IMPLEMENTATION OF MANAGEMENT INFORMATION SYSTEMS IN SALES PERFORMANCE AT CAFE HANAMI

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ABSTRACT

This research aims to deeply analyse the implementation of the sales management information system (SIM) in Hanami Cafe as a real form of digitalisation efforts carried out by micro businesses in the culinary sector. In the face of the era of rapid digital transformation, the use of information systems is an important aspect for small businesses to increase their efficiency and operational effectiveness. This research uses a qualitative approach by combining in-depth interview methods and direct observation of the owners and employees of Hanami Cafe to obtain accurate and comprehensive data. The main focus of the research includes several aspects, including the effectiveness of the use of information systems in sales activities, the level of understanding and training received by employees, the stock management system, the sales transaction process, and various obstacles that arise during the system implementation process. Through the results of the research obtained, it is known that the implementation of the management information system at Hanami Cafe has a positive impact on improving the efficiency of transaction recording, ease of managing raw material stock, and accuracy in operational decision making. Based on the findings, this research emphasises the importance of developing a comprehensively integrated management information system for small businesses such as Hanami Cafe. The implementation of a good information system not only supports operational efficiency, but also becomes an important foundation in strengthening competitiveness and business sustainability in the current digital era.

Keywords: *Management Information System, Sales, Cafe, Digitalisation, UMKM*

INTRODUCTION

Current developments in information technology have brought about many changes in the way businesses manage their activities. The business world is now increasingly dependent on technology to improve efficiency, speed up services, and simplify data management. This is also felt by Micro, Small, and Medium Enterprises (MSMEs), especially in the culinary sector such as cafes and restaurants, which have begun to utilize digital technology in their daily operations. One form of technology application is the Management Information System. This system plays an important role in helping to manage sales data, inventory, and decision-making based on accurate information. According to Laudon and Laudon (2020), Management Information System serves to collect, process, and present information to support the operational and managerial activities of an organization. With this system, business owners can obtain fast, accurate, and relevant information to assist in decision-making.

In an increasingly competitive culinary industry, the implementation of Management Information System is a strategic step to ensure that businesses survive and thrive. Through the use of information systems, business owners can monitor sales, manage raw material inventory, and compile financial reports more efficiently. Cafe Hanami is one example of a small culinary business that has tried to implement an information system in its sales activities. Although it is still small in scale, the cafe.

In addition, the development of digital technology also opens up new opportunities for MSMEs to improve the quality of service to customers. O'Brien and Marakas (2018) explained that the information system not only functions as a data recording tool, but also as a means to improve coordination and workflow within the organisation. In the context of culinary business, SIM is able to help business owners in monitoring customer purchase patterns, managing raw material needs in a more planned manner, and minimising the risk of recording errors that often appear when the process is done manually. In other words, information technology plays a role as a foundation that supports the smooth running of operational activities as well as helping businesses compete in the midst of ever-changing market conditions.

Not only that, digitalisation also allows small businesses to expand marketing reach and increase customer satisfaction. According to Indrajit (2019), the utilisation of technology in MSMEs can speed up the service process, increase the accuracy of information, and improve the quality of decisions taken by business owners. For Cafe Hanami, the implementation of SIM is expected not only to be a transaction recording tool, but also able to be a system that provides a comprehensive picture of business performance every day. Through systematic data, owners can analyse the menu that customers are most interested in, manage finances more regularly, and plan business strategies based on actual information.

Thus, the implementation of information systems in MSMEs such as Cafe Hanami is not only seen as a technical need, but also as a strategic step in building sustainable competitiveness. Changes in consumer behaviour that increasingly rely on speed and accuracy of service require business actors to be able to adapt through the application of appropriate technology. Therefore, Management Information System integration gradually and planned becomes an important thing so that small businesses can continue to grow and be able to face the dynamics of competition in the increasingly rigourous culinary industry .

LITERATURE REVIEW

A Management Information System plays a critical role in managing sales data, stock, and decision-making based on accurate information. According to Laudon and Laudon (2020), MIS functions to collect, process, and present information to support the operational and managerial activities of an organization. In a competitive culinary industry, the application of

MIS is a strategic step for business survival and growth. Previous studies highlight the impact of such systems. Raharjo (2020) and Nugraha (2021) state that the application of simple information systems can increase the operational effectiveness of MSMEs. Furthermore, research by Ramadhani et al. (2024) and Marliana et al. (2022) emphasizes that while digitalization improves efficiency, many MSMEs still struggle with "technology overload" and fragmented data. This research addresses the gap in how micro-enterprises transition from partial to fully integrated digital systems, supporting the findings of Kautsar et al. (2023) regarding the need for web-based sales management systems to enhance performance.

Research findings show that the implementation of a Management Information System at Cafe Hanami is a concrete step in the digitization process for businesses, especially in the culinary sector. Although the system used is still relatively simple and not yet fully integrated, the benefits are already quite significant. This is evident from the increased efficiency of operational time, the acceleration of daily transaction data recapitulation, and the accuracy of sales reports, which are now easier to monitor and analyze. In addition, this information system helps owners and employees monitor raw material stocks, record sales transactions, and compile basic financial reports. With data available digitally, information-based decision making becomes faster and more accurate (Gusty et al., 2025). Cafe owners can easily determine the best-selling menus, predict busy days, and plan material purchasing needs, which previously required manual recording that was more prone to errors.

However, limitations in interdepartmental integration between sales, inventory, and finance remain a major obstacle. Some administrative processes still rely on manual input, so the potential for errors and data inconsistencies between departments is still possible. In addition, training for employees has not been conducted formally and according to standards, so understanding of the system's use is highly dependent on individual experience or informal guidance. In line with that, the utilisation of technology in MSMEs is also seen as an effort to improve the quality of overall management. Jogiyanto (2017) explained that a well-implemented information system is able to provide added value in the form of increased data accuracy, accelerated work processes, and ease of conducting operational analysis. In the context of culinary business, the system's ability to record daily sales data, monitor raw material needs, and provide reports automatically become important factors that can help business owners in determining marketing strategies and production planning. Thus, SIM is not only a technical tool, but a managerial component that supports business sustainability.

On the other hand, the success of Management Information System implementation is greatly influenced by the readiness of human resources that manage the system. According to Kadir (2018), one of the main challenges in the application of technology to small businesses is the low level of digital literacy of employees and the lack of training provided. This condition causes some MSMEs to have difficulty utilising the system optimally and only using the basic features that are available. This situation also occurs at Cafe Hanami, where the use of the cashier application has not been fully maximised due to limited employee knowledge of other supporting features, such as automatic stock management or detailed report creation.

In addition to the HR factor, the system integration aspect is also an important concern in the implementation of Management Information System in UMKM. Stair and Reynolds (2019) emphasised that an integrated system can reduce data redundancy and speed up the decision-making process because all information is connected to each other in one platform. At Cafe Hanami, the system used is still partial so that some processes such as stock recording and financial statement input are still done manually. This misalignment has the potential to cause data inaccuracy and slow down the process of preparing routine reports that business owners need.

By considering these various aspects, the implementation of Management Information System in MSMEs such as Cafe Hanami must be carried out gradually and accompanied by an

increase in user capacity so that the system can be utilised optimally. Business owners need to pay attention to choosing a system that suits their needs, providing basic training to employees, and ensuring that the system used is able to comprehensively support daily operational activities. This step is in line with the goal of MSME digitisation which not only focusses on the use of technology, but also ensures that the technology really helps to increase the efficiency and competitiveness of the business.

RESEARCH METHODS

Research Approach

This study uses a descriptive qualitative approach, which aims to provide an in-depth description of the implementation of the sales management information system at Hanami Cafe. This approach was chosen because it is able to explore information based on real experiences and factual conditions in the field. According to Sugiyono (2019), qualitative research is naturalistic in nature, which is an attempt to understand a phenomenon comprehensively through observation and direct interaction with the research subjects. In this context, the research does not focus on testing hypotheses but rather on gaining an in-depth understanding of the practice of implementing information systems in small business environments and their impact on operational activities.

Research Subject and Location

This research was conducted at Cafe Hanami, Jalan Berdikari.94A Padang Bulan, Il, Titi Rantai, Kec. Medan Baru, Kota Medan, North Sumatra 20155. The research was conducted on Monday, November 3, 2025, at a business in the culinary sector that has implemented a digital recording system in its sales process. This cafe was chosen because it represents a real example of the application of information systems on a micro business scale that is adapting to technological developments. Through these informants, the researcher was able to obtain a comprehensive view of the application, benefits, and challenges faced in the use of management information systems at Cafe Hanami.

Data Collection Techniques

The data in this study was collectedSubject and Location The research was conducted at Cafe Hanami, Jalan Berdikari 94A, Padang Bulan, Medan, on November 3, 2025. This location was selected as it represents a micro-enterprise adapting to digital recording systems.

Data Collection Techniques Data was collected through two main techniques:

1. In-depth Interview: nterviews were conducted with café owners and employees who use the information system to gain an understanding of the background of the system's implementation, how it is used, the perceived benefits, and the obstacles that arise in daily operations. The interviews were conducted openly with semi-structured questions so that informants could provide broad and in-depth answers.

2. Direct Observation: Researchers conducted direct observations at the Hanami Cafe location to see how the information system is applied in daily activities. Observation includes the process of recording customer orders, managing raw material stock, interaction between employees and cashier applications, as well as recording sales results. Through this observation, researchers can directly understand the extent to which the system helps work efficiency and supports business activities in the cafe.

Data Analysis The data analysis process followed the interactive model by Miles and The data analysis process is carried out with reference to the interactive model of Miles and Huberman (2014), which includes three main stages, namely:

1. Data Reduction

At this stage, the researcher selects, summarises, and simplifies the data from the interview and observations to focus on things that are relevant to the research objectives.

2. Data Presentation

The data that has been reduced is then organised in the form of a descriptive narrative and, if necessary, completed with a table of findings to make it easier to understand.

3. Withdrawal of Conclusion and Verification

The last stage is to interpret the data to find the meaning of the field findings. The conclusion is prepared based on the results of the analysis that is consistent with the research focus, namely to understand the effectiveness and obstacles in implementing the sales management information system at Hanami Cafe.

RESULT AND DISCUSSION
Overview of Hanami Cafe

Hanami Cafe is a small business in the culinary field that focusses on selling various types of drinks such as coffee, tea, and various snacks. The cafe's operation at first was still carried out in a simple way with manual recording in the cash book. However, as the number of transactions increases and the need for neater records, cafe owners are starting to utilise digital technology. Currently, Cafe Hanami has used computers and mobile-based cashier applications to record orders, calculate daily sales results, and compile financial reports more efficiently.

The Importance of Information System in Cafe Operations

Based on the results of the interview, the cafe owner emphasised that the use of computers and cashier applications is now an important part of daily operational activities. This system functions to record customer orders, calculate revenue, and make daily sales reports. Although it is still relatively simple, the implementation of information systems is proven to be able to reduce the risk of manual recording errors and speed up the administrative process. However, when the system is disrupted, the recording is still done manually. This shows that the system is already quite vital, but not yet fully becoming the main backbone in business operations.

Training and Utilisation by Employees

Hanami Cafe employees learn how to use the system informally, usually through direct guidance from the owner or senior employees. This method is considered effective because the system used is relatively easy to understand. However, unstructured training methods can be an obstacle if there is a system update or labour change, because not all employees have the same understanding of the use of the system .

The Impact of System Implementation on Work Efficiency

The implementation of information systems has a positive impact on work efficiency at Hanami Cafe, especially in administrative activities such as recording transactions and preparing sales reports. Before the system was implemented, the recording was done manually in the book, which often caused the risk of data loss or calculation errors. With the existence of a digital system, most of the data is now stored securely and can be accessed quickly. Although it is not fully automated, the use of the system has increased the speed and accuracy of the work process.

Material Stock Management

In terms of material stock management, Cafe Hanami still uses a combination of manual and digital recording using spreadsheet applications such as Microsoft Excel. The system that is currently used is not able to update the stock automatically every time a transaction occurs. However, digital logging is already quite helpful in monitoring the availability of materials and planning purchases. Cafe Owners plan to develop a system that can automatically renew stock in the future (Naldi et al., 2025).

Material Ordering Process

The process of ordering raw materials is still done manually through short messages or phone calls to suppliers. Cafe owners usually make a list of needs based on stock records. Although it is not yet digital-based, this method is considered quite practical for small businesses, because it helps in planning the purchase of materials without the need for a complex system.

Recording and Management of Sales Transactions

Mobile-based cashier applications are used to record most sales transactions. During busy operational hours, some transactions are still written manually to speed up the service, then the data is re-input into the system. Although the system is not fully automated, its implementation has made it easier to recapitulate sales and help prevent loss of transaction data.

Non-Cash Payment Management

Cafe Hanami has also adapted to the digital payment trend through the use of QRIS which is connected to several platforms such as GoPay, OVO, DANA, and ShopeePay. The presence of this non-cash payment system really helps to speed up the transaction process and provide convenience for customers. However, the payment system has not been directly connected to the sales report in the cashier application, so the recording is still done manually at the end of the day (Gusty et al., 2025).

Employee Attendance System

The employee attendance system is still done manually using a signature book. This method is considered quite simple but less efficient, especially for monitoring attendance and calculating working hours. Cafe owners plan to develop a digital attendance system so that the attendance recording process is more controlled and efficient.

Data Utilisation for Decision Making

Data obtained from information systems began to be utilised to support managerial decision making. For example, cafe owners can find out the menu that customers are most interested in, determine stock needs based on sales trends, and estimate the time or day with the highest transaction rate. This shows that the information system has played a role in encouraging data-based decision-making.

Obstacles Faced

From the results of observation and interviews, there are several main obstacles in the implementation of information systems at Hanami Cafe, namely:

1. The system has not been integrated between the cashier function, stock   management, and financial reports.
2. There is still a dependence on manual data input.
3. Employee training has not been done formally and structured.
4. Device limitations such as computers and internet connections.
5. Lack of technical support when a system malfunction occurs.

CONCLUSIONS

The implementation of the sales management information system (SIM) at Cafe Hanami has a significant positive impact on improving operational efficiency and accuracy in recording daily transactions. Through the use of digital-based systems, the administrative process that was previously done manually is now more organised, faster, and easy to monitor. This system also helps business owners in compiling financial statements more accurately and providing data that can be used as a basis for information-based decision making (data-driven decision making). In addition, the implementation of information systems also contributes to increasing the transparency and accountability of sales activities. Owners can monitor the number of transactions, stock availability, and sales performance more easily. Thus, the use of

SIM becomes one of the strategic steps that supports the digitisation process in the MSME sector, especially in the culinary field.

However, the research results also show that the system used in Cafe Hanami is still partial and has not been fully integrated between the sales, stock, and finance departments. This causes some administrative processes to still depend on manual input, which has the potential to cause delays in reporting and data inconsistencies between sections. In addition, the training process for system users does not yet have a standard standard, so employees' knowledge about using the system is still limited and highly dependent on personal experience or informal guidance.

Overall, it can be summarised that the implementation of the management information system at Cafe Hanami has brought real benefits for improving the efficiency and professionalism of business management. However, from the development side, this system is still in the semi-digitalisation stage, which is the stage where information technology has been utilised, but has not yet formed a fully integrated and automatic system. In the future, more integrated system development efforts are needed, increasing human resource capacity through routine training, and the implementation of operational standards so that the benefits of information systems can be felt optimally and sustainably.

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