



Use of Accurate Software Management Information Systems to Improve Operational Efficiency PT Ayara Beauty Indonesia

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Abstract: This study aims to analyze the use of Accurate Software management information system in improving operational efficiency of PT Ayara Beauty Indonesia. Accurate Software is a management information system specifically designed to assist companies in managing financial, inventory, sales and administrative aspects. The method used in this research is a case study, focusing on the implementation of Accurate Software at PT Ayara Beauty Indonesia. Data was collected through interviews with management and direct observation of system usage. From the results of this study, several weaknesses and advantages were found. Users of System Accurate Software are proven to be able to facilitate and contribute greatly to increasing productivity and operational efficiency. In this case, continuous evaluation is needed to ensure the system remains relevant and supports the needs of the company.

Keywords: Management Information System, Accurate Software, Operational Efficiency

INTRODUCTION

In the era of digitalization and increasingly fierce business competition, the use of effective management information systems has become an important need for companies. One of the popular management information systems is Accurate Software. PT Ayara Beauty Indonesia, a company operating in the cosmetic manufacturing sector in the beauty industry has also adopted Accurate Software in their operations.

Integration of information systems and information technology with other components such as processes, procedures, accounting, human resources, management, information about taxes, inventory data, billing reports, purchase requests, vendor invoices, information about employee salaries, sales orders, sales analysis reports, Organization and other related elements are the main foundation in forming an optimal management information system, an essential key in achieving company success. Information systems, as entities

consisting of interrelated components, are not only responsible for collecting, processing, storing and distributing information, but also provide critical support in decision making and controlling the organizational environment.

Apart from that, the role of information systems is not only limited to assisting in researching problems and visualizing complex concepts, but also creating new innovations. In this way, the information system becomes a formal procedure that collects data and forms a solid foundation. As a guide to various resources, ranging from hardware, software, network, brainware, to data. Information systems include elements such as input, model, process, output, storage and control. In this context, information systems can be used to plan, process, control and manage data according to organizational needs. Based on the critical factors that determine the company's success.

The use of the Accurate Software management information system at PT Ayara Beauty Indonesia aims to increase efficiency and effectiveness in managing financial, inventory, sales and company administration aspects. Accurate Software has features specifically designed to meet company needs in managing various complex operational aspects.

However, using Accurate Software also comes with challenges. One of the main challenges is the resistance of some employees in adopting and understanding this new system. Therefore, companies need to carry out intensive training and outreach to employees so that they can maximize the benefits of Accurate Software.

This research aims to analyze the use of the Accurate Software management information system at PT Ayara Beauty Indonesia, with a focus on its impact on the company's operational efficiency. It is hoped that this research can provide a deeper understanding of the use of Accurate Software in the context of companies in the beauty industry.

LITERATURE REVIEW

Understanding Management Information Systems

Management Information Systems (MIS) play a crucial role in supporting the decision-making process at the organizational level. According to Laudon, Laudon (2020), MIS includes planning, collecting, storing and distributing information relevant to management needs. Based on technology, SIM integrates data and business processes to improve efficiency and operational activities.

Management Information Systems Model

The concept of the Management Information System model includes a more integrated and adaptive approach to changes in the business environment. According to O'Brien (2018), this model focuses on real-time information availability, interoperability, and scalability to support modern management needs.

Challenges and Opportunities for SIM Implementation

The SIM implementation process is not free from challenges and opportunities. A study by Pearlson and Saunders (2019) identified several challenges, including information security, integration with legal systems and operational sustainability. But apart from that, there are opportunities to increase flexibility, speed of response and innovation in information management.

Management Information System Components

According to Susati (2004), the integration of components in an accounting information system is crucial to ensure harmonious operations and produce reliable information for users. Within the framework of the management information system concept, comprehensive integration of all interrelated elements and sub-elements is required to form a quality management information system. Accounting information system components, also known as elements, involve hardware, software, brainware, procedures, data bases, and communication networks.

Success Factors for SIM Implementation

Identifying factors for the success of SIM implementation is essential. Ross et al. (2021), noted that leadership support, user involvement and careful planning are the main factors influencing the success of SIM implementation.

RESEARCH METHODS

This research methodology adopts a comprehensive approach using survey, qualitative and quantitative research methods.

Surveys are used to collect primary data through questionnaires which will be distributed to selected respondents in order to obtain a general view regarding the implementation of the management information system at PT Ayara Beauty.

Next, a qualitative approach will be applied through in-depth interviews with related parties in the company, such as managers and employees to gain in-depth insight into their experiences and perceptions of the changes resulting from the implementation of the system.

Meanwhile, quantitative methods will be used to analyze data before and after system implementation. The integration of these three methods is expected to provide a holistic and in-depth understanding of the effectiveness and contribution of the management information system at PT Ayara Beauty Indonesia

RESEARCH RESULTS AND DISCUSSION

From the results of research on informants and direct observation, researchers obtained the following data.

1. Weaknesses and Advantages of the Accurate Software System at PT Ayara Beauty Indonesia

- The Purchasing Department experienced problems with the inability to produce total purchase reports in one month. Purchase reports also cannot be linked directly to receipt of goods, forcing users to open Purchase Orders one by one to check.
- The Ministry of Finance is facing problems with the validity of financial reports, but the source of the problem is unclear (still in the process of being observed).
- The Warehouse Department often experiences differences in final stock quantity and does not have monthly receiving reports.
- Nevertheless, the Accurate System has significant advantages. For example, searching for item names and vendors runs quickly assuming a stable internet connection. The search capability per category also makes things easier for users. Apart from that, this system makes it easy to input transactions in each department.

2. Overview of the use of the Accurate Software system at PT Ayara Beauty Indonesia

Overview of Accurate System Use in the Purchasing Department

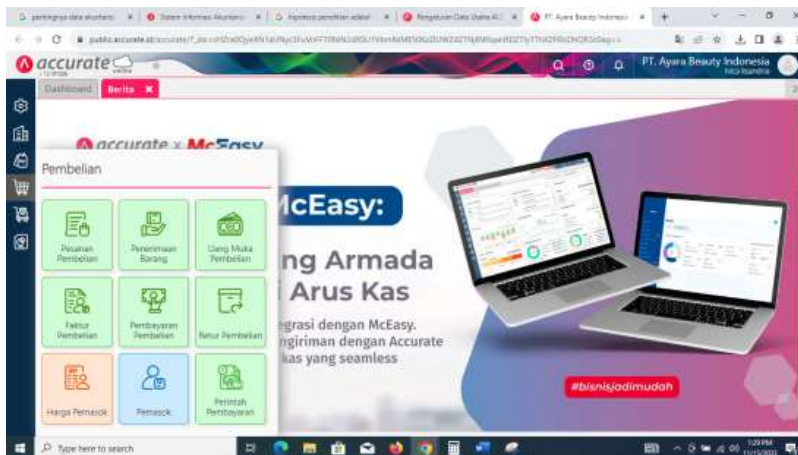


Figure 1.1

On the homepage of the purchasing department we can find several menus that function to:

- Purchase order

In this menu, the purchasing department can create purchase orders quickly according to the connected internet connection. The data entered includes vendor name, item name, quantity, price, tax, delivery address, delivery date and purchase information.

Figure 1.2

- Goods receipt
- Down payment
- Purchase invoice
- Payment for purchases
- Purchase return
- Supplier prices
- Suppliers
- Payment orders

Overview of the Use of Accurate Systems in the Warehouse Department

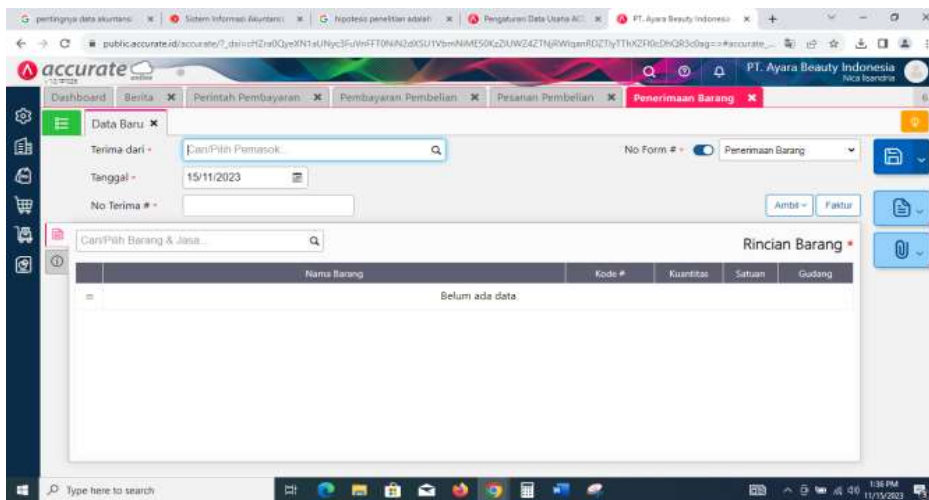


Figure 1.3

When receiving goods, the Warehouse department can quickly input the receipt of goods from suppliers by looking for the purchase order number, then adjusting the name of the goods with the delivery note, if it is appropriate, then the delivery order number can be entered according to the quantity that arrives.

Overview of the Use of Accurate in the Finance Department

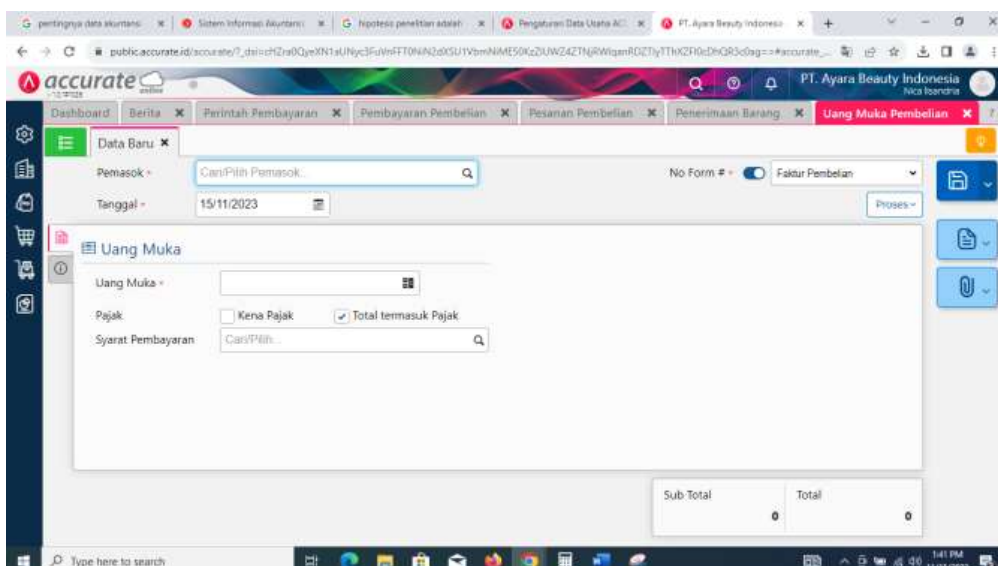


Figure 1.4

In several finance menus you can make advance sales transactions for purchases that require a down payment, and you can also make payment in full using the form below:

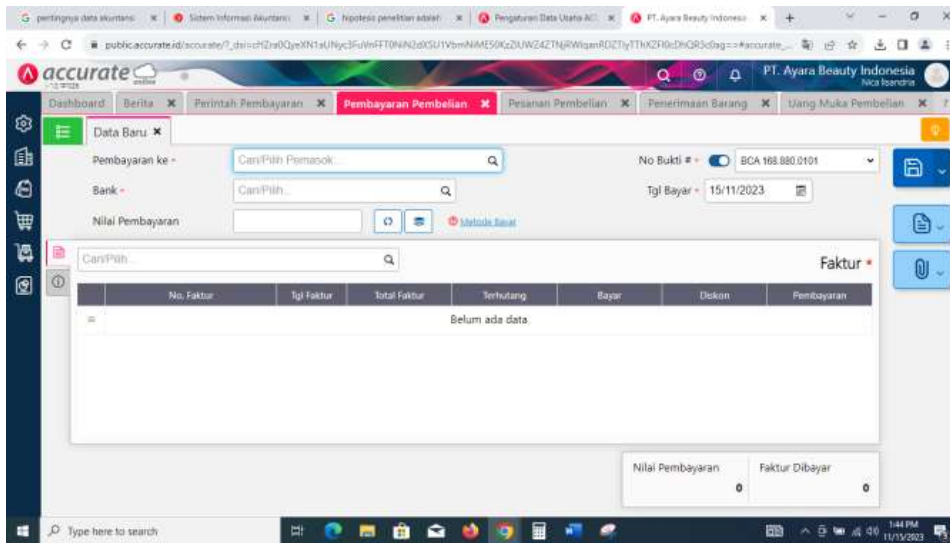


Figure 1.5

The finance department can also input invoices / bills from vendors with the following form before submitting them to the payment stage, to find out how old / current the bill is:

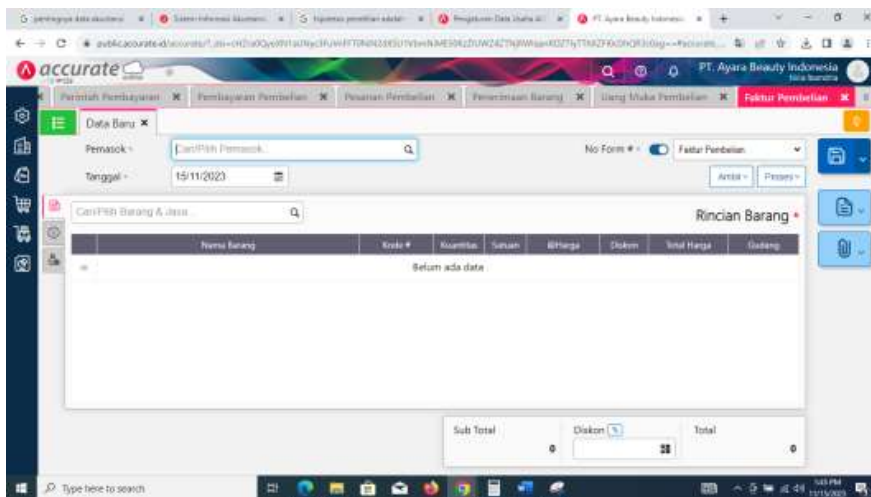


Figure 1.6

Overview of the Use of Accurate in the Business Development Department

The sales department makes sales through the sales menu to create a sales quotation and sales order with the form below, which is then followed up by the PMC/PPIC department to create a Production BOM and as a reference for purchase requests.

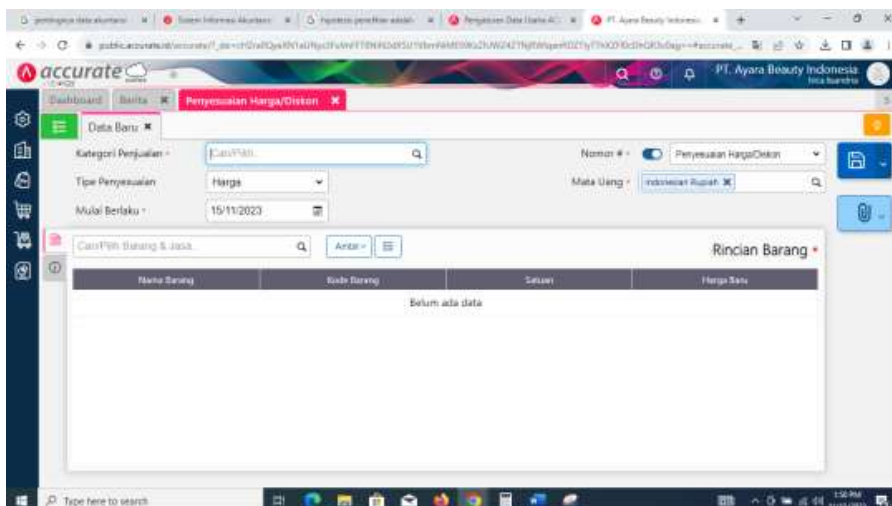


Figure 1.7

Overview of using Accurate to search for several financial reports

The following is a list of financial reports that can be displayed in the Accurate system menu, but there are still obstacles, for example in certain areas in the Warehouse and Purchasing departments, you have to use manual recording with Microsoft Excel because the data from Accurate does not meet the specific needs of each department.

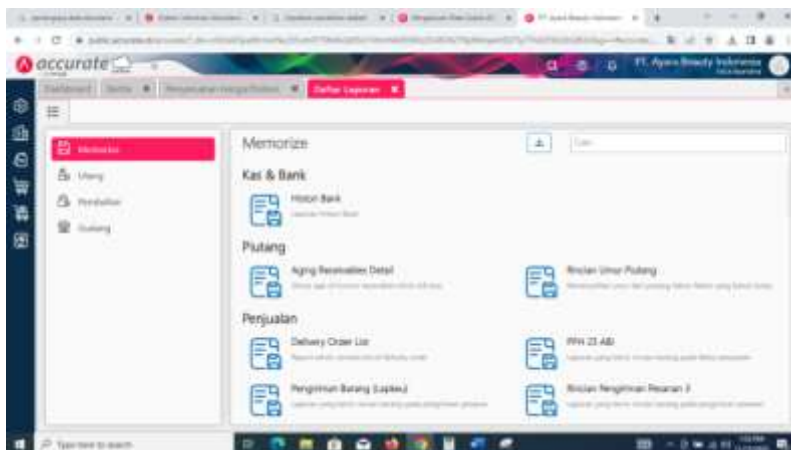


Figure 1.8

3. Comparison of the use of the Accurate Software System at PT Ayara Beauty Indonesia

Based on the information obtained by the Purchasing Manager, the comparison of using the Accurate Software System at PT Ayara Beauty Indonesia is very efficient. Although this system has several weaknesses that need to be corrected. The Purchasing Manager emphasized that the efficiency obtained from using the Accurate Software System at PT Ayara Beauty Indonesia is more dominant, which makes a major contribution to increasing productivity and operational efficiency.

CONCLUSION

Based on the results of research on the use of the Accurate Software System at PT Ayara Indonesia, several conclusions can be drawn.

- 1) Even though there are several weaknesses in the Accurate Software System, this system makes a major contribution to increasing productivity and operational efficiency at PT Ayara Beauty Indonesia.
- 2) The need for continuous evaluation to ensure the system remains relevant and supports the company's needs.
- 3) This research underlines the crucial role of management information systems, especially Accurate Software, in increasing the efficiency and effectiveness of company operations in this era
- 4) digitalization and increasingly tight business competition.

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