

The Application of AHP in Biotechnology Industry with ERP KSF
Implementation

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Abstract

This research focused on the production of Phalaenopsis, particularly in its implementation of enterprise resources planning, dimensions and the adoption of AHP (Analytical Hierarchy Process.) The importance of assessment index and its attributes were reviewed. The results from this research have shown that factors that led to the incorporation of ERP Key Success Factor in the Biotechnology Industry (KSF) were employees' training, the full support from executives in ERP system integration, communication with company, assistance in training and technology transfer, real-time and system accuracy and efficiency and flexibility in resources allocation. The results from this study will benefit the Biotechnology industry in understanding the important factors that contributed to the success of ERP, and thus is instrumental for the development of products and marketing strategies. It serves as a reference for breaking into the renovation market.

Keyword : Enterprise Resource Planning (ERP); Key Success Factor (KSF); Analytical Hierarchy Process (AHP)