chain as an analytical framework in this study is consistent with the approach adopted by Wenardi et al. (2025), who utilized Value Chain Analysis to identify critical operational activities before selecting appropriate Odoo modules. Their research demonstrated that technology implementation becomes more effective when ERP modules are selected according to organizational requirements rather than simply digitizing existing manual processes. Similarly, this study shows that combining Value Chain Analysis with the ASAP implementation methodology enabled Tama Jaya Motor to prioritize inventory management as the primary area requiring digital transformation, resulting in better alignment between technology capabilities and business objectives.

Beyond operational improvements, this study demonstrates that ERP implementation supports managerial decision-making by providing centralized, accurate, and real-time information. Managers are now able to evaluate inventory availability, purchasing history, supplier performance, and stock movements using integrated dashboards instead of fragmented manual records. This capability enhances planning accuracy and organizational responsiveness while reducing uncertainty during operational decision-making. These findings reinforce previous research indicating that ERP systems improve organizational agility by enabling data-driven decision-making across multiple business functions (Luarwan et al., 2025; Wenardi et al., 2025).

Overall, this study confirms that implementing Odoo ERP using the ASAP methodology provides an effective framework for improving inventory management, operational efficiency, and organizational integration. The consistency of these findings with previous studies conducted by Luarwan et al. (2025), Wenardi et al. (2025), and Patimah et al. (2025) strengthens the argument that combining Value Chain Analysis with a structured ERP implementation methodology enables SMEs to achieve sustainable digital transformation while improving business performance and competitive advantage.

Beyond its operational contribution, this study also speaks to the creative business and technology context that MEDANTARA foregrounds. Automotive service businesses such as Tama Jaya Motor increasingly compete not only on price and turnaround time but on the quality of customer-facing, creative service work, including vehicle customization advice, personalized maintenance recommendations, and tailored customer communication, activities that fall squarely within Porter's Marketing and Sales and Service categories. Reliable, real-time inventory data is a precondition for this kind of creative, value-added service: staff cannot design a compelling customer experience around parts availability, service timing, or personalized recommendations if the underlying stock and order data cannot be trusted. In this sense, the ERP-enabled efficiency gains documented here free

staff time and managerial attention away from reactive stock firefighting and toward the creative, relationship-based activities that differentiate an automotive service SME from its competitors, a pattern consistent with broader findings on how digital transformation enables Indonesian MSMEs, including creative-economy actors, to redirect effort toward higher-value, customer-facing work (Anatan & Nur, 2023; Wang et al., 2023; Melisa, 2026). Framed this way, the Value Chain and ASAP-based approach used in this study is not only a technical inventory fix but a foundation for the kind of creative business competitiveness that this journal's scope addresses.

This study has an important limitation regarding its primary data collection. The interview component relied on a single key informant, the business owner, rather than multiple respondents across different functional roles (e.g., warehouse, sales, and finance staff), and the original interview recording was not preserved for later re-verification. While the owner's account was cross-checked against internal documentation and against patterns reported in comparable prior studies (Luarwan et al., 2025; Wenardi et al., 2025; Henny et al., 2025), a single-informant design cannot fully rule out the possibility that other staff members experienced the implementation differently. Future research on similar ERP implementations should include interviews with multiple respondents across roles, along with retained audio recordings and transcripts, to allow more robust triangulation and reduce reliance on any single perspective.

CONCLUSION

The implementation of the Odoo ERP system at Tama Jaya Motor effectively addressed key challenges in inventory management, such as inaccurate stock recording, inefficiencies in goods tracking, and delays in procurement. Using the Accelerated SAP (ASAP) methodology, the project achieved significant improvements, including enhanced stock recording accuracy, which reduced errors common in manual systems, and optimized procurement processes that minimized the risk of stock shortages. These outcomes demonstrated that digitalization through ERP systems is an effective strategy for boosting operational efficiency, cutting costs, and enhancing competitiveness in the automotive service industry. The structured approach provided by the ASAP methodology ensured that the system was tailored to meet Tama Jaya Motor's specific needs, facilitating smoother operations and better service delivery. This transformation has positioned Tama Jaya Motor to better meet customer expectations and remain competitive in the market. For further development, the following are suggested:

1. Enhancing Other Modules: Adding complementary modules such as Finance and CRM for more comprehensive system integration.
2. Further Training: Conducting regular training for staff to ensure that all system features are utilized optimally.
3. Implementation in Other Branches: Implementing the same system in Tama Jaya Motor branches or business partners to create operational uniformity.
4. Further Research: Examining the effect of this system on long-term customer satisfaction and its impact on overall business growth.

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