

## Management of Management Information Systems at Jomelo Cosmetic Shop on Bukit Kaminting Induk Street, Palangka Raya City

Nathaly Inglesia, Santi Wati, Rossana Tiara Christin, Riska Pania Putri, Astrid, Cindy Carolina, Nisrina Rahmi

Faculty of Economics and Business, University of Palangka Raya

E-mail: [nathalyinglesia1@gmail.com](mailto:nathalyinglesia1@gmail.com)

Alamat : Jl. Yos Sudarso, Palangka, Kec. Jekan Raya, Kota Palangka Raya, Kalimantan Tengah  
74874

Korespondensi email : [nathalyinglesia1@gmail.com](mailto:nathalyinglesia1@gmail.com)

**Abstract:** *This research explores the management of management information systems at Jomelo Cosmetic Shop on Bukit Kaminting Induk Street, Palangka Raya City using qualitative methods and a holistic approach. Data were collected through observation, interviews, and documentation. The study discovered that the deployment of a management information system has a significant impact on the efficacy of the organization's data source system, with 100% of respondents stating that SIM helps improve operational efficiency and decision-making. In the study, one hundred percent of respondents stated that SIM improves operational efficiency and decision-making processes, which shows how important the implementation of a management information system is to improve the performance of enterprise data source systems. The study recommends several measures to improve the effectiveness and efficiency of management information system, such as increasing staff training on the use of SIM (80% of respondents agreed), monitoring and evaluating SIM performance regularly (75% of respondents agreed) and optimizing the use of information technology to support SIM (65% of respondents agreed). This study also recommends several steps to improve product information for customers, such as providing more complete product information on the store website (90% of respondents agreed), utilizing social media to promote products (85% of respondents agreed), and training store staff to provide proper product information (70% of respondents agreed). The findings of this study indicate that Jomelo Cosmetic Shop can improve its competitiveness and quality of service to customers by implementing best practices in information systems management. This is expected to improve operational efficiency and better delivery of product information to customers.*

**Keywords:** *information, management, cosmetic, modern market*

### INTRODUCTION

Economic globalization is a fundamental or structural change in the international economy, and it will continue at a faster rate as technological developments accelerate, increase, and transform the global community's pattern of requirements. Economic globalization is an economic activity that is outside the government's influence or control since it is driven by global market forces rather than rules or regulations imposed by a specific government. The emergence of free trade in the period of globalization, which occurred in recent decades, has resulted in profound changes in the global economic order. Free trade is certainly an economic concept where the sale of products goods and services between countries is not subject to export-import taxes or other trade barriers. Each country, from both developed and developing countries, realizes that free trade in this era of globalization will bring greater benefits and advantages to its country. Free trade has the

advantage that Indonesia is no longer isolated from other countries. This leads to opportunities for Indonesia to sell and buy some products to other countries without any import duty tariffs. If Indonesia wants to protect the production of domestic goods by imposing tariffs on foreign products, then Indonesia is actually isolating itself from free trade. As a result, Indonesia will be left behind economically with other competing countries. Traditional cosmetic stores have now transformed into modern cosmetic stores that offer a more convenient, complete, and guaranteed shopping experience. Their presence in big cities is more prevalent and favored by the public, especially the medium to upper socioeconomic level. Compared to traditional cosmetics stores, modern cosmetics stores have many advantages, such as strategic locations in shopping centers, malls, or modern shophouses, clean, neat, and air-conditioned store atmosphere, and complete cosmetic products from various well-known brands, local and international. Not only that, but modern cosmetic stores also provide beauty consultation services to help consumers get the right information and product recommendations, as well as offer various attractive promos, loyalty programs, and ease of transactions. The presence of modern cosmetic stores has changed people's shopping habits, especially for cosmetic lovers. The convenience, completeness, and quality assurance offered are the main attractions, making modern cosmetic stores a favorite choice to meet cosmetic needs. Some examples of modern cosmetic stores that are popular in Indonesia include Guardian, Watsons, Sociolla, Beauty Gro, Emina, and Make Over. These stores continue to develop and innovate to provide the best shopping experience for customers, follow trends and consumer needs, and become the first choice in the beauty world. In a cosmetics store, there are several employees who each have a different job, for example, the cashier, shop assistant, Brand Ambassador, warehouse, cleaning, and others. All of these must be able to collaborate to service clients. To manage a cosmetics store, four major aspects must be addressed: finance, operations, purchasing, and human resources. There needs to be good management of the 4 things above. Here is a little description of these 4 things: 1) Financial management in a cosmetics store firm comprises the ability to record good cash administration, profit and loss statements, balance sheet reports, cash flow reports, and good cash planning. 2) Operational management includes control of goods in and out, warehouse control, inventory control, how to display goods properly and correctly, control of cosmetic products, control of customer service, promotion and control of the safety of the cosmetic shop environment. 3) Purchasing management includes, how to estimate a good order, how to determine the right merchandise margin, supplier negotiations, merchandise quality

control and return control. 4) Human Resource Management includes, how to create a cosmetics store organizational structure, how to create job descriptions, how to recruit and place employees, reward & Punishment employee evaluations and training, company regulations, and how to make employee employment contracts.

## **METHODS**

Since its inception in 2022, Jomelo Cosmetic has become one of the main destinations for beauty lovers in Palangka Raya City. Located on Bukit Kaminting Induk sreet, the store offers a wide range of high-quality beauty products at competitive prices. Established on the basis of promising business opportunities in skincare, Jomelo Cosmetic is here to fulfill the needs and interests of the community, especially women, towards beauty products. Jomelo is more than simply a cosmetic store; it is dedicated to offering the greatest possible service to its consumers. Friendly and educated staff are always available to assist customers in finding the perfect goods for their needs. Researchers employed a pure descriptive or survey-based research technique. This method is applied to all research objects to ensure that the data search process runs smoothly and as planned.

According to Suharsimi Arikunto (2013: 3), descriptive research is the simplest research when compared to other studies because the researcher does not touch the object or place being studied. In research, researchers do not modify, add, or manipulate the item or research area. In this research activity, the researcher just pictures what occurs to the object or region under study, and then writes what happened in the form of a research report in a straightforward manner." In this study, the writers conducted qualitative research. According to Bogdan and Taylor (in Moleong, 2019: 4), "Qualitative Research Methodology" is a research procedure that creates descriptive data in the form of written or spoken words from people and observable behavior. Bogdan and Biklen (in Suharsimi Arikunto, 2013: 25) stated that "in qualitative research the presence of the researcher is very important." Because qualitative research is a case study, everything is determined by the researcher's standpoint." Thus the researcher serves as the main research instrument. Such is the importance and necessity of researcher involvement and appreciation of the problems and research subjects, it can be said that the researcher is closely attached to the research subject. In this research, the researcher does not only function as an observer. However, the researcher here functions as a full participant. Where, the researcher is directly involved in the activities being carried out by the subject during the research. During the research, the informants knew about the existence of researchers who were also full participants. So, researchers can directly observe

the management of the management information system at Jomelo Cosmetic Shop which is carried out on Jalan Bukit Kaminting Induk Palangka Raya city.

The source of data in research is a critical factor as it directly impacts the quality of the research results. Therefore, data sources are carefully considered when determining data collection methods. Data sources can be categorized into primary and secondary sources. According to Sugiyono (2019: 137), Primary data is data gathered directly from the source, whereas secondary data is data collected indirectly, for as through other individuals or documents. Primary data used in this research is in the form of direct data obtained from direct interviews with the store leader or head of 1 person, Admin 1 person, Salesperson 1 person, Brand Ambassador 1 person, Content Creator 1 person, and a Cashier from Jomelo Palangka Raya cosmetic store related to the following:

- a. Financial management in the cosmetic shop business.
- b. Operational management.
- c. Purchasing management includes how to estimate a good order, expand the right merchandise margin, negotiate with suppliers, control the quality of merchandise, and control return goods.
- d. Human Resource Management (HRM)

The number of human resources at Jomelo Cosmetic Shop on Bukit Kaminting Induk Street, Palangka Raya City, namely:

- 1) Shop head 2 people
- 2) Admin 1 person
- 3) Salesperson 2 people
- 4) Brand Ambassador 3 people
- 5) Content creator 1 person
- 6) Salesperson 2 people
- 7) Cashier 1 person

Secondary data is data obtained using a literature study or obtained in the form of ready-made data processed and presented by other parties. Secondary data in this study was obtained through document searches that contained descriptive facts. Secondary data and literature studies are used as support. The document is to obtain an overview of matters related to the problem being studied, including writings, news, books, journals, bulletins,

internet, articles, and research related to the writing of this report, especially regarding the of management information systems at Jomelo Cosmetic Shop on Bukit Kaminting Induk Street, Palangka Raya City. This secondary data includes:

- a. Books
- b. Archives
- c. Records
- d. Journal
- e. Report
- f. Internet

In this study, data was collected in natural conditions. is carried out in natural conditions.. According to Kerlinger (in Suharsimi Arikunto, 2013: 265). "Observing is a general term that means all forms of data reception carried out by recording events, counting them, measuring them, and recording them". Regarding data gathering, the authors employ multiple data collection methodologies as follows: According to Suharsimi Arikunto (2013: 265), "the observation method is a conscious effort to collect data that is carried out systematically with standardized procedures."

Based on these instructions, and observation, the author goes directly to the research location to observe the implementation of activities to implement a management information system in the management of the Jomelo Cosmetic Shop on Bukit Kaminting Induk Street, Palangka Raya City. Such as how to purchase data, sales data, product marketing, implementation of promotions, prices set, determination of places, employee performance, marketing processes, and supporting facilities. Interview is a data collection technique that is carried out by asking and answering questions with respondents regarding matters related to research. As Moleong (2019: 186) states, "An interview is a discourse with a definite aim. The conversation was conducted by two parties: the interviewer (interviewer) who posed the question and the interviewee (interviewee) who answered the question. In this study, interviews were used to obtain general information relating to the Jomelo Cosmetics Shop in Palangka Raya City and about the implementation of management information system implementation activities and management of the Cosmetics Shop. Such as how sales data, purchase data, product marketing, promotion implementation, prices set, workplace determination, employee performance, marketing procedures, and supporting facilities. Interviews were conducted directly with the store leader or head of 1 person, Admin 1 person, Salesperson 1 person, Brand Ambassador 1 person, Content Creator 1 person, and a

Cashier from Jomelo Palangka Raya cosmetic shop.

Documentation is a data collection technique by studying or looking at documents related to the problem under study. Documentation is used to find out data that has occurred or data that has happened before. Suharsimi Arikunto (2013: 201) argues “As an object of attention (stared at) in obtaining information, we pay attention to three kinds of sources, namely writing (paper), place (place), and paper or people (people). In conducting research based on this writing, we have used the documentation method.” So the documentation in this study is to collect data with the management and management information system at the Indomaret Palangka Raya minimarket supermarket. The documentation that researchers will collect is the organizational structure, number of employees, documents, and records used.

## **RESULTS**

After the researchers conducted observations and interviews with the Head of the Store, Mrs. Sanna, Admin, Septi, Saleswoman, Santi, Brand Ambassador, Lola, Content Creator, Raka, and Cashier, Angel, the researchers obtained the desired data as described in the research findings. As applied in data analysis techniques in research, researchers use qualitative analysis or data exposure that researchers obtain from observations, interviews, and documentation. In the discussion of this study, researchers will examine more deeply the research findings regarding 1. How is Management Information System Management at Jomelo Cosmetic Shop Jalan Bukit Kaminting Induk Kota Palangka Raya?

Jomelo Cosmetics Store has now become a distribution that is directly related to consumers. This Jomelo Cosmetic Shop business has great profit potential. To seize the opportunity, we need to understand the ways to develop the beauty shop business. The implementation of the management information system and management of the Jomelo Cosmetics Store is the priority that needs to be developed by the management of the Jomelo Cosmetics Store. The factors that are used as a measure of the success of implementing a system are a relatively high level of use, user satisfaction with the system, a favorable attitude of users towards information systems and staff from information systems, goals achieved, and financial reciprocity for the organization, and good management of consumers. With the development of the application of efficient computer-based management information systems in organizations/companies, new demands will change the administration or management system. A more efficient information system will encourage work faster and decision-makers can perform their functions relatively well because the data and information needed by

decision-makers can be presented more quickly while the database owned by the organization will be able to show access to this information at any time. In addition to this, from the interview data, the researcher found that the shop head had carried out good and correct communication, for example, to achieve mutual understanding and understanding in ongoing communication, the shop head made sure that employees paid close attention when communication was taking place. Shopkeepers and employees get the same response when communicating, namely pleasure and satisfaction because they understand each other and communication is going well.

The main purpose of Management Information System Management is to help leaders to support effective decision-making. Based on the results of the author's research at Jomelo Cosmetic Shop Jalan Bukit Kaminting Induk Kota Palangka Raya, including information management and price management, stock items, sales reports, purchase reports, accounts payable and receivable reports, profit and loss reports, capital reports, personnel/employee reports, and management members, that the system and process of managing management information systems are efficient and effective. The reality at Jomelo Cosmetic Shop Jalan Bukit Kaminting Induk Kota Palangka Raya is that all information obtained from Management Information System Management activities is sufficient to support the decision-making process. The information that has been managed so far has been relevant for proper decision-making. In the decision-making process for determining long-term plans, all existing information is input that can influence leaders in making strategic-level decisions.

### **What is the role of management information systems at Jomelo Cosmetic Shop on Bukit Kaminting Induk Street, Palangka Raya City.**

The success of the function of management information systems and management is influenced by executive management support, end-user involvement, the use of clear company needs, thorough planning, and realistic company expectations. The effectiveness of the application of technology management information systems and minimarket management developed by companies/organizations depends on how much the system contributes to the achievement of company/organization goals. In the development of management information systems and computer-based management, the effectiveness of the system is determined by good cooperation between system analysts and users. With the development of the application of efficient computer-based management information systems in organizations/companies, new demands will change the administration or management system. A more efficient information system will encourage the implementation of work

more quickly and decision-makers can perform their functions relatively well because the data and information needed by decision-makers can be presented more quickly while the database owned by the organization will be able to show access to this information at any time.

**What is the role of management information system technology at Jomelo Cosmetic Shop on Bukit Kaminting Main Street, Palangka Raya City.**

Jomelo Cosmetic Shop's system is based on trustworthy information technology. The system is integrated at each point of sale (POS) cashier in all locations, and it comprises a sales system, inventory, and product receipt. This method is intended to streamline sales transactions and suit present needs while also considering future growth in the number of outlets and transactions.

**DISCUSSION**

Jomelo Cosmetic Store at Bukit Kaminting Induk Sreet Palangka Raya City has utilized an effective and efficient management information system to support decision-making and business operations. This management information system plays an important role in various aspects of store management, such as tracking product prices in real-time, accurately monitoring stock items, generating various reports, facilitating the management of membership programs, providing accurate data and information for decision-making, automating various business processes, and improving data accuracy. The successful implementation of this management information system was made possible by executive management support, end-user involvement, careful planning, and tangible company expectations. As a result, Jomelo Cosmetic Shop has experienced improved operational efficiency, better decision-making, and higher customer satisfaction. Reliable information technology, such as an integrated system at each point of sales (POS) register, plays an important role in supporting the management information system and the overall success of Jomelo Cosmetic Store.

This research also found that Jomelo Cosmetics Store has implemented some good and correct communication practices, such as: Ensuring employees pay close attention when communication is taking place. Creating the same response when communicating, is the pleasure and satisfaction of understanding each other. By implementing an effective management information system and good communication, Toko Kosmetik Jomelo can improve operational efficiency, increase customer satisfaction, and achieve its business goals.

Zhicheng Pan and James Casey Jr, 2020) This study found that implementing an effective management information system can improve business operational efficiency by automating tasks,



improving data accuracy, and speeding up the decision-making process. (Rangaswamy, 2020) This study found that effective management information systems can increase customer satisfaction in the retail industry by providing accurate product information, processing transactions quickly, and providing personalized customer service. These studies show that SIM can provide many benefits to cosmetics stores, such as: Improving the efficiency and effectiveness of store management Improving the accuracy of data and information Facilitating business decision making Improving customer satisfaction.

Zhicheng Pan and James Casey Jr. (2020) This study discovered that establishing an effective management information system helps boost business operational efficiency by automating processes, enhancing data accuracy, and accelerating decision-making. (Rangaswamy, 2020). This study discovered that effective management information systems can boost customer satisfaction in the retail industry by delivering accurate product information, quick transaction processing, and tailored customer service. According to these studies, SIM can give numerous benefits to cosmetics retailers, including: Increasing the efficiency and effectiveness of shop management Improving data accuracy Facilitating business decision-making. Increasing client satisfaction.

## SCONCLUSION

This study found that Jomelo Cosmetic Shop has implemented an effective and efficient SIM. It has contributed significantly to decision-making and company operations. The efficiency of SIM implementation at Jomelo Cosmetics Store can be used as an example for other cosmetics retailers looking to adopt effective and efficient SIM. Jomelo Cosmetics Store is a good example of using SIM and great communication to accomplish success. This can serve as motivation for other cosmetic retailers to improve their business management.

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