

Administrative Procedures Salesman's Business Trip

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Abstract

Salesman administration travel procedures are crucial for supporting the smooth operation of a company, particularly in marketing activities and achieving sales targets. Structured travel administration is essential for ensuring the effective submission, implementation, and accountability of expenses in accordance with company policy. This final project examines the salesperson travel administration procedures at PT Gandum Mas Kencana, the challenges encountered during implementation, and the company's solutions to address these challenges. The research method used is descriptive with a qualitative approach through observation, interviews, and literature review. The results indicate that the salesperson travel administration procedures are well-functioning and supported by a structured administrative system. However, several challenges remain, including changes to travel schedules, lengthy approval processes, and missing or incomplete expense documentation. To address these challenges, the company is improving coordination, reviewing reports, and implementing more effective travel planning.

Keywords: Administrative Procedures, Travel, Salesman



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INTRODUCTION

Every company requires a structured administration system to support smooth operational activities so that company goals can be achieved effectively and efficiently. Good administrative management plays a crucial role in regulating various company activities, including business travel activities carried out by salespeople. Business travel is a crucial activity in a company because it is related to marketing activities, customer visits, negotiations, product distribution monitoring, and efforts to increase the company's sales targets. Therefore, clear and systematic business travel administration procedures are necessary to ensure all activities run in accordance with company policy.

Travel administration encompasses the travel application process, budget preparation, management approval, travel implementation, and cost accountability reports. Structured procedures can help companies improve work effectiveness, control budget utilization, and create transparency and accountability in the management of travel administration. However, several issues remain, such as sudden changes to travel schedules, lengthy approval processes, accommodation issues, and lost or poorly organized expense documentation. These conditions can hinder the administrative process and impact the efficiency of salesperson travel activities.

Based on these problems, solutions are needed that can help companies improve the effectiveness of business travel administration procedures, such as improving coordination between departments, conducting more thorough report checks, and preparing better and more organized business travel plans. Therefore, this study was conducted to determine the business travel administration procedures for salesmen at PT Gandum Mas Kencana, identify obstacles that occur during the implementation of business trips, and find out the solutions implemented by the company to overcome these obstacles. This study is expected to provide benefits as evaluation material and references for companies in improving the quality of salesman business travel administration management to run more effectively and efficiently.

LITERATURE REVIEW

Every company requires structured work procedures to ensure effective and efficient operational activities. Procedures serve as guidelines for carrying out work, ensuring that each activity is carried out systematically and in accordance with established standards. According to Muhaling, Palandeng, and Sumarauw (2021:573), Standard Operating Procedures (SOPs) assist companies in carrying out work activities efficiently and effectively. Furthermore, Rozaili, Zulkifli, and Zulfikar (2024:906) state that SOPs are written rules used as guidelines for work implementation to effectively achieve organizational goals. Furthermore, according to Adisty and Wajdi (2024:1887), SOPs (Standard Operating Procedures) play a crucial role in supporting company development because they serve as guidelines for operational activities. Therefore, With clear procedures, companies can reduce work errors and increase the effectiveness of operational activities.

The implementation of procedures within a company is inseparable from administrative activities, which function to regulate and manage various work activities. Administration plays a crucial role in supporting the smooth operation of a company, particularly in the management of documents, information, and office activities. According to Wijayanti, Wisataone, and Rosidah (2021:188), office administration is a series of activities that include planning, organizing, directing, and controlling office work to support the achievement of organizational goals. Good administrative management will help a company create a more orderly, effective, and organized work system.

One form of administrative activity within a company is business travel administration. Business travel is an activity carried out by employees to carry out company duties outside the workplace. According to Susanti et al. (2021:29), business travel is travel

undertaken to carry out assigned work duties outside the workplace. In its implementation, business travel requires good administrative management, starting from the application process, approval, implementation, and cost accountability reports. Sabdono, Hutabarat, and Sutanto (2024:73) explain that business travel must be implemented effectively, transparently, and accountably so that budget use can be managed properly according to organizational needs. Therefore, clear business travel administration procedures are essential to support the smooth running of company activities.

Salespeople often undertake business trips within companies as part of their marketing and product sales activities. Salespeople play a crucial role in expanding business relationships, maintaining customer relationships, and increasing company sales targets. According to Santosa and Cahyaningtyas (2020:68), personal selling is the process of direct communication between salespeople and consumers to influence purchasing decisions. To carry out their duties, salespeople require effective business travel administration support to ensure operational activities are effective, focused, and in accordance with company policies.

RESEARCH METHODS

This study employed a descriptive method with a qualitative approach. The descriptive method was used to systematically describe the administrative procedures for salesman business trips at PT Gandum Mas Kencana. The study was conducted at PT Gandum Mas Kencana Tangerang in the Consumer Goods (B2C) division. The target of this study was the administrative procedures for salesman business trips, while the research subjects included marketing support administrators and parties involved in the implementation of salesman business trips.

The research procedure was carried out through several stages: data collection, data processing, data analysis, and drawing conclusions based on the research results. The data used in this study consisted of primary and secondary data. Primary data was obtained directly through interviews and observations, while secondary data was obtained through literature review in the form of books, journals, company documents, and other references related to business travel administration.

The research instruments used were interview guidelines, observation notes, and documentation related to the salesman's business travel administration procedures. Data collection techniques were carried out through interviews with related parties, direct observation of the implementation of business travel administration, and literature studies to support the research data. Data analysis techniques were carried out descriptively by collecting, compiling, and explaining data obtained from the results of interviews, observations, and literature studies to provide an overview of the salesman's business travel administration procedures at PT Gandum Mas Kencana.

RESULT AND DISCUSSION

The administrative procedures for business travel for salespeople at PT Gandum Mas Kencana Tangerang are structured through several interrelated administrative stages. The procedure begins with the salesperson submitting a business travel proposal to the company. The business travel proposal contains various important information, such as the purpose of the trip, departure and return schedules, destination cities, estimated travel costs, and details of operational needs during the activity. These estimated costs include pocket money, transportation costs, meals, hotel accommodations, and other operational costs related to the business trip.

During the proposal submission process, salespeople are required to complete a business travel form in accordance with company regulations. The form is then submitted to the Marketing Support Admin for review to ensure the data and budget are accurate. This

review is conducted to ensure that all proposed costs comply with company policy and are commensurate with the salesperson's position level. The company has clearly defined policies regarding allowances, hotel expenses, and other operational costs to ensure budget control and prevent waste.

After the review process is complete, the Marketing Support Admin will input the business travel proposal data into the EXPERTS (Expense Rolling Tracking System). The EXPERTS system is a technology-based administration system used by companies to manage the entire salesperson business travel process online and in an integrated manner. This system is considered to increase work efficiency by making the submission, verification, and monitoring of business travel faster and easier.

The EXPERTS system also helps companies improve transparency in business travel administration. Through this system, management can monitor all travel expense submission data in detail and accurately. Furthermore, the use of a digital system can minimize administrative errors, reduce the risk of data loss, and assist companies in more organized document archiving. This system also makes it easier for administrators to record and process salesperson business travel data.

The next stage is the management verification and approval process. Business travel proposals that have been input into the system will be verified by several management parties, starting with the General Manager, the Director of Sales and Marketing, and the Director of Finance and Accounting. The verification process is carried out to ensure that the business trip objectives, budget, and activity schedule align with company needs. Once the proposal has received approval from all relevant parties, the accounting department will process the disbursement of business travel funds according to the agreed-upon amount.

Once the travel funds are disbursed, the salesperson carries out business travel activities according to the tasks assigned by the company. In carrying out these activities, the salesperson is responsible for carrying out marketing activities, conducting customer visits, maintaining cooperative relationships with business partners, and assisting the company in achieving sales targets. Business travel is a crucial activity for a company because it is directly related to marketing and business development activities.

After completing a business trip, salespeople are required to prepare an accountability report for their operational costs. This report must include original transaction receipts, such as fuel receipts, travel tickets, meals, meeting expenses, entertainment expenses, and other expenses related to the business trip. The purpose of preparing an accountability report is to ensure that all funds are properly accounted for in accordance with company policy.

The Marketing Support Admin then reviews the accountability report before submitting it to the accounting department. This review is conducted to ensure that the expense data matches the attached transaction documentation. The Admin also checks for appropriateness of the expense amounts, completeness of the documents, and accuracy of the travel report. Once all data is deemed accurate, the report is submitted to the accounting department for final verification and payment processing.

The research results show that the administrative procedures for salesperson business travel at PT Gandum Mas Kencana Tangerang have been quite effective. This is evident in the clear administration system, the use of digital systems to facilitate data management, and company policies that support travel expense control. Structured procedures also help the company improve work efficiency and simplify the process of monitoring the use of business travel funds.

However, several obstacles remain in its implementation, impacting the effectiveness of salesperson travel administration. One common obstacle is the lengthy travel approval process, which requires multiple management processes. This situation sometimes leads to delays in the travel process, especially when the activity must be completed urgently.

Furthermore, sudden changes to business travel schedules are also a common obstacle for salespeople. Schedule changes can occur due to specific circumstances, such as changes in activity schedules, transportation constraints, or other external factors. These changes can impact the administrative process, as salespeople must resubmit and seek approval from management.

Another obstacle encountered was accommodation issues during business trips, such as hotels that did not meet company standards or reservation errors. Furthermore, some salespeople still experienced difficulties in compiling accountability reports because transaction receipts were lost, damaged, or poorly organized. This situation lengthened the report review process and potentially hampered the realization of business travel expenses.

To address these challenges, the company has implemented several improvements to its salesperson travel administration procedures. One solution is to improve coordination between administrators and salespersons in the travel planning process. Administrators also book accommodation and transportation in advance to ensure appropriate facilities and reduce the risk of travel schedule changes.

In addition, the company also double-checked travel expense accountability reports to ensure all documents were complete and in accordance with company regulations. The administrator instructed salespeople to better store transaction records and organize reports more neatly.

CONCLUSIONS

The administrative procedures for salesman business trips at PT Gandum Mas Kencana have been running quite well and are structured through the stages of proposal submission, verification, disbursement of funds, implementation of business trips, and cost accountability reports. The use of the EXPERTS system helps the company improve administrative effectiveness, budget control, and transparency in managing salesman business trips. However, several obstacles are still encountered in its implementation, such as the approval process that takes quite a long time, changes to travel schedules, accommodation problems, and lost or incomplete transaction evidence. Therefore, improved coordination, better business trip planning, and accuracy in preparing accountability reports are needed so that the administrative process can run more effectively and efficiently.

Future research is expected to explore the development of a digital-based business travel administration system in greater depth and assess the effectiveness of the system in improving company efficiency. Furthermore, companies are advised to increase training for salespeople on business travel administration procedures and the preparation of expense accountability reports to minimize administrative errors.

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