

## ABSTRACT

Projects that fail in their execution are often caused by poor communication (57%) and inadequate planning (39%). These factors need to be improved through better understanding and implementation. The success of the project becomes the main indicator in assessing whether the project achieves its goals and objectives. This study is based on previous research that highlights project success factors, such as project manager competence, effective communication, team coordination, workplace safety, and community involvement.

This research focuses on the influence of the application of 10 Knowledge Areas on project success in the automotive industry, particularly at PT XYZ, which is undergoing the IATF 16949:2016 Recertification Audit project. Although PT XYZ has shown an improvement in performance from an external perspective, interviews with five workers revealed internal obstacles such as unrealistic audit schedules, short preparation times, and communication and team coordination issues that hinder project execution. This research aims to analyze how the application of the 10 Knowledge Areas can influence the success of the recertification audit project at PT XYZ and identify strategies to enhance the success of the project. The method used is quantitative with multiple linear regression analysis, supported by data collected through questionnaires distributed to the audit project team members at PT XYZ, totaling 30 people. Additionally, interviews were conducted to delve deeper into the challenges faced in the implementation of this audit project.

The research results show that out of the 10 Knowledge Areas analyzed, the Project Human Resources Management variable has the most significant and positive impact on project success, while Project Procurement Management shows a negative impact. Other factors such as Project Scope Management, Project Cost Management, and Project Stakeholder Management also show a significant impact on project success. Based on these results, improvement recommendations are proposed to enhance coordination among team members, improve communication between the team and management, and provide better training related to the IATF 16949:2016 standard.

The implications of this proposed solution are very important for PT XYZ in their efforts to improve the performance of the recertification audit project. By strengthening implementation and enhancing the competence of the project team, PT XYZ is expected to be more efficient in meeting audit requirements and maintaining IATF 16949:2016 certification. Another benefit is

the increase in employee satisfaction, which has the potential to reduce internal issues that could hinder project success. The implementation of this strategy is expected to ensure the smoothness of the audit process and support the company's business growth in the future.

**Keywords: Project Management, Knowledge Area, IATF 16949:2016 Recertification, Audit Project**