

THE ROLE OF MANAGEMENT INFORMATION SYSTEMS IN INDUSTRY TRAVELOKA STARTUP

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ABSTRACT

This research aims to see the extent of implementation of management information systems. This research focuses on the startup company Traveloka. This research uses a literature study approach which uses credible sources to conclude related findings and strengthen this research. The results of this research explain that SIM helps Traveloka manage the ordering process, data analysis, product development, inventory management, customer management, data security and financial management more efficiently and effectively. Although there are several obstacles that may be associated with SIM implementation, such as integration complexity, infrastructure limitations, data security, technological changes, and user training, Traveloka can overcome them with the right approach and the necessary investment

INTRODUCTION

Management Information Systems (MIS) have become an important aspect in the modern business world. In this increasingly advanced digital era, companies rely on efficient information systems to manage their data, business processes and customer service. In the travel industry, one company that has emerged as a leader is Traveloka, an online travel platform that has revolutionized the way people plan and book their trips(Untari et al., 2020).

Traveloka has been a successful example of adopting information technology to improve operational efficiency, provide superior customer experience, and expand

their business reach. As a comprehensive travel platform, Traveloka manages information involving airline tickets, accommodation, transportation and other travel services. Therefore, Traveloka needs a solid management information system to integrate and manage these aspects efficiently.

In this context, research on Management Information Systems at Traveloka becomes relevant and important. This paper aims to investigate the role of management information systems in Traveloka's success, as well as analyze how the implementation of SIM has helped the company achieve a competitive advantage in an increasingly competitive travel market.

Through this research, it is hoped that it will be revealed how Traveloka utilizes SIM in data processing and management, reservations and transactions, inventory management, business performance analysis, and customer management. This research will also show the concrete benefits that Traveloka obtains from management information systems in improving user experience, increasing operational efficiency, and optimizing strategic decision making (Panday, 2015).

With a deeper understanding of SIM implementation at Traveloka, this paper will provide valuable insights for business practitioners, information system developers, and academics who are interested in the use of information technology in the travel industry. It is hoped that this research will provide a strong foundation for the development of better management information systems in the future, both in the context of Traveloka and in the travel industry as a whole.

The following is the problem formulation in this research, namely 1. How does Traveloka manage and utilize data in their business operations through SIM?, 2. How does SIM at Traveloka support efficient reservation and transaction processes?, 3. How does SIM help in Traveloka inventory management, especially in terms of availability of plane tickets, hotel rooms and other travel services?, 4. How does SIM at Traveloka play a role in business performance analysis, including tracking sales data, users, customer preferences, and travel trends?, 5. How does SIM affect customer management at Traveloka, such as storing and managing customer data, personalizing customer experiences, and handling customer questions and problems.

By answering these questions, this research will provide a more comprehensive understanding of the role of SIM in Traveloka's success as a leading online travel platform. It will also help identify the concrete benefits gained from implementing MIS in travel business operations as well as provide insight into the use of information technology in the travel industry more broadly.

THEORETICAL REVIEW

Management information System

Management Information Systems (MIS) refers to a framework consisting of processes, technology, and people used to collect, manage, store, process, and disseminate information that is relevant for decision making and operational management in the context of organizational management.

MIS aims to integrate data, information and knowledge needed to manage an organization effectively. It involves the use of information technology, such as computers, software, networks, and database systems, to facilitate the processing and exchange of information necessary for smooth business operations.

The main functions of SIM are: 1. Data Collection and Storage: SIM collects and stores data required for business purposes, both from internal and external organizations. It involves collecting data from various sources, including internal systems, vendors, customers, and other external data sources, 2. Data Processing and Analysis: MIS processes the collected data into more meaningful information through data processing techniques, such as transaction processing, statistical analysis , data modeling, and other analysis methods. It helps organizations in understanding trends, patterns and behavior related to their operations, 3. Decision Making: MIS provides management with relevant and accurate information to help in better decision making. By providing quick and easy access to data and analysis, MIS helps management in planning, organizing and controlling business operations more effectively, 4. Integration and Coordination: MIS enables better integration between various functions and departments in an organization. This enables a smooth flow of information and more effective collaboration between various business units, 5. Operational Support: MIS supports the daily operations of the organization by providing the tools and applications necessary to run business processes, such as reservation systems, accounting systems, inventory management systems , and so forth.

In order to achieve more efficient, effective and competitive business goals, the use of SIM becomes critical for organizations in various industries, including travel businesses such as Traveloka.

Industry Startup

A startup business refers to a type of business that is newly established with the aim of developing and introducing innovative products or services to the market.

Startup businesses are often founded by a group of individuals who have creative ideas or new solutions to meet a need or overcome a problem in a particular market.

The characteristic of a startup business is its very strong orientation towards rapid growth. They strive to create a scalable business model, meaning it can experience significant and sustainable growth in a short period of time. Startup businesses also tend to apply innovative and bold approaches in the use of technology, marketing strategies and product development.

The Role of MIS in the Startup Industry

Management Information Systems (MIS) play a very important role in the startup industry. In a startup context, MIS can provide significant benefits in managing operations, increasing efficiency, and supporting sustainable business growth.

The following are some of the main roles of SIM in the startup industry: 1. Data Management: SIM helps startups collect, store and manage data related to customers, products, operations and markets. This data can include user information, transactions, market analysis, and so on. By having an efficient system for managing this data, startups can access the information needed for strategic decision making, 2.

Business Process Management: MIS can help startups optimize their business processes. By using integrated systems, startups can automate routine tasks, reduce redundancy, and increase productivity. For example, MIS can be used to manage ordering processes, shipping, inventory, finance, and human resource management. 3. Business Performance Analysis: MIS allows startups to better track and analyze their business performance. By providing accurate information and reports, startups can monitor performance metrics such as revenue, expenses, profits, user growth, customer retention, and so on. This information is important for identifying business strengths, weaknesses and opportunities that can help in strategic decision making, 4. Product and Service Development: SIM can support startups in developing and improving their products and services. With careful data analysis, startups can understand customer needs and preferences, gain market insights, and identify innovation opportunities. MIS can also help in managing product life cycles, testing, launches and product updates, 5. Customer Management: MIS can help startups in managing relationships with their customers. By having an organized system to store customer data, preferences, transaction history, and interactions, startups can provide a more personalized experience and strengthen customer loyalty. SIM can also be used to provide better customer service, such as handling questions, issues and feedback.

In the fast-changing and competitive startup industry, MIS is key to improving operational efficiency, understanding the market, and delivering a superior customer

experience. By utilizing MIS wisely, startups can increase their competitive advantage, optimize resources, and achieve sustainable growth

METHODOLOGY

The methodology in this research is literature study, namely collecting data in the form of facts from trusted sources such as news, journals and research results that can provide justification related to the research. This research will focus on the implementation of the SIM system in the Traveloka Application

RESULTS AND DISCUSSION

Startup Traveloka

Traveloka is a technology startup based in Indonesia and founded in 2012. Traveloka started its operations as an online airline ticket booking platform, but over time, the company developed into a comprehensive online travel platform, which also offers accommodation booking services, holiday packages, attraction tickets, transportation, and other travel services.

Traveloka has become one of the most successful startup companies in Southeast Asia and has experienced rapid growth since its launch. Within a few years, Traveloka managed to raise significant funding from leading investors such as Expedia, Sequoia Capital, and East Ventures.

Traveloka achieved popularity and success by providing an easy-to-use platform, a wide selection of products, competitive prices and good customer service. Through their app and website, users can easily search, compare and book airline tickets, accommodation and other travel services quickly and efficiently.

SIM method applied on Traveloka

Traveloka applies several Management Information System (SIM) methods to support their operations and business growth. The following are several SIM methods implemented by Traveloka:

1. **Booking and Reservation System:** Traveloka uses SIM to manage their booking and reservation system. Through their app and website, users can easily search, compare and book airline tickets, accommodation and other travel services. SIM is used to integrate information from multiple service providers and ensure accurate and up-to-date availability, pricing and other details.
2. **Inventory Management System:** Traveloka uses SIM to manage their inventory, especially in terms of the availability of plane tickets, hotel rooms and other travel

- services. By using SIM, Traveloka can integrate and store inventory information from various partners and provide users with a wide choice.
3. **Business Performance Analysis:** Traveloka uses SIM to track and analyze their business performance. SIM helps in tracking sales data, users, customer preferences and travel trends. By using integrated data and analytics, Traveloka can understand user behavior, identify business opportunities, and make strategic decisions supported by accurate information.
 4. **Customer Management:** Traveloka uses SIM to manage relationships with their customers. SIM helps in storing and managing customer data, preferences, transaction history and interactions. With this information, Traveloka can provide a more personalized customer experience, understand customer needs, and increase customer retention.
 5. **Financial and Accounting System:** SIM is used by Traveloka to manage their financial and accounting aspects. Through this system, they can monitor income, expenses and profits in real-time. SIM is also used to manage payments, invoices and other financial processes.
 6. **Security and Privacy System:** Traveloka implements SIM to manage the security and privacy of their users' data. SIM helps ensure that customer data is stored securely, accessed with appropriate permissions, and in accordance with applicable privacy regulations. By implementing this SIM method, Traveloka can optimize their operations, increase efficiency and provide a better user experience. MIS helps in integrating various systems, managing data efficiently, and providing valuable business insights to companies.

Benefit Study

Management Information Systems (SIM) have several important benefits for Traveloka in managing their operations and business growth (Renaldy et al., 2023). Here are some of the SIM benefits for Traveloka:

1. **Efficient Management:** SIM helps Traveloka manage various aspects of their operations more efficiently. When it comes to booking airline tickets, accommodation and other travel services, SIM allows Traveloka to integrate data from various providers, ensure availability, prices and up-to-date information, and process transactions quickly and accurately.
2. **Data Analysis:** SIM allows Traveloka to collect, store and analyze data generated from transactions, user preferences and travel trends. With integrated data analysis, Traveloka can understand user behavior, identify market trends, and make business decisions supported by accurate information.
3. **Product and Service Development:** SIM helps Traveloka in developing new products and services that better suit customer needs. With collected user data and

in-depth analysis, Traveloka can identify unmet market opportunities and needs, and continuously adapt and optimize their products and services.

4. Inventory Management: SIM helps Traveloka in their inventory management, especially in terms of the availability of plane tickets, hotel rooms and other travel services. Through SIM, Traveloka can ensure that the inventory information displayed to users is accurate and up to date, minimizing the risk of errors and increasing customer satisfaction.
5. Customer Management: SIM allows Traveloka to better manage customer information, preferences and transaction history. This helps in providing a more personalized user experience, understanding customer needs, and increasing customer retention and overall satisfaction.
6. Data Security: SIM helps Traveloka in maintaining the security and confidentiality of their users' data. With integrated data management, encryption and strict access controls, Traveloka can ensure that user data remains safe and protected from security threats.
7. Financial Management: SIM is used by Traveloka to manage their financial and accounting aspects. With an integrated SIM, Traveloka can monitor income, expenses and profits in real-time, and process payments quickly and efficiently. By implementing SIM, Traveloka can improve their operational efficiency, optimize user experience, make better business decisions, and face competition better. SIM helps Traveloka manage and integrate various aspects of their business, ensure users get reliable service, and expand their business successfully.

Constraint

Although the Management Information System (SIM) has many benefits for Traveloka, there are also several obstacles that can arise in its implementation. Some SIM problems that Traveloka may face include:

1. Integration Complexity: Traveloka faces complexity in integrating data from various travel service providers. Collecting consistent, up-to-date, and accurate data from multiple sources can be a complex technical challenge.
2. Infrastructure Limitations: In a large scale business like Traveloka, there may be limitations in the infrastructure that supports SIM. This includes data storage capacity, processing speed, and scalability to handle large transaction volumes with efficiency.
3. Data Security: Traveloka must face high data security risks in managing customer information and financial transactions. Serious attention must be paid to data protection, protection against cyber threats, as well as compliance with data privacy regulations.

4. Technological Changes: Rapid technological developments can be an obstacle for Traveloka in maintaining and renewing their SIM. Traveloka must invest continuously in technology updates to maintain their competitiveness and ensure their systems remain relevant and efficient.
5. User Training and Acceptance: Effective use of SIM requires adequate user understanding and skills. Traveloka may need to provide training to their staff to maximize SIM usage. Apart from that, users also need to accept and get used to using a SIM when interacting with Traveloka. Despite these obstacles, Traveloka can overcome them with the right strategy, investment in adequate technology, strong data security policies, and a commitment to continuously improving their SIM. With the right approach, these obstacles can be overcome to maintain Traveloka's success and growth as a leading startup company in the travel industry

CONCLUSIONS AND RECOMMENDATIONS

In conclusion, it can be concluded that the Management Information System (SIM) provides significant benefits for Traveloka in carrying out their operations in the travel industry. SIM helps Traveloka manage the ordering process, data analysis, product development, inventory management, customer management, data security and financial management more efficiently and effectively. By adopting a good SIM, Traveloka can improve service quality, make better decisions, and expand their market share.

Although there are several obstacles that may be associated with SIM implementation, such as integration complexity, infrastructure limitations, data security, technological changes, and user training, Traveloka can overcome them with the right approach and the necessary investment. By overcoming these obstacles, Traveloka can maximize the benefits of SIM to improve operational efficiency, provide a better user experience, and maintain their competitiveness in the travel startup industry.

Overall, SIM provides a strong foundation for Traveloka to manage their business trips successfully. In the ever-growing digital era, effective SIM implementation is an important factor in maintaining Traveloka's sustainability and growth as one of the travel industry leaders.

SUGGESTION

The following are some suggestions for Traveloka regarding the use of Management Information Systems (SIM):

1. Invest in Infrastructure and Technology: Traveloka needs to continue investing sufficient resources to strengthen their SIM infrastructure and technology. This includes increasing data storage capacity, processing speed, and system security. By ensuring the reliability and good performance of SIM, Traveloka can cope with growing transaction volumes and maintain a competitive advantage.
2. Update and Improve SIM Continuously: Traveloka must follow technological developments and industry trends related to SIM. Continuously update and improve their MIS to ensure that the system can accommodate evolving needs, meet new challenges, and leverage the latest technologies such as artificial intelligence, predictive analytics, and integration with other platforms.
3. Strengthen Data Security: User data security is very important in the online travel business. Traveloka needs to continue to improve and strengthen their data security systems, including the use of strong encryption, strict access monitoring, and enforcement of strict security policies. This will help build user trust and protect sensitive information.
4. Improve User Training: Traveloka needs to ensure that their staff has a deep understanding of SIM usage and its benefits. Provide adequate training for users so that they can make optimal use of SIM in carrying out their daily tasks. This will maximize the effectiveness of SIM use and increase team productivity.
5. Monitor and Evaluate SIM Performance: Traveloka must regularly monitor and evaluate the performance of their SIM. Conduct performance measurements, engage user feedback, and make necessary updates or fixes to improve functionality, reliability, and user experience with SIM.
6. Collaborate with Partners: Traveloka can collaborate with technology providers and other strategic partners to develop and improve their SIM. Through strong partnerships, Traveloka can leverage additional expertise and resources to optimize their MIS, address shared challenges, and create innovative solutions. By following these suggestions, Traveloka can maximize the benefits of their Management Information System and continue to be a leader in the travel industry. An effective and integrated SIM will help Traveloka increase operational efficiency, improve user experience, and achieve sustainable growth.

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