

The Role of Management Information Systems in E-Commerce Business on Shopee

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Abstract. This research aims to determine the role of management information systems in the e-commerce business on Shopee. In the era of globalization, technological developments have had an impact on business progress, including e-commerce. Shopee as an online e-commerce application requires a strategy to increase customer loyalty and increase competitiveness in the e-commerce industry. This research uses qualitative methods with a descriptive approach and literature study methods. The research results show that technological developments have led to very efficient business growth, where businesses can now be launched through e-commerce. Shopee has its own unique features and advantages that enable the company to run smoothly and successfully. With increasingly rapid advances in technology, it is hoped that Shopee can utilize technology effectively and most importantly for its users, Shopee has the ability to update its applications or websites so as not to influence events that have occurred in the past.

Keywords: Business, E-Commerce, Shopee, Management Information System.

BACKGROUND

In this increasingly advanced era, business competition is becoming increasingly selective. As business owners, we must accompany consumers to understand their needs and expectations, from product quality to delivery times. Therefore, business people need to make their companies operate as efficiently and effectively as possible. To be effective and efficient, we must create a system so that all functions within the company can be well coordinated (Khansa & Firdaus, 2024) .

Currently, information technology is developing very rapidly and is even used in several other sectors, such as education, the public sector, the health sector and other sectors (Faeni et al., 2023) . All activities are not far from information technology; everyone uses the internet. This means that we have utilized technology effectively. As stated in the business world, e-commerce is a form of utilizing information technology. Electronic commerce, or more commonly known as e-commerce , is the practice of selling or purchasing goods online using websites connected to the internet (Fatah & Andayani, 2021) .

Every e commerce has a special information system to update available services. In general, e commerce has a different information system compared to other businesses. In other

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words, e-commerce is related to management information systems and also contributes to decision making (Nurdiansyah et al., 2022) .

E-commerce is more than just creating a website and selling goods or services online. Due to rapid technological advances and changes in consumer behavior, e-commerce strategies have evolved into complex and attractive products. To survive in an increasingly competitive environment, e-commerce businesses need to understand how to leverage various online tools and marketing techniques and quickly adapt to changing consumer preferences and trends. However, in launching an e-commerce business, a company needs more than just an attractive online store or website ; This also requires an effective information management system (SIM) and a good marketing strategy to achieve success (Firmansyah, 2023) .

This journal will discuss the importance of information management systems (MIS) in the context of E- Commerce strategy and how MIS can help businesses integrate all operational aspects to increase efficiency, support the development of more accurate decisions, and manage potential risks in a fast-paced & digital business environment. which continues to grow. Providing an understanding of the role of management information systems in E-Commerce business strategy will help companies remain competitive and successful in this new digital era. With the right approach, MIS can be a valuable tool for turning business uncertainty into opportunity and achieving high levels of success in the rapidly growing e-commerce industry.

Examining and reviewing the role of MIS in E-Commerce Business Marketing Management, interrelated sub-topics are needed , so the author formulates the problem as follows:

1. What is a Management Information System ?
2. What is meant by E- Commerce ?
3. What is the role of SIM in the E- Commerce Business (Shopee)?
4. Using E -Commerce as a business use?

THEORETICAL STUDY

Management Information System

Information systems as a closely related component collect, process, disseminate and transform data to facilitate the process of developing policies and strategies in an organization (Fitriani, 2023).

Apart from helping managers and employees analyze problems, visualize complex problems, and develop new products, information systems also support the development of decision making, coordination, and control (Kumala Sari, 2023) .

The information contained in an information system includes details about people, places, and important factors relating to a particular organization or its surrounding area. Information is defined as data that has been converted into a form that is more useful and useful for humans and the environment.

Information about nearby and surrounding organizations is contained in the information system. Three fundamental activities—input, processing, and output—generate an organization's information needs. Capture or collect sensitive data from internal or external organizational systems. Processing methods transform these raw inputs usefully. The output displays the information that has been extracted for the person who uses it or the activity that uses it (Saprida & Nasution, 2023).

Information systems also require feedback, that is, feedback sent to relevant organizational members that may help them in assessing or improving their production phase. Customers, suppliers, competitors, shareholders, regulators, and as customers to organizations and information systems.

To apply information systems concepts to business, one must understand the problems that need to be solved as quickly as possible, the architectural and design elements that need to be understood, and the organizational procedures that impact those solutions. Understanding information systems requires an understanding of organizational structure, management and more advanced information technology, as well as their willingness to provide solutions to problems that arise in the business environment (Wijoyo, Zalukhu, et al., 2023) .

Businesses use information systems to achieve the following main objectives: operational efficiency; development & improvement of new products, services and business models; buyer and employee privacy.

To analyze the internal functions of a business by utilizing people, documents, data and technology to solve problems that arise in a business, such as financial problems or existing strategic problems, an information management system is needed (Faeni, 2024) . In other words, e- commerce is related to operational management information systems and also contributes to decision making (Widiana et al., 2022) .

The information system used in e-commerce is called Discussion Support Systems, or DSS, and are used to formulate conclusions based on data. Additionally, there is TPS, or Transaction Processing Systems. As we know, e-commerce uses online payment methods , therefore this system will capture financial data entering a company. Next, we have Management Information Systems, or MIS, are used to monitor tasks within a company. Next,

use Executive Information System or EIS which functions as an access point for executives to manage internal and external company information (Faeni, 2024).

E-Commerce

E-commerce refers to any trading activity carried out through electronic means. namely electronic commerce , comes from English. And the way trading occurs is face to face. E-commerce also includes the process of product promotion, purchasing and sales. One of the differences lies in the peer-to-peer system used, namely via electronic media or the internet. In e-commerce, every transaction process starts from product procurement, data entry, and ends with electronic money transfer (Balisa et al., 2024) .

In the era of technological advances and increasingly complex digital information. E-commerce activities are part of electronic business, or electronic commerce. That is related to commercial transactions. E- commerce refers to the collaborative application of information and communication technology in the economic sector using internet technology. Thus, in a broad sense, e- commerce does not only refer to online shopping activities . Additionally, it emphasizes collaboration with business partners, customer service, employee relations, and other related areas (Naibaho et al., 2021).

E-commerce is one type of technological progress in the economic sector. In utilizing digital technology, e- commerce also requires databases , email and other non-internet technology. For example, in terms of shipping goods and how to pay for products purchased online.

Online shopping activities in Indonesia is quite high (Hasan, 2018) . It would be unwise to ignore the rise of e-commerce , which has become a major force in the world economy. However, there are only a few e- commerce sites that can be established and maintained within the constraints of competition.

Many people still believe that E-commerce and markets are the same, even though there are clear differences. E- commerce refers to websites used for the online sale of goods , including purchases and sales made through a single website.

On the other hand, a marketplace is an online marketplace that functions as an intermediary between buyers and sellers. This marketplace only functions as a mediator between sellers and buyers. An example of a simple marketplace in Indonesia is Facebook Marketplace.

RESEARCH METHODS

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In this research, qualitative methods with a descriptive approach and literature study methods are used to analyze the role of management information systems in the e-commerce business on Shopee. Qualitative methods are used to understand and analyze the role of management information systems in the e-commerce business on Shopee. Literature studies are used to collect relevant secondary data and understand concepts and theories related to management information systems and e-commerce. Data collection techniques used include literature studies and document analysis. The data sources used include various sources, including journals, books, articles and documents related to management information systems and e-commerce.

RESULTS AND DISCUSSION

Utilization of SIM in E- Commerce Business on the Shopee Application

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Shopee is an online retail platform owned by the SEA Group (formerly known as Garena) headquartered in Singapore. Founded in 2009 by Forrest Li. Shopee first launched in Singapore in 2015, and has since expanded to Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. Shopee, a mobile-first company built on global e-commerce principles, was ranked number one among the “5 most disruptive e-commerce startups” by Tech In Asia (Wijoyo, Sori Muda Nasution, et al., 2023).

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Shopee itself is owned by Chris Feng. Chris Feng is one of the Rocket Internet employees who has experience with Zalora and Lazada. When compared to other websites such as OLX, Tokopedia, Bukalapak, and others, Shopee is famous for its reliability and low return rate. However, with such aggressive promotion, they can effectively engage in learning relationships with students who are experiencing difficulties.

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Shopee is now one of the fastest growing segments in the e-business and e-commerce industry. This is due to the effective use of technology by companies in managing information and interacting with customers so that they can be successful in the business world. Shopee's user base consists of everyday people who are currently more inclined to carry out activities using technology, including shopping. For this reason, Shopee has developed a mobile application which is intended to make shopping activities easier and smoother. The product categories offered by Shopee mostly focus on clothing and household furniture (Wijoyo, Sori Muda Nasution, et al., 2023).

Shopee Services

Shopee is an E-Commerce that offers many services so that people can do more than just do business; they can also pay for goods and services, make payments, and even receive rewards online via Shopee Paylater. The most important thing so that every service or function in an application can be used by users is to provide User Interface and User Friendly experience for users.

Users Interface and User Experience in the Shopee mobile application is a user-friendly and attractive tablet that is easy to use for everyone interested in technology. This is what makes it easier for the wider community to accept Shopee sales transactions . In addition to the mobile application, Shopee offers convenience for online users through the Shopee web application . Users The interface offered in web applications is not much different from mobile applications. Therefore, users can easily use both.

Shopee store descriptions have very important considerations for the success of any online store. Because complete information is provided in the store description, buyers can review in more detail about each type of product offered. This will make buyers wiser and willing to make purchases at online stores shopee.

A good and honest shop description is a description that can clearly describe every product available in the online shop . In the store description, vendors can also use attention-grabbing slogans and interesting descriptions to encourage customers to make purchases from the store.

Shopee also provides a chat feature for users, both buyers and sellers. The buyer will send a message via chat to the seller shopee . Auto reply explaining stock items. Buyers also sometimes want to confirm prices. Auto replay that explains the price, for example the price is the cheapest, you can compare it at the next shop. That way, buyers will not hesitate to ask questions about the product with the chat feature shopee.

Availability of the Free Shipping Program (Shipping Costs) is a service that gives buyers the opportunity to get Free Shipping when checking out out at participating sales outlets. After selecting or using the Voucher Free shipping on the Shopee page, shipping costs will be automatically added to the checkout page.

Products that qualify for this program will have FREE SHIPPING. Through the “Free Shipping ” search filter, you can also find products that are available in the Free Shipping program.

Shopee jrelated to the official Shopee campaign which highlights products from participating sellers. These promotions always provide offers to buyers by emphasizing the

importance of the main website and application during seasonal sales and certain events. For example, Eid al-Fitr promos, Christmas, New Year, Chinese New Year, to promos 1.1, 2.2, 3.3 (Beautiful dates) and soon.

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Shopee Indonesia applies the Shopee Guarantee system as a guarantee that your money will be returned one hundred percent if the goods do not arrive.

Shopee Benefits

continued growth of e-commerce in Indonesia makes Shopee a desirable place to participate in this industry. Shopee enhances Indonesia's position in international e-commerce by fostering social commerce partnerships that 22 integrate social media and online shopping platforms to encourage social interaction between sellers and buyers. Shopee creates a safe, fun and practical consumer-to-consumer (C2C) experience by integrating social media platforms (Sufyan & Krisnadi, 2024) . 21

For this reason, the Shopee application is equipped with features such as live chat, share (social sharing), and hashtags to facilitate communication between sellers and buyers and make it easier for customers to find the products they want. Shopee is expected to strengthen its business by encouraging entrepreneurs to join its platform. Therefore, Shopee was founded to make it easier for anyone to register their products, process orders, and facilitate currency transactions (Wijoyo, Rizkiyah, et al., 2023) .

Shopee Constraints or Disadvantages

1. System Error. Every package or item sent will have a tracking number and delivery destination recorded. If there is a network error, the effect will be on the data that will be stored.
2. Human error . Sender error and courier error are like human error . Delivery errors are made by the sender, such as misspelled or unclear messages. On the other hand, courier errors are mistakes made by the expedition. Expedition agents consist of couriers, administrators, or package examiners.
3. Not all couriers will know the destination address because those who have just started working take a long time to memorize the address in the city they live in. The solution is to increase human potential by developing stronger regional planning applications. To ensure the courier doesn't get lost en route, mark the destination carefully before sending the item.
4. Operational Error. A form of operational error such as a package transport vehicle experiencing damage or disruption. The effect is that the arrival time is delayed, the cheapest delivery of the goods should have arrived in the afternoon at the destination

house, but because the vehicle was having problems, it took longer. Another operational cost was the travel costs (gasoline) which were given late by the office admin, which caused the delivery to be delayed.

5. Natural disasters. For example, the process of sending goods across the ocean is disrupted in any region due to bad weather or even small islands are destroyed by the tsunami. As a result, packaged goods may arrive damaged.

CONCLUSIONS AND RECOMMENDATIONS

Technology has developed fast and has been influence Lots aspect life, incl business. Development technology computers, telecommunications, and information taking place stable or not disconnected, so circumstances moment this is very different with a number of last years. Development technology cause growth business to be very efficient, where business now can launch through e-commerce, which is an activity trade carried out by two parties, even Possible more. Every time it happens trading goods, services, or information, the internet is used as the main media in process or mechanism trading the.

Shopee is one of the e-commerce sites that launched business with utilise technology as good as Possible. In starting business with utilise existing technology, Shopee does not ceaselessly develop various system information available understood by Shopee employees and representatives' business other so that each business business can walk smooth and successful. All online businesses have features and advantages each unique. Threat from a number of online shops apparently similar with that, that is threat from hackers or problem security system. With the more rapidly progress technology, it is hoped that Shopee can utilise technology in a way effective and most importantly for users, Shopee has ability for renew application or the website so that it doesn't affect by events that have occurred happened in the past.

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