

THE ROLE OF SIM (MANAGEMENT INFORMATION SYSTEM) IN TOKOPEDIA INDUSTRY

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ABSTRACT

This study aims to examine the role of Management Information Systems (MIS) in the Tokopedia industry, one of the leading e-commerce platforms in Indonesia. SIM plays a crucial role in managing data, supporting decision-making, and improving operational efficiency. Through qualitative analysis, this study identifies various aspects where SIM makes significant contributions, including in inventory management, transaction processing, customer data analysis, and marketing strategy development. The results show that effective implementation of SIM can enhance the company's competitiveness, accelerate its response to market changes, and support Tokopedia's sustainable growth. This research also reveals the challenges faced in SIM implementation and provides recommendations for future system optimization.

Keywords: Tokopedia, *E-commerce*, Management Information Systems.

INTRODUCTION

Technology is constantly evolving, and one category that is experiencing immediate or rapid growth is internet technology. In the past, the Internet was only used to talk and exchange data between a small number of people, but now everyone can use it, and it is more customizable and can be used for many things. E-commerce, or online shopping, is one of the topics currently attracting public attention. Due to its small capital, large profits, and wide reach, online businesses are in high demand. As stated by Suryani (2003:249), the Internet is currently advancing and continues to grow. Because of the many benefits derived from this technology, the existence of this technology is very helpful for the merchant economy.

Tokopedia is one such online business. For individuals who have just heard the name, Tokopedia may sound like any other online store. However, when you learn more about it, you will find that Tokopedia is an encyclopedia of Indonesian online stores. Tokopedia was established with the hope of its founders that they would successfully break into the Indonesian market. This is in line with the opinion of Faeni et al. (2023) that the future approach to SME tourism will depend on how businesses leverage their human capital and social capital workforce to create innovative offerings that enable business success.

Tokopedia, Indonesia's largest online store or shopping mall, enables Indonesian people and companies to open and manage their online stores easily and for free while making online shopping safer and more convenient. On its website, Tokopedia states that sellers who use UNIK payments benefit from an instant verification process, which allows sellers to accept customer orders more easily and sell products faster. Sellers benefit from more UNIK users who want to buy products in many Tokopedia stores. Online shopping with this new payment method is faster and easier than current payment methods.

THEORETICAL BASIS**APPLICATION NAME****TOKOPEDIA**

PT Tokopedia owns and operates Tokopedia.com, which is one of the largest online shopping networks in Indonesia. Tokopedia offers customer-to-customer sales opportunities, allowing anyone to open their online store and sell to potential buyers in Indonesia. Users can use Tokopedia to sell both used and new items, although the majority of items sold on Tokopedia are new products at predetermined prices.

Tokopedia uses the PT reservation system to manage payment transactions between sellers and buyers. If someone wants to buy a product from a seller registered on Tokopedia, they are required to pay first to Tokopedia. Upon successful delivery, Tokopedia will inform the seller that they have received the remittance, and the seller can deliver the goods requested by the buyer. Once the product reaches the customer or client, the customer confirms its receipt to Tokopedia, and Tokopedia will send the received funds to the distributor.

Tokopedia.com opened for public beta on August 17, 2009, and PT Tokopedia was founded by William Tanuwijaya and Leonntinus Alpha Edison on February 6, 2009. Tokopedia was the first marketplace created in early 2009 with an initial capital of USD 100 million or around Rp 1.2 Trillion injected by Softbank Internet and Sequoia Capital (Bela, 2016).

Tokopedia received seed funding of Rp. 2.5 billion from PT Indonusa Dwitama, and after its initial success, the company received additional investment funds from Singapore-based East Ventures, which focuses on investing in emerging internet companies. Therefore, Tokopedia now has board members consisting of Batara Eto founder and former CTO of East Ventures, Chandra Tjan, Taiga Matsuyama, Willson Suhu, founder of Singaporean mobile app company XSago, and Japan's largest social network Mixi.jp.

Tokopedia later announced that CyberAgent Ventures Japan had also invested on April 19, 2011. DailySocial reported that the investment was worth \$700,000 in exchange for ten percent of Tokopedia's shares. As a result, in April 2011, Tokopedia was valued at \$7,000,000.

Tokopedia and Bukalapak experienced a shutdown in early March 2017. Don't forget to check JD.ID's website. It turns out that they use the same Biznet data center. According to our investigation, the backup generator in this Biznet data center had an error. This of course raises some issues that we should learn about. Tokopedia and Bukalapak website collapse case investigation is presented here.

The results of this study prove Sunarto's theory (2006: 153) that trust is all the knowledge that buyers have and the decisions they make about quality, objects, and their benefits.

1. METODE SIM

Tokopedia, based in Indonesia, offers services that are aimed at everyone and are available for free. Tokopedia uses a marketplace business model, which allows anyone to sell goods and also become a buyer through its application. Tokopedia also focuses more on services that facilitate online communication between sellers and buyers. We can usually buy a wide range of goods, such as electronics, books, and also clothes but Tokopedia also offers some of the following top-up payment services:

1. TokoCash
2. Credits
3. Data Packages
4. Train Tickets
5. BPJS

6. PLN Electricity
7. PDAM Water
8. Telkom
9. Cable TV
10. And others

In addition to the services mentioned above, Tokopedia has some very useful features, one of which is TopAds, which can be used to promote products or stores to potential buyers, which increases the likelihood of the product or store being seen by potential buyers.

As for business statistics plus Topads. By using it, you can see the development of the store, all information about an event is included in the store statistics. It can facilitate store supervision.

Third is the gold merchant function. Gold Merchant offers paid features that allow sellers to manage their business more easily. Gold Merchant's additional services include dollar exchange rate calculation, adding an administrator to manage the store, physical trading data in the catalog, and more.

2. FEATURES, APPLICATION CAPTURE, AND EXPLANATION

a. Features that can be accessed through Tokopedia

1. Gold Merchant

It has some great features and will definitely be useful and very profitable for buyers. To attract potential customers, we offer gold tags displayed on our store and product pages, TopAds to help with advertising, accurate store statistics, and a free store manager. You can experience all this as soon as you subscribe to Gold Merchant. Gold Merchant.

2. Free Returns

By using the free return feature, customers can return products free of charge if they are unsuitable or incomplete, as long as the item is still in good condition so that it can still be sold. By making it easier for your products with free returns, your store will naturally look more trustworthy to potential buyers. Before the specified time, sellers will not be charged for trying to use this feature.

3. Stock Management

With this feature, you don't have to worry about calculating the amount of leftover items every time an additional order or new purchase is made. Most significantly, this characteristic can reduce your store's cancellation rate as shoppers cannot purchase out-of-stock items as they automatically go to empty inventory.

4. Mitra Toppers

Mitra Toppers is an initiative created by Tokopedia and its lender affiliates to help people get loans to start their businesses. Some of the loan providers available on Tokopedia are Taralite, Bank Sampoerna, DBS, Amar Bank, BRI, and UOB. The capital received can be used to fulfill various needs of your online business, including increasing inventory and product selection, hiring additional employees, and registering a brand.

5. Pre Order

In cases where you use the pre-order feature, you get up to 30 days longer to process the order. You can also use this feature when you receive a large number of orders. Therefore, products can still be viewed and purchased in case of insufficient order stock; otherwise, they can be converted into pre-order products. Thus, the processing time will be longer.

6. Instoped

A feature that allows you to directly upload products to Instagram, not just one or two products, you can even upload up to 20 products at once.

7. User Management

To help you manage your store through Tokopedia, you can add up to ten people, but no more than that. These additional managers are divided into three categories: store manager, transaction manager, and message manager.

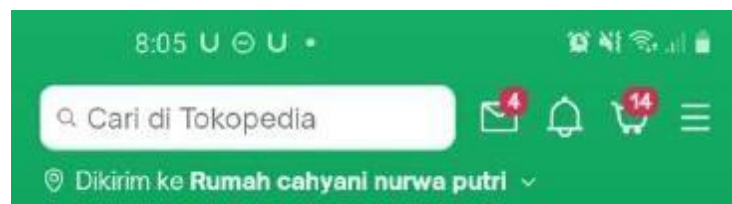
b. Application Capture and Explanation

1. Search Items

- a. Make sure you have visited the Tokopedia website or used the app on your phone before searching for products.



- b. Fill in the search field with the name of the product you are looking for.

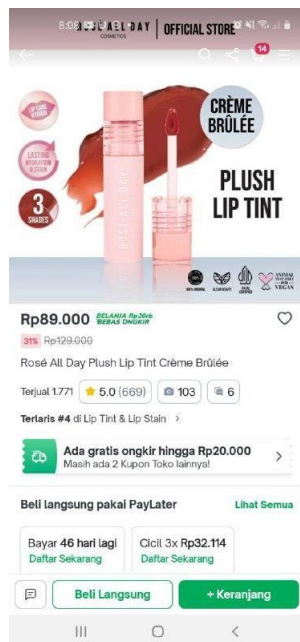


c. Or, on the Tokopedia page, select the category option.



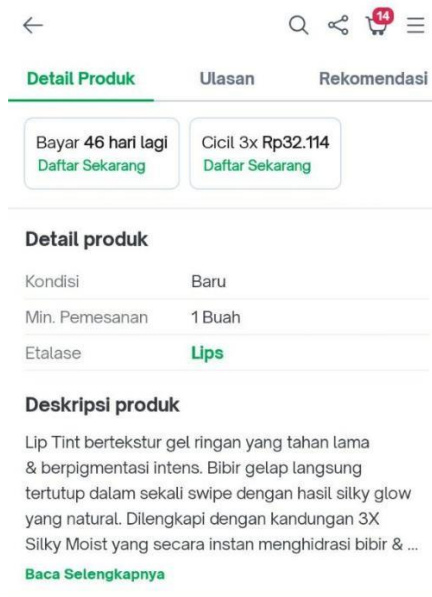
2. Put in the cart

You will arrive at the product page once you open it. There, you will find all the information about the item and the location of the store you selected, such as:



a. Product Details or Information

Contains all the important details related to the product you are viewing



b. Reviews

Contains product reviews written by Tokopedia customers who have purchased the item.

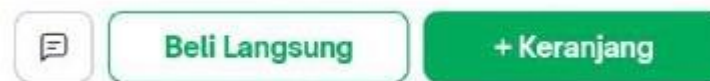


c. Discussion on Products

A place where you can ask the seller about your chosen product, such as inquiring about its availability.



d. Click the "Buy" button if you are confident in the product you have chosen.



3. Enter Address and Delivery Service

After that, to make an online purchase on Tokopedia, fill in all the forms correctly. Then, purchase this product by pressing the "buy" button.

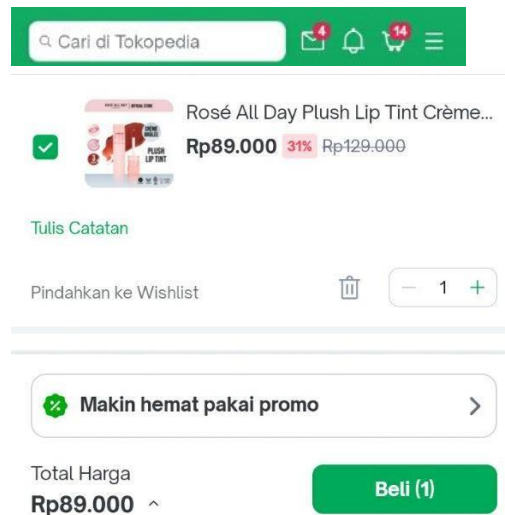
Notes: Sellers on Tokopedia may have different delivery services.



4. Pay

Begin the payment process as follows:

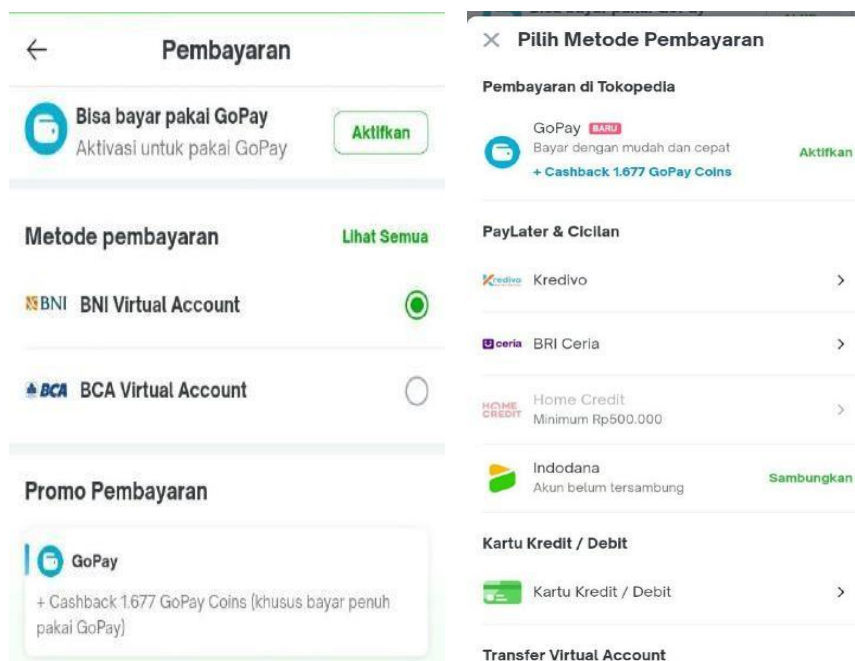
- a. In the menu header, click the cart button. Then, you must click on the product you have selected.

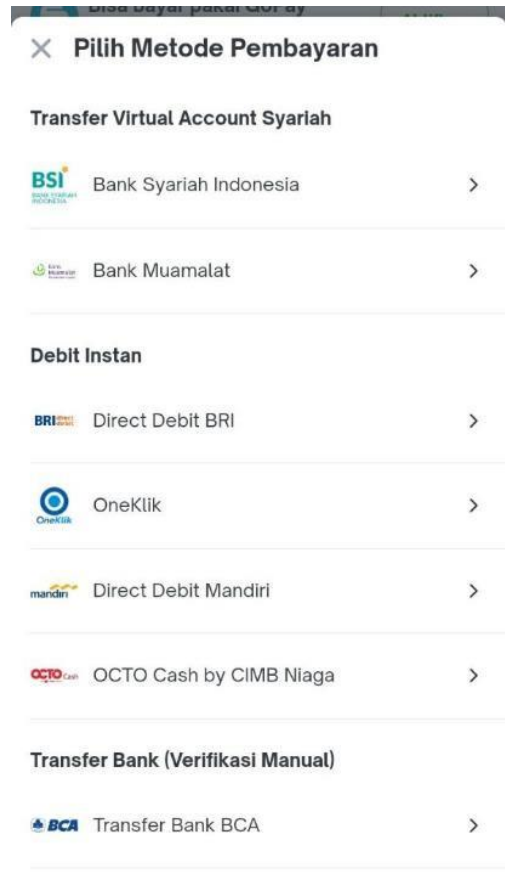
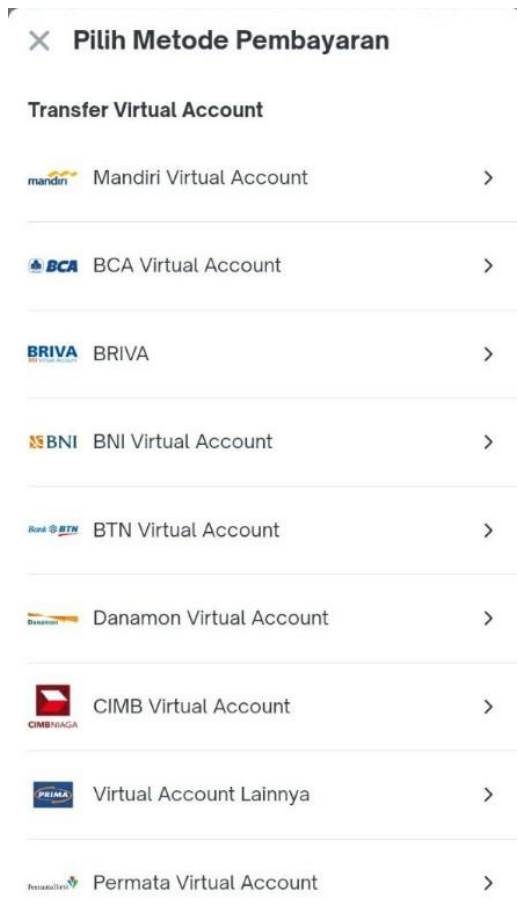


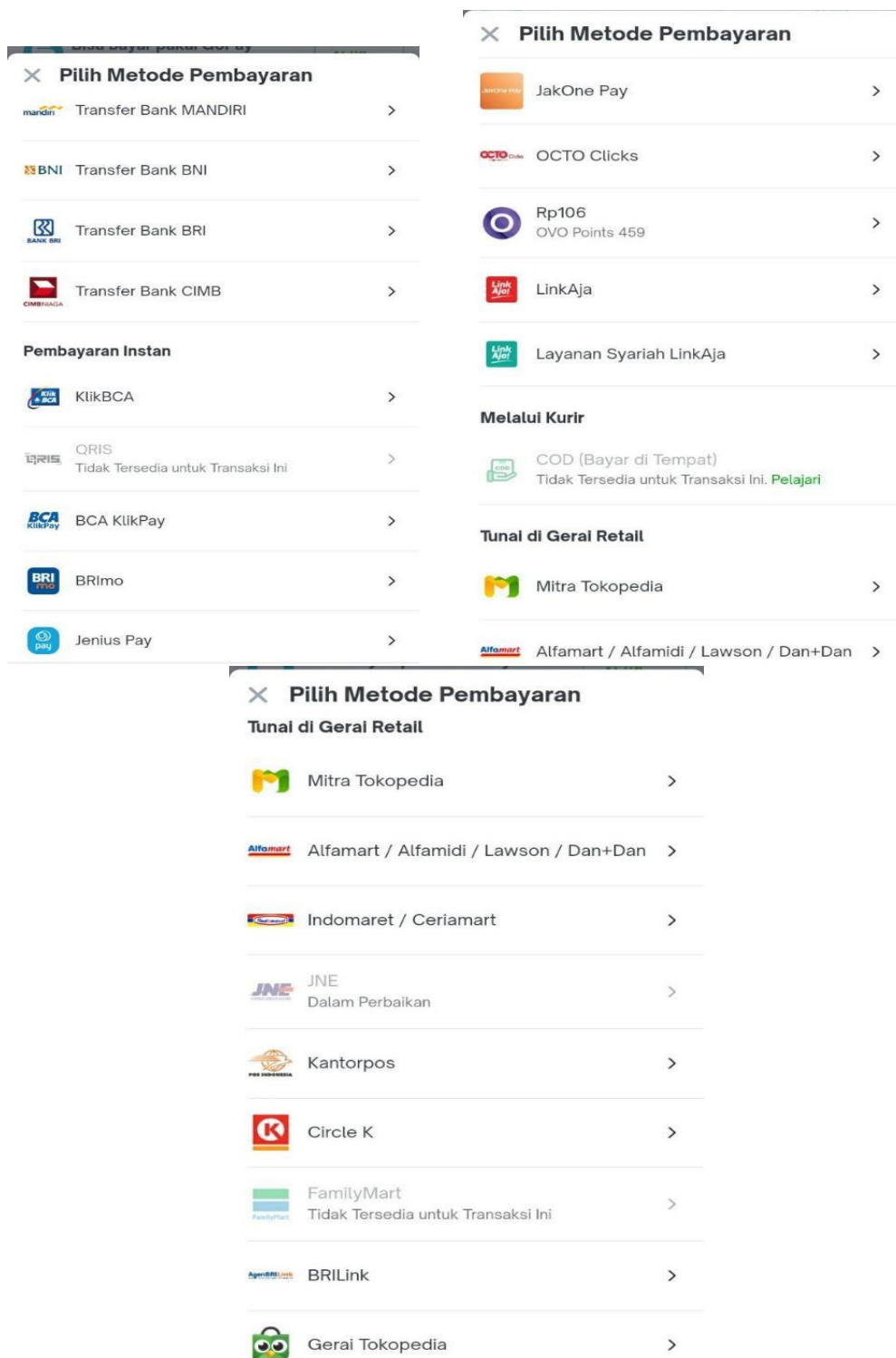
- b. Choose your payment method, Tokopedia has several options, for example:

- 1) Mandiri Clickpay.
- 2) Mandiri e-cash.
- 3) BCA klikpay.
- 4) Send bank-to-bank.
- 5) Money in Tokopedia.

The following are some of the payment methods that can be used on Tokopedia:







Next, click the "Checkout" or "Buy" button on the bottom right corner if you have selected a payment method.

- Notes: You can still choose another payment method to pay for the rest of the transaction if your balance on Tokopedia is insufficient to pay for the entire transaction.

5. Receive the Goods

After receiving the goods, we must confirm that we have received the goods. It is also recommended to appraise the purchased product.



BENEFITS OF USING E-COMMERCE TOKOPEDIA

There are many benefits that you can get when transacting on Tokopedia. Here are the various benefits:

- Programs are usually small and easy to use. Also, if you want to open it through your phone. There is even an option to download it for free. Loading times are usually quite short once items are entered and searched. There is a lot of potential.
- The options provided can be customized to suit your needs, such as price, location and bulk pricing. The total estimated price to be paid is also quite clear.
- Tokopedia offers pre-orders of goods from overseas. Whatever it is, it takes a long time.
- There is an OTP code feature that allows for secure transfers and prevents fraud. Since it only takes a few hours, the money transfer process is usually quite fast.
- Tokopedia features a blog that contains helpful information and advice on how to use it.

CONSTRAINTS ON USING E-COMMERCE TOKOPEDIA

- Tokopedia's website and application are prone to errors.
- The inventory management function is still considered less than optimal because product inventory is not maximally reduced when the buyer is waiting for payment.
- Long time for payment confirmation, especially for manual transfer or in case of maintenance or error.
- Price wars often occur, so that very small products can be sold at relatively high prices.

CONCLUSIONS

Based on the previous discussion, it can be concluded that online stores, such as Tokopedia, are safe because they have many services and features that are easy to use and have many advantages. Every business will definitely have competitors, as will companies that sell their products online.

The presence of competitors is a competition in which a company can compete to demonstrate its superiority in terms of services or goods sold, costs, availability of services, websites as well as readily available functions, and assurance of purchase and communication security. It is crucial to minimize weaknesses and avoid risks when entering the market.

SUGGESTION

The following are some recommendations I can give that will hopefully be useful in the future:

- Online shop owners and owners must always provide information quickly and accurately so that consumers and potential buyers can always trust them.

- b. In addition, the products that customers receive should be comparable to what they observe on the website.
- c. Keep attracting consumers with events and promotions.

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