

CONCEPT ANALYSIS OF WEB AND MOBILE BASED COMPANY MANAGEMENT INFORMATION SYSTEMS (CASE STUDY OF SHOPEE E-COMMERCE COMPANY)

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ABSTRACT

This study aims to determine the application of the Management Information System used in organizing buying and selling activities at E-Commerce Shopee by analyzing the concept of various features contained in the Shopee application so that it can be implemented in a more systematic and structured manner. E-commerce is an act of buying and selling electronically using the internet as a medium, and Shopee is one of them. The research method used is descriptive and comparative methods, namely describing and comparing online and offline shopping on the Shopee application using the Wilcoxon test with 40 student respondents. The results showed that 0.001 means that it is smaller than 0.05, namely that there are differences in consumer use before and after using the Shopee application which implements a management information system that has an impact on consumer convenience in shopping.

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1. INTRODUCTION

At present the development of information technology is so rapid, let's call it the development of the telephone or cell phone and the internet, its existence has an influence on various aspects of life, both individual life, social life and those related to the business or business world. In addition to facilitating and accelerating the process of communication and information, information technology is also used in business or business activities. Many communication and information tools are used in business activities, such as the use of telephone, fax, sms, email, website and others. So the term "e-commerce" appeared.

[1] E-commerce is buying and selling transactions electronically through internet media without having to meet face to face between the seller and the buyer. E-commerce is a modern way for customers to make purchases via the internet. A product can be marketed via the internet online for customers and businesses [14]. The application of E-commerce is one way to market products more easily without having to pay a lot of money. E-commerce is the process of developing, marketing, selling, delivering, servicing and paying for various products and services that are traded in a global market with a network of customers with support from a network of business partners around the world [2]. "The purpose of e-commerce is not only to expand the distribution area but also to cut distribution channels so that goods can go directly to consumers" [3].

The use of e-commerce at this time is a requirement for an organization or company, so that the company can compete globally. The use of e-commerce is a must in the business world, given the increasingly complex problems, increasingly mushrooming competitors and the demand to always keep abreast of developments in the global world which requires us to always act creatively. Increasingly sophisticated technological developments make it easier for entrepreneurs to create management information systems in implementing their business, information systems are an organized way to collect, enter and process data and store it, manage, control and report it so that it can support a company or organization to achieve goals [11]. Management information system as a computer-based system that makes information available to users who have needs [12]. Management information systems can solve problems when carrying out management functions [13].

It is hoped that the use of e-commerce will have an impact on accelerating the development of the business world, both small, medium and high-class businesses. This positive impact will certainly be felt if the company can use e-commerce appropriately and according to the type and character of its business. One of the functions of using e-commerce is efficiency in the business world. Both materially efficient (cost) and non-materially (energy and time). In terms of costs, companies can reduce costs, for example by using the telephone and the internet as media for offering and promoting goods or services. Because it will be cheaper than traditional or offline methods.

There is research that emphasizes efficiency in the use of e-commerce. In addition, researchers also see a lot of positive impacts provided by e-commerce compared to negative impacts [4] there are several factors that encourage companies to utilize e-commerce: (1) the use of computers and information technology by a company (2) the application of e-commerce current, and plans for the future (3) constraints in the use of e-commerce (4) the expertise of information technology staff in a company, e-commerce at least has a positive impact on a company's business operations, the six impacts are: increasing efficiency, cost savings, improving control of goods, improving the distribution chain (supply chain), helping companies maintain better relationships with customers and assisting companies in maintaining better relationships with suppliers (suppliers).

The obstacles we face and are a challenge for us today are regarding securities and payment methods with the development of internet technology, it is hoped that these problems will be more under control in the future [5].

An example of the current case of the development of e-business through e-commerce is Shopee. Shopee as a buying and selling site that can be done online has made changes to attract customers to make more transactions through the site [15]. Shopee places more emphasis on the mobile platform so that it is easier for people to search, shop and sell directly using only smartphones.

Shopee has an information system that allows all parties to take an active role in its business processes [6]. The management information systems include Transaction Processing Systems (TPS), Management Information Systems (MIS), Decision Support Systems (DSS), and Executive Information Systems (EIS). Apart from having a good information system, Shopee also continues to improve service quality by taking advantage of increasingly sophisticated technological advances and continues to innovate so that its applications continue to develop according to trends in society. Because the concept of online shopping at Shopee is very easy and easy for people to understand, Shopee has become a platform that is loved by people of all ages. Shopee is an e-commerce platform headquartered in Singapore under the SEA Group (formerly known as Garena), which was founded in 2009 by Forrest Li. Shopee first launched in Singapore in 2015, and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. Due to the mobile element built according to the concept of global e-commerce, Shopee is one of the "5 most disruptive e-commerce startups" published by Tech in Asia. Shopee itself is led by Chris Feng. Chris Feng is a former Rocket Internet activist who has headed up Zalora and Lazada. When compared to other sites such as Bukalapak, Tokopedia, OLX and others, Shopee is one of the youngest and has minimal experience. However, with vigorous promotion, it is able to stand on par with its previous competitors.

2. RESEARCH METHOD

The method that will be used in analyzing the data is descriptive (describing and describing) and comparative (comparing the system of buying or ordering goods in direct stores and using the Wilcoxon test to test consumer comparisons before and after using the shopee application. The number of respondents was 40 students.

3. RESULTS AND ANALYSIS

3.1. FlowChart

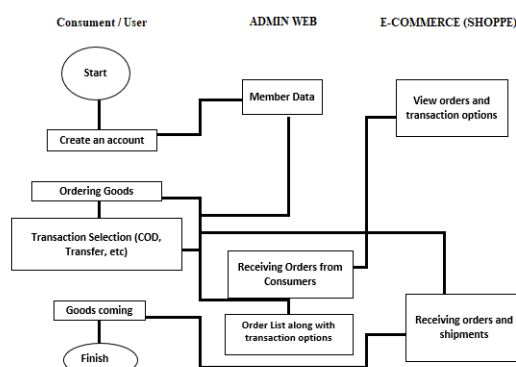


Figure 1. Data Flow Chart

- a. Consumers who want to order goods at Shopee must create an account.
- b. After creating an account, the data is stored in the database and then validated by the admin.
- c. Make orders for goods and select transactions.
- d. Admin receives a list of orders.
- e. Olshop (shopee) prepares orders and makes deliveries ordered.
- f. Orders come as ordered.

3.2. Context Diagram

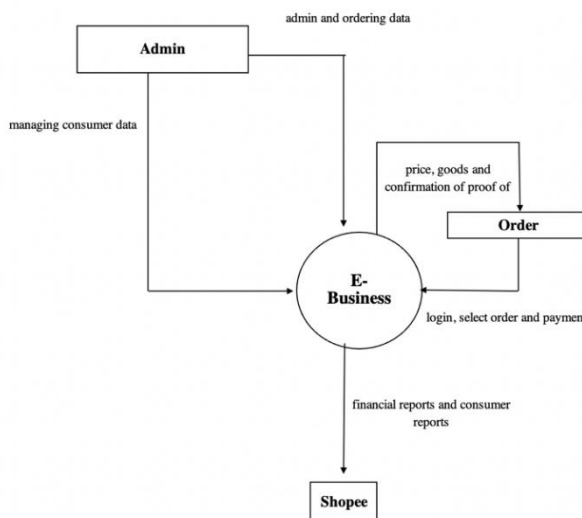


Figure 2. Context Shopee Diagram

In the picture above it is explained that the information system provided by the website to users is information provided by shopee, namely in the form of information on ordering goods, prices and selecting payment methods that users can access through the website. Like wise with the shopee party when logging in can carry out website processing in the form of inputting, editing and so on that is needed by the user. In addition, it also confirms and pays for orders by sending orders that are ordered.

3.3. Normality and Wilcoxon Test

Before testing the hypothesis, a normality test was first carried out using Shapiro Wilk because the amount of data was less than 50.

Table 1. Normality Test (Shapiro Wilk)

		Statistic	df	Sig
Shopee App	Before	,828	30	,000
	After	,701	30	,000

The results of the normality test show that the data has a significance value that is smaller than the significance level applied, namely ($\alpha = 0.05$), so it can be concluded that the data is not normally distributed. Then the Wilcoxon test was carried out to test the hypothesis.

Table 2. Wilcoxon Test

	After-Before
Z	-3,387 ^b
Asymp.sig (2-tailed)	,001

The Wilcoxon test results show the number 0.001, which means that the number is less than 0.05. In conclusion, there is a significant difference before and after using the Shopee application.

3.4. Discussion

With the Shopee application, it makes it easier for consumers to shop anywhere and anytime, the quality of the Shopee application is sufficient to meet consumer needs, many people prefer to shop at Shopee because it is easier, does not require much time, the Shopee application gives confidence to its users. Not only that, the existence of the shopee application makes consumers even more helped by the technology they have, the shopee management information system is very easy and attractive so that many people enjoy it.

The quality of the shopee application is sufficient to meet consumer needs. The quality of the e-commerce website can affect the number of customers who decide to shop online at the e-commerce site [7]. Consumers are interested in shopping online because they feel it is more efficient in terms of time, cost and effort. Consumers do not need to queue at the cashier or wait for service. In addition, the cost of gasoline and parking fees is no longer a problem, because you no longer need to go to the store. And fatigue also doesn't need to be felt anymore because consumers don't need to go around to look at goods [8].

Shopping online at shopee is also because the product looks attractive to buy at shopee, the goods that have been provided at the shopee attract buyers, so the desire to shop at shopee is high [9].

Promotion and price have a significant effect on purchasing decisions, this shows that the level of promotion and price carried out by PT. Shopee International Indonesia greatly influences consumer purchasing decisions [10].

4. CONCLUSION

Based on the results of the study it can be concluded that there are differences in shopping between online and offline which have a big impact on consumers because they provide convenience and interest in shopping, the existence of a shoppe shows very rapid technological developments in the use of management information systems in the business sector.

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