Investigating the Factors That Contribute to the Implementation of Business Intelligence in Non-Profit Organizations:
A Case Study of Non-Profit Organization in Cianjur, Indonesia

Via Vidya
Student, Magister of Industrial Engineering, Faculty of Industrial Engineering
Universitas Telkom
Bandung, Indonesia
viavidya@student.telkomuniversity.ac.id

Agus Achmad Suhendra and Ilma Mufidah
Lecturer, Magister of Industrial Engineering, Faculty of Industrial Engineering
Universitas Telkom
Bandung, Indonesia
agus@telkomuniversity.ac.id, ilmamufidah@telkomuniversity.ac.id

Abstract

One of the uses of Business intelligence (BI) in organizations is a non-profit organization in Cianjur, where both organizations have implemented BI. It is hoped that BI can help support reporting and fact-based decision-making within the scope of the education sector organization, which ultimately leads to improved organizational performance. The purpose of this study is to find out what factors influence the implementation of BI in non-profit organizations. The research method used is quantitative, which includes the dissemination of questionnaires. The data collected through a questionnaire survey from a sample of 60 people in two non-profit organizations in Cianjur district were analyzed through Partial Least Squares - Structural Equation Modeling (PLS-SEM). The results showed that data management, relative profits, and IT infrastructure support significantly influenced in implementation of BI in non-profit organizations. This study provides an understanding of what influences the implementation of BI in non-profit organizations. The main limitation of this research is its focus on the non-profit sector. It is only carried out by two non-profit organizations in Cianjur alone, thus limiting its application and ability to be generalized. It is hoped that the findings presented will contribute to a greater understanding of the factors influencing the application of business intelligence for researchers and practitioners to encourage non-profit organizations to be better prepared to implement decision-making through business intelligence. This research also helped offer a dashboard design proposal for BI improvement following the model of the test results.

Keywords
Business Intelligence, Non-Profit Organization, Indonesia, PLS-SEM, Technology-Organization-Environment Framework

Biography
Via Vidya is a student at Magister of Industrial Engineering, Faculty of Industrial Engineering, Telkom University, Bandung, Indonesia. She graduated bachelor's degree from Pasundan University in 2018. She is now working as business intelligence developer

Agus Achmad Suhendra is a senior faculty member of the Industrial Engineering Department in Universitas Telkom, Indonesia and he has an academic position as Associate Professor. He earned his bachelor's degree and master degree

in Industrial Engineering from Bandung Institute of Technology (ITB) and Doctoral Program in Business Management from Padjajaran University (UNPAD). His research focuses are in the areas of Business Intelligent, Business Model Design, Digital Marketing and Strategic Management. He has experience working as a Dean at Creative Industries Faculty and Industrial Engineering Faculty Telkom University. His current position as Rector of Institute of Technology Telkom Jakarta.

Ilma Mufidah is a lecturer and head of Industrial Enginering Department, Master Program Telkom University. She has also been appointed as Chairman PDMAI Bandung Chapter. She earned her bachelor degree and master degree in Ergonomy and Occupational Safety from Sepuluh Nopember Institute of Technology (ITS) and Ph.D in Ergonomy and Occupational Safety from National Taiwan University of Science & Technology (NTUST) Taiwan in 2018. She has published a book with the title "Analisis dan Pengukuran Kerja: Upaya untuk Meningkatkan Efektifitas dan Efisiensi Kerja" in 2016. She has published 13 articles and active attended conferences from 2014-2020. She has also participated in Community Service Program.