



Data Entry Contribution to Efficient Corporate Administration - A Case Study of DEF Limited Company

Farhah Kusumaningtyas¹, Bambang Santoso²

¹ Student of Business Administration Study Program, Faculty of Law, Social Science, and Political Science (FHSIP) Open University

² Lecturer of Business Administration Study Program, Krakatau Polytechnic

Correspondence: tyasfarhah@gmail.com

Article Info

Article history:

Received May 22th, 2025

Revised May 27th, 2025

Accepted Jul 02th, 2025

Keyword:

Data entry; administrative efficiency; financing; information technology; data processing.

ABSTRACT

This study investigates the role of data entry processes in enhancing administrative efficiency at DEF Limited Company, a company operating in the financing sector. In daily operations, effective administrative performance relies heavily on the accuracy and timeliness of data management. This research uses a descriptive qualitative method, which is an approach that deemed most appropriate for understanding and articulating the role of data entry personnel within the actual corporate environment. The qualitative approach enables the researcher to explore complex work dynamics and uncover the underlying meanings behind the activities performed by data entry staff. To collect relevant data and insights, the study integrates two primary methods: literature review and direct observation. The findings indicate that improving data entry procedures can significantly streamline administrative workflows, minimize recording errors, and strengthen interdepartmental coordination. Furthermore, the adoption of an integrated digital system contributes to reduced operational costs and the availability of more accurate data to support strategic decision-making. Therefore, data entry should be recognized not merely as a routine task but as a critical component in advancing organizational effectiveness and overall performance.



© 2025 The Authors. Published by Buana Pustaka International Publishers. This is an open access article under the CC BY license (<https://creativecommons.org/licenses/by/4.0/>)

INTRODUCTION

In general, an office serves as a central unit where the administrative and managerial functions of an organization or company are carried out. It functions as the hub for data processing, communication, and control of various operational activities. To enhance organizational performance whether in government institutions or private enterprises every employee must possess the skills necessary to manage company operations effectively, particularly in data entry. Accurate and efficient data input is essential for supporting decision-making, ensuring smooth workflow, and maintaining overall organizational productivity.

Input refers to an external component, such as a document or note, used to enter data from outside sources into a computer system (Sutabri, 2005: 21). This process typically involves entering data into a computer or an application utilized within an organization, whether governmental or private. Data itself is defined as a collection of records or reports in the form of symbols, numbers, or words, obtained through observation or stored as digital files (Irmansyah, 2003: 26; Reza et al., 2024). According to Arikunto (2002: 56), data input is the process of converting data from a physical format into a digital one, where the information is typed and entered a computer system. This step is crucial in ensuring data accuracy and accessibility for further processing and decision-making.

The data entry process represents the initial and foundational stage of an information management system. Even minor errors at this stage can lead to significant consequences, including inaccurate financial reporting (Asnada, 2024; Hastuti & Santoso, 2025), inventory discrepancies, and flawed performance evaluations all of which can critically affect decision-making processes. In many instances, major operational issues within organizations can be traced back to incorrect or poorly managed data input. This highlights that data entry is not merely an administrative function; it plays a

strategic role within the broader context of an organization's information system, directly influencing the quality and reliability of the data used for planning and decision-making.

According to Yusup (2008) Data Entry is the activity of entering data into a computer system through a specific application so that the data can be processed and used as a basis for making reports and making decisions. Data entry is the activity of entering data that has been collected into a computer database master table, then creating a simple frequency distribution by creating a contingency table.

Despite its critical function, the role of data entry personnel often remains underappreciated in practice. Many data entry employees receive minimal training, lack access to adequate work facilities, and operate without a robust quality control system. In several companies, data entry is still performed manually under high workloads (Montani, et al., 2020), increasing the likelihood of human error. Moreover, the pressure to work quickly is frequently not matched by sufficient oversight to ensure data accuracy.

Amid rapid advancements in information technology, the role of data entry must evolve within the organizational workflow. While digitalization and automation can reduce certain manual tasks, human involvement remains essential particularly in validating, supervising, and managing unstructured data. Thus, companies must begin to recognize that reinforcing the role of data entry personnel equates to strengthening the informational foundation that supports nearly all business operations (Santoso et al., 2020).

By acknowledging both the challenges and the significance of the data entry function, this research aims to reassert its importance within corporate administration and information management systems. The findings are expected to contribute positively by encouraging the development of more efficient work systems, recognizing the contributions of behind the scenes human resources, and ultimately enhancing overall organizational performance.

The Strategic Role of Data Entry in Organizational Administration

Data entry is a fundamental activity within administrative operations that plays a pivotal role in ensuring the smooth flow of information across an organization. This process encompasses the input, verification, processing, and storage of data into designated digital or manual systems. Such information becomes accessible and usable for a wide array of purposes, including managerial planning, performance assessment, and strategic decision-making.

According to Syahrani (2018), data entry is an integral component of the administrative workflow, supporting the overall functionality of office operations (Juairiyah & Hendrixon, 2017; Rosalin et al., 2022). When data is systematically and accurately recorded, it forms a reliable foundation for various organizational functions, from reporting to performance evaluation. In essence, well-managed data entry not only facilitates efficient document tracking and retrieval but also enhances responsiveness to information needs across all organizational levels. In today's dynamic work environment (Utama et al., 2024), data entry transcends its traditional technical role and becomes a strategic element of knowledge management and information optimization within the company.

The Importance of Efficiency in Corporate Administration

Administrative efficiency is not merely a technical consideration but a core principle of modern organizational management. An efficient administrative system ensures the optimal use of resources time, manpower, and costs while maintaining the quality of service and output. Nuraida (2008) asserts that administrative efficiency is achievable when each process is executed with appropriate procedures, supported by adequate information technology, and handled by skilled personnel (Wulandari & Basorudin, 2023).

In practical terms, efficiency contributes directly to overall organizational performance. It enhances productivity, minimizes errors, and facilitates smoother interdepartmental communication. Furthermore, increased efficiency can lead to greater job satisfaction among staff, as work becomes more structured and workloads more manageable. In an increasingly competitive business landscape, administrative efficiency is a strategic asset that aligns with the long-term vision and mission of the organization.

Efficiency in corporate administration is vital (Chowdhury, et al., 2020) for ensuring smooth organizational operations and achieving strategic goals. Administrative functions such as communication management, scheduling, documentation, and resource allocation serve as the backbone

of any business. When these processes are efficient, companies benefit from reduced operational costs, improved decision making, and enhanced employee productivity. Efficient administration also allows management to focus more on innovation and growth rather than routine tasks, while minimizing delays, redundancies, and errors. In today's competitive business environment, where agility and responsiveness are key, streamlining administrative workflows through well-structured procedures and the use of technology has become not just a preference but a necessity.

Contribution of Data Entry to Administrative Efficiency

In daily operations, the data entry process is often the initial point of numerous administrative workflows requiring precision and timeliness. In the context of daily operations, the role of data entry is fundamental to ensuring administrative efficiency. This process often serves as the initial step in a variety of workflows that depend heavily on the accuracy and timeliness of information. As Sukoco (2008) emphasizes, administrative tasks executed quickly and precisely contribute significantly to faster decision-making and improved institutional performance. Data entry personnel play a critical role in this system; their responsibilities go beyond mere input they uphold the consistency and reliability of data that form the basis of managerial decisions (Ayuningtyas et al., 2021).

Krisnaesanti & Widiyantara (2025) further highlight that administrative staff, including data entry officers, have a substantial impact on the stability of operational workflows and the accuracy of documentation (Nurmansyah & Yuliani, 2023). When data is inaccurate or inconsistent, it can disrupt the information system, leading to inefficiencies and decreased productivity. Thus, the role of data entry personnel must be recognized as a key component of an organization's broader efforts to achieve sustainable efficiency and operational effectiveness (Santoso & Kasih, 2024). Without dependable data, the entire information system may experience disruptions, ultimately impacting productivity and decision quality. Therefore, data entry must be recognized as a key contributor to organizational efficiency and effectiveness, not merely as a technical support function.

Technological Advancements in the Data Entry Process

The evolution of information technology has opened new avenues for enhancing the efficiency of data entry processes. With the advent of digital platforms, data management software, and e-office systems, administrative workflows have become significantly faster, more accurate, and easier to monitor. Marsisno et al. (2023) state that the integration of technology in office administration has substantially improved both the precision and speed of administrative tasks (Santoso et al., 2025).

Automation reduces the burden of manual input and minimizes the risk of human error. In parallel, Basid & Nirawati (2025) demonstrated that digitalization in the Islamic banking sector (Santoso et al., 2023; Santoso et al., 2025) not only expedited administrative services but also introduced structural efficiencies with measurable impacts on institutional performance. Moreover, digital systems promote transparency, enabling easy tracking of all data entries via audit trails or system logs an essential feature in environments where accountability is paramount.

With technological support, the data entry process becomes not only more efficient but also adds value to the organization information ecosystem, reinforcing its role in strategic decision-making and organizational development.

RESEARCH METHODS

This research uses a descriptive qualitative method, which is an approach that deemed most appropriate for understanding and articulating the role of data entry personnel within the actual corporate environment. Qualitative methods have become essential for obtaining profound insights and for unpacking complex phenomena (Lim, 2025). The qualitative approach enables the researcher to explore complex work dynamics and uncover the underlying meanings behind the activities performed by data entry staff. To collect relevant data and insights, the study integrates two primary methods: literature review and direct observation (Santoso et al., 2024).

The literature review involves the examination of various sources, including scholarly books, academic journals, research reports, and credible online publications. This method provides a solid theoretical foundation for understanding the data entry function and situates the current study within the context of previous research and discourse on the subject. Qualitative methods focus on exploring

phenomena through rich, detailed data like interviews, observations, focus groups, and document analysis.

The direct observation method is conducted at the research site, namely DEF Limited Company. Through this method, the researcher observes firsthand the data entry processes, including workflow patterns, employee interactions, and challenges encountered in day-to-day operations. This observational approach aims to capture an authentic and comprehensive picture of the field conditions.

Additionally, the study utilizes secondary data (Santoso et al., 2024), comprising existing and documented sources such as internal company reports, operational documents, and other supporting materials. These secondary sources serve to complement the observational findings and reinforce the analytical framework of the study. By combining literature analysis and field observation, supported by relevant secondary data, this research aims to construct a well-rounded and in-depth understanding of the contribution of data entry personnel to administrative efficiency within the organization.

RESULTS AND DISCUSSION

Based on direct observations at DEF Limited Company, alongside reviews of internal documents and supporting data, it is evident that the role of data entry is critical within the company's administrative operations. The data entry process involves recording transactions, inputting customer information, logging assets, and managing various administrative documents. Data entry personnel bear the responsibility of ensuring that all information is recorded accurately and promptly within the company's computerized system. In practice, DEF Limited Company employs a digital-based system that facilitates real-time data integration across divisions. The implementation of this technology not only accelerates workflows but also reduces input errors, thereby enhancing the overall efficiency of administrative processes.

Informal interviews with employees engaged in administrative functions revealed that the speed and accuracy of data entry significantly impact both customer service and managerial reporting. Accurate and well-organized data expedites analysis and reporting, leading to more efficient decision-making.

The Role of Data Entry in Improving Administrative Efficiency

The findings align with Nuraida (2008) assertion that administrative efficiency stems from structured workflows supported by adequate information technology. At DEF Limited Company, the data entry function transcends routine tasks, evolving into the central hub of the company's information management system. Data entry acts as a national input center, aggregating data from multiple branches across the country. This highlights the essential role of data entry personnel—not merely as behind-the-scenes operators but as key coordinators who enable seamless communication and operation across branches.

Sukoco (2008) further underscores that effective administration depends heavily on good data management. Efficiency is achievable only if data is accurate, relevant, and timely ((Septiani & Santoso, 2024). In this respect, DEF Limited Company's data entry personnel play a crucial role by delivering valid and ready-to-use information to meet the diverse needs of various departments. This is especially critical in the financing sector, where timely and precise information underpins customer service and financial decision-making.

To support these functions, DEF Limited Company has developed a proprietary internal application exclusively for data entry staff. This platform is accessible to employees across departments based on task requirements and authorization levels. This system accelerates information flow between units, ensuring data consistency and accuracy within the centralized database. Consequently, data entry personnel work not only more efficiently but also serve as strategic contributors to building a resilient, adaptive information system that supports the company's growth amid a dynamic business environment.

Technology Support in the Data Entry Process

The integration of technology is a vital factor in this study. As Marsisno et al. (2023) explained, digital applications and information systems enhance administrative efficiency by enabling faster, more accurate work with fewer errors. At DEF Limited Company, the data entry process benefits from a fully integrated computerized system linking finance, marketing, and customer service departments. This

integration fosters synergy, accelerates information flow, and strengthens interdepartmental coordination, which is essential for delivering optimal financing services (Santoso & Legowo, (2014).

The study also revealed that data entry personnel operate as the national data input center, consolidating data from all company branches. This centralized processing enables management to access real-time information, facilitating accurate, data-driven decisions. However, these achievements are supported by dedicated teams responsible for developing and maintaining the internal applications used by data entry staff (Septiani et al., 2023). These applications are designed for user-friendliness, stability, and operational compatibility. Moreover, the IT team plays a crucial role in ensuring reliable internet connectivity across all branches and maintaining system and software performance. Their support is indispensable in sustaining the effectiveness of the data entry and administrative processes. This innovation not only reduces the workload of human operators but also streamlines workflows and increases overall productivity (Galiano, et al., 2024). As companies and organizations continue to digitize their operations, technology-enabled data entry systems are critical to ensuring operational accuracy and success.

CONCLUSION

Based on the findings from literature studies and direct observations at DEF Limited Company, it can be concluded that data entry plays a vital role in enhancing the efficiency of company administration. The function of data entry personnel extends beyond mere data input; they serve as essential liaisons ensuring the smooth flow of information across different parts of the organization. The accuracy, timeliness, and consistency of the data entry process have been demonstrated to support managerial decision-making, expedite workflows, and reduce the risk of administrative errors. At DEF Limited Company, data entry staff even serve as a national input center, providing critical support to the company's information system that integrates data from all branches.

The implementation of information technology in the data entry process is a key driver of administrative efficiency. An integrated digital system enables faster, more precise data management and strengthens coordination between various work units. Additionally, cross-departmental support from internal application development teams and IT staff is crucial for maintaining system stability, accelerating data processing, and minimizing technical disruptions. Nonetheless, challenges such as human error, limited connectivity, and inconsistent document quality from branch offices remain. These issues can be mitigated through enhanced accuracy, interdepartmental evaluations, and stronger communication and collaboration among departments.

In light of these findings, it is recommended that companies invest in continuous competency development for data entry personnel through regular training, particularly in mastering relevant information technologies and digital systems. Moreover, fostering a collaborative work culture is essential to optimize coordination in data input and verification processes. Routine evaluation and maintenance of information systems, including software updates and network infrastructure improvements, will also significantly contribute to sustainable administrative efficiency (Santoso & Kasih, 2024).

This study aims to serve as a reference for other organizations seeking to understand the strategic importance of data entry personnel in achieving efficient, accurate, and integrated administrative operations. Future research is encouraged to explore the relationship between data quality and managerial decision-making effectiveness, as well as to conduct comparative studies across various industry sectors to provide a broader understanding of data entry system implementations in different organizational contexts.

REFERENCES

- Arikunto, S. (2002). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Asnada, R. T. (2024). *The effect of corporate social responsibility disclosure, firm size, and financial factors on profitability of telecommunication companies listed on Indonesia stock exchange 2016-2021* (Doctoral dissertation, Sekolah Tinggi Manajemen IPMI).
- Ayuningtyas, A., Suhandiah, S., & Ardian, H. (2021). Otomasi perkantoran menggunakan aplikasi Google. *Jurnal Administrasi Kantor*, 9(2), 163–172.

- Basid, I. A. M., & Nirawati, L. (2025). Penerapan digitalisasi teknologi informasi dalam divisi APBL Bank BJB Syariah untuk meningkatkan efisiensi administrasi pembiayaan. *Musyteri: Jurnal Manajemen, Akuntansi, dan Ekonomi*, 13(9), 141–150.
- Chowdhury, M. M. I., Othman, K. B., Khan, M. A., & Sulaiman, I. F. (2020). Role of effective corporate governance and motivational leadership in increasing productivity and efficiency of human resources. *Global Journal of Management and Business Research*, 20(10), 29-39.
- Galiano, M. A., Fergusson, M. E. M., Guerrero, W. J., Muñoz, M. F., Basto, G. A. O., Ramírez, J. S. C., ... & Sundt, A. L. (2024). Technological innovation for workload allocation in nursing care management: an integrative review. *F1000Research*, 12, 104.
- Hastuti, T., & Santoso, B. (2025). The Role of Insurance in Financial Risk Mitigation within the Banking Sector. *International Journal of Accounting and Business Administration (IJABA)*, 1(1), 10-18. <https://ecogreenjournals.com/ijaba/article/view/13>
- Irmansyah. (2003). *Pengantar Teknologi Informasi*. Jakarta: Bumi Aksara.
- Juairiyah, O., & Hendrixon, H. (2017). Penerapan E-Office dalam administrasi perkantoran: Studi kasus Balitbangda Prov. Sumsel. *Jurnal Pembangunan Nagari*, 2(1), 75–84.
- Krisnaresanti, A., & Widianara, I. M. (2025). *Administrasi Perkantoran*. Yogyakarta: Hei Publishing.
- Lim, W. M. (2025). What is qualitative research? An overview and guidelines. *Australasian Marketing Journal*, 33(2), 199-229.
- Marsisno, W., Usulu, E. M., Aslindar, D. A., & Gunawan, A. (2023). *Administrasi Perkantoran dan Teknologi*. Informasi Era Digital dalam Manajemen Kantor. Bandung: Media Penerbit Indonesia.
- Montani, F., Vandenbergh, C., Khedhaouria, A., & Courcy, F. (2020). Examining the inverted U-shaped relationship between workload and innovative work behavior: The role of work engagement and mindfulness. *Human Relations*, 73(1), 59-93.
- Nuraida, I. (2008). *Manajemen Administrasi Perkantoran*. Yogyakarta: Kanisius.
- Nurmansyah, A., & Yuliani, S. (2023). Pengelolaan surat masuk dan surat keluar secara E-Office pada KBM Ecotourism PERUM Perhutani Devisi Regional Jawa Barat dan Banten. *ATRAMIS: Jurnal Administrasi Bisnis (e-Journal)*, 7(1), 1–10.
- Reza, H.K., Susanti, M., Yusmaniarti, dan Santoso, B. (2024). *Manajemen Keuangan di Era Digital*. Bengkulu: CV. Qianzy Sains Indonesia.
- Rosalin, S., Rahayu, K. S., Utami, R. B., Edityastono, L., & Yuliawan, R. (2022). *Administrasi Perkantoran Berbasis Teknologi Informasi*. Universitas Brawijaya Press.
- Santoso, B. (2025). Faktor-faktor yang Mempengaruhi Efisiensi dan Kinerja Bank Umum Syariah Indonesia: Two-Stage Method. *Journal of Economic, Business and Engineering (JEBE)*, 6(2), 288-297.
- Santoso, B., & Kasih, T. P. (2024). Green Lean Concept for Measurement of Sustainable Performance Mediated by Organizational Culture in Oil & Gas and Petrochemical Industry. *International Review of Management and Marketing*, 14(5), 88–100. <https://doi.org/10.32479/irmm.16621>
- Santoso, B., & Legowo, N. (2014). Faktor-faktor kesuksesan e-learning dalam meningkatkan proses belajar mengajar di SMA Budi Mulia Karawang. Online at: <https://www.academia.edu/34714944>
- Santoso, B., Dewi, F.M., Yusmaniarti, Wanget, S.A.W., Nirawati, R. dan Utomo, B. (2024). *Metode Penelitian*. Bengkulu: CV. Qianzy Sains Indonesia.
- Santoso, B., Fithri, P., Nurmalawati, Andriani, M., Sembiring, A.C., & Tampubolon (2025). *Pengantar Sistem Informasi: Konsep, Teori, dan Aplikasi*. Bengkulu: CV. Qianzy Sains Indonesia.

- Santoso, B., Luqman Hakim, L., & Yuli Zain, Y. Z. (2023). JURNAL INTERNATIONAL BEREPUTASI: VALUATION OF EFFICIENCY VALUE AND ITS IMPLICATIONS ON RETURN ON ASSETS OF SHARIA COMMERCIAL BANKS IN INDONESIA. *Seybold Report*, 18(9), 778-798.
- Santoso, B., Sidharta, E. A., & Wardini, A. K. (2020). The impact of fundamental factors on stock return of the engineering and construction services company. *Jurnal Organisasi Dan Manajemen*, 16(2), 158-170.
- Santoso, B., Susanti, M., & Purnawan, R. (2024). *Analisis Data Kualitatif dengan NVivo: Panduan Teori dan Praktik*. Bengkulu: CV. Qianzy Sains Indonesia.
- Septiani, L., & Santoso, B. (2024). Pengaruh Marketplace Tokopedia Terhadap Peningkatan Penjualan Di Toko RMX Purwokerto. *Jurnal Bisnis dan Manajemen (JURBISMAN)*, 2(2), 343-356.
- Septiani, S., Dasila, R. A., & Nispasari, N. (2023). Analisis of raw material cost differences on production cost efficiency. *Jesya*, 6(2), 1418–1426. <https://doi.org/10.36778/jesya.v6i2.1117>
- Sukoco, B. M. (2008). *Manajemen Administrasi Perkantoran Modern 1*. Jakarta: Erlangga.
- Sutabri, T. (2005). *Analisis Sistem Informasi*. Yogyakarta: Andi Offset.
- Syahrani, I. (2018). *Administrasi Transaksi XI Jilid 1*. Yogyakarta: Deepublish.
- Utama, A. A., Benavides, J., Dindoruk, B., Onitiri, M., & Zargar, Z. (2024, April). Case Study: Assessment of Predictive Capability of Reservoir Simulators for Waterfloods in Carbonates: How Realistic is My Simulation Model?. In *SPE Improved Oil Recovery Conference?* (p. D031S014R001). SPE.
- Wulandari, S., & Basorudin. (2023). Sistem informasi entri dan keuangan arsip di Kantor BPS Rokan Hulu. *Riau Journal of Computer Science (RJOCS)*, 9(1), 1–10.
- Yusup, M. (2008). *Pengantar Teknologi Informasi*. Yogyakarta: Andi Offset.