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THE ROLE OF INFORMATION SYSTEMS IN MAXIMIZING COMPANY PROFIT

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ABSTRACT

It is undeniable that every company can be sure that in carrying out its business always aims to get maximum profit or high return, indeed there are types of companies or business entities that are formed to achieve certain targets that are not related to profit achievement, for example non-profit companies. Non-profit companies whose activities focus on, among others, for purposes related to humanity, nature conservation, and others. Specifically related to companies that are generally engaged in selling services and or goods, it can be said that their orientation is to achieve the maximum profit in running their business. When the number of transactions or buying and selling activities is not too much, it is certainly not a big problem for the company to record transactions manually where the data can also be accessed manually to find out the company's performance and profits for a certain period, but if the company has become large, where the number of goods and or services traded has reached a high enough number and at the same time the company's activities are increasingly complex and complicated, so at that time of course the way of recording transactions or company activities manually would no longer be reliable for serve the needs of the company in monitoring the development of the company's performance including recording company profits for a certain period. Holding a better recording process by using a computer-based information system management approach to record, manage, monitor and move the company so that from time to time it can improve company performance and at the same time increase company profits, this is an option that is not an option. undeniable and need to be taken by the company.

Keywords: transactions, access, information systems.

1. INTRODUCTION

Running a business that handles a large number of transactions and is quite complex in its operations requires companies to immediately think of effective and efficient ways to be able to produce a service process to customers or counter parties that is maximal and satisfying to them while at the same time it can improve performance and profits. company from time to time, because satisfied customers or customers can certainly come back at another time to make the same or even bigger transactions and in turn, more information about the company and the products and or services provided by the company will be known. and other parties who will add potential new customers or old buyers of goods sold by the company or users of services provided by the company.

Traditional methods are indeed good for use in companies that are still new or companies that have a small scale of business where in daily activities there is no complicated administrative or recording process and the reporting does not require a fairly extensive performance analysis. Traditional methods like this can generally be used for less time because the company will certainly grow and if the company's development is fast enough, over time, the number of transactions handled will become larger and the company's organizational structure will in turn follow the development of company activities. . At the beginning of its establishment, the company certainly did not employ a large number of employees, where in general the owner usually started his own business or was assisted by family or friends. The number of employees involved in company activities is also still limited, the information managed is not too much, company development and company development plans can be viewed and discussed without the need to provide many notes related to activities that are also not too many. The need for information in this initial condition can be said to be very limited, the reports used to evaluate the development of business activities can be said to be in the memories of the people who participate in running the business. Leaders or owners are not too worried about the accuracy of the information submitted, all work processes and company developments can be seen and are in front of their eyes. In this condition, presenting a computer-based information system to manage data or daily transactions to compiling reports on company performance and development is not too much of a concern for business owners (Hamni et al., n.d.). What concerns the owner or entrepreneur in this condition is whether the business activity generates profits or not, other matters regarding increasing efficiency and

effectiveness are the number two issue as long as the business being carried out is profitable (Putra & Pranata, 2022).

This condition will be much different when the owner of the company and or the company in general has moved to a larger scale where the company moves from a small-scale initial business and then moves and turns into a larger-scale business. The company's activities are becoming more and more and the company's organization is also getting bigger, these two things can be said to be triggers where in this condition the company must start thinking about implementing a system for recording transactions and company activities in a better and orderly manner. Several things that are the main concern that support the use of a better approach in recording every activity and transaction that is managed are the first speed, with the size of the company, it is necessary to be sure to be able to record transactions in real-time, there can no longer be delays in recording transactions occurs on a certain day to be recorded on another day, because this will have an impact on many things, including for example reporting the number of transactions that occur and how much funds the company must receive for the transaction, not to mention the impact on subsequent processes, for example preparing products that have been paid for to be sent to customers, coordinate the Warehouse section with the delivery department, the data that is read on the system will run according to the flow, therefore the recording of the purchase of goods or services sold by the company must be in accordance with the time of the transaction. (Akbar et al., 2022).

Every activity of this large company must be recorded in the company's information system, starting from the marketing team looking for and getting customers, forwarded to the operational team behind it, including the team that provides goods and other teams in charge of sending the goods that have been purchased and paid for by the customer. Coupled with the need to use a third party which is an external team of the company to deliver the goods that have been paid for earlier to customers who of course have been waiting to be able to use the goods that have been paid in full earlier. All of these processes require a reliable information system to record and record transactions that occur every day, the owner of the company can no longer remember who bought what goods and when, the processes that occur within the company have become very complex and complicated, so that every divisions can no longer rely on memories or small notes in carrying out operational activities in their respective areas. If the company cannot present a good information system, the company will lose the opportunity to retain old customers or get new customers, and in turn later, the company will slowly lose the opportunity to maintain profits, it is not even possible to increase the profits that should be obtained in the future. future (Febriana et al., 2022) (Mawarni et al., n.d.)

Another thing that is important for entrepreneurs to pay attention to in investing their capital to establish a reliable information system is when companies have to deal with processes within the company between performance reporting related to company performance in general, departmental performance, unit performance, performance person by person and so on. Taking into account these things, the use of a reliable information system can help companies to issue reports on the performance of each of these sections correctly and from this report, company leaders at every level can provide better and fairer performance evaluations to those they lead. because the information system used in the company can record transactions and activities within the company according to their respective functions (Setiawan et al., 2014)

The use of a reliable information system within the company can also be designed to make it easier for companies to compile company financial reports, where this financial information system will certainly shorten the process of preparing company financial statements every month which is usually a fairly complicated problem for the relevant departments to get the correct numbers. and accurate if done manually or traditionally like when the company was small in the past. The consideration for establishing a financial information system is that the consequences of errors in reporting company profits related to tax payments to the government can be a problem that is quite inconvenient for companies in the future (Oktavia, 2011).

In general it can be said that a reliable information system really needs to be held by companies that have moved to become larger with many activities or transactions and at the same time the number of workers or employees and the company's organization has become much larger where the work processes that connect one person with another person or one unit with another unit or one department with another department, it can no longer be done in traditional ways like before When the company was small, speed and accuracy became important factors in running a company that in the past This in turn can increase efficiency and effectiveness in running the company so that the company can develop itself again to become bigger with new types of business or increase the number and or volume of transactions from businesses that are currently running (Sri Utami, 2011).

2. LITERATURE REVIEW

2.1. Information Systems

A set of interrelated components that function to collect, process, store, and distribute information to support decision making and control within the organization.

2.2. Efficient

Doing the job properly and being able to carry out tasks carefully, and efficiently. The general understanding explains that efficiency is a business that requires the completion of work on time, quickly and satisfactorily

2.3. Effective

It is an effort to get the expected goals, results and targets in accordance with the set time. regardless of the costs involved.

2.4. Performance

Work results in quality and quantity that can be achieved by an employee in carrying out his main duties and functions as an employee in accordance with the responsibilities assigned or given to him.

2.5. Company

The place where the production of goods or services takes place. In a company, all factors of production come together.

2.6. Non-Profit Company

An institution or a collection of individuals who have certain goals and work together to achieve these goals, in their implementation the activities they carry out are not oriented to the accumulation of profit or wealth alone.

2.7. Access

Activities to interact with Electronic Systems that stand alone or in a network.

2.8. Real time

Response or response directly on the spot.

2.9. Work process

Sequential stages with the aim that an activity can run smoothly,

2.10. Counter party

Other parties participating in financial transactions or any transactions.

2.11. Company organization

A visual diagram that contains the components that make up the company, depicting what employees do, to whom they are accountable, and how decisions are made within the company.

2.12. Operational

Abstract concept in order to facilitate the measurement of a variable. Operations can also be interpreted as a guideline in conducting research activities or work.

2.13. Department

A section that has a specific task of a larger organization. This term is usually used for: ministries within a country's government. part of a company.

2.14. Work unit

The division of employees into certain groups according to their responsibilities and work.

2.15. Employee

People who work in a company or institution and are paid with money. Or an employee can also be interpreted as a person who serves as a worker in a company or institution to carry out workplace operations with remuneration in the form of money.

2.16. Individual

Is the smallest part of a community group.

2.17. Software

Referred to as part of the system in a computer that does not have a physical form that is installed on a computer or laptop so that it can be operated.

2.18. Hardware

All physical parts of a computer, and are distinguished by the data that reside in them or that operate on them and is distinguished from software or software that provides instructions for hardware to complete tasks.

2.19. Data processing system

The system that performs data processing. delivered and processed by humans or machines. the data is useful in accordance with the desired results so that it can be used.

2.20. Computer-based information system

The data processing system becomes quality information and is used as a decision-making tool

3. METHODOLOGY

The research method used is qualitative research in the form of explanations and descriptions obtained from various literature and reading sources related to information system management. The data collection technique used in this research is library research, namely the research is carried out by searching literature (library) in the form of books, notes, journals, web (internet) and also other information related to the theme of this research.

Sources of data in this study are secondary data in the form of notes, documents, journals, books and notes related to this research. This research aims to determine the effect of the implementation of management information systems on the profits or profits of the company.

4. RESULT AND DISCUSSION

By understanding the importance of implementing information systems within the company with the aim of ensuring that every activity or transaction within the company can be properly recorded and recorded, large-scale companies should think about this and plan to establish an information system that is in accordance with the needs of each part of the company (Adzim, 2017). If possible, an integrated information system within a company can be developed and connected to each other, but if it is felt quite difficult because uniting all processes in a large company to be served by a single company information system will require good coordination and communication and regulation, the process of processing information is not simple. Therefore, it will be felt to be quite adequate if every department or unit in carrying out its work there is also an information system that can help simplify the process of recording transactions or activities, processing data entered in the information system and reporting the performance of the related unit or department, so that at the end of the day all activities within the company starting from person per person, unit per unit and department per department can be recorded and reported properly and accurately the data, to then be used by the leadership of each area to assess the performance of each component in the company for performance development they are next (Firdaus, 2020).

With the right information system and in accordance with the needs of the company, every transaction and or activity within the company can be recorded and monitored and the results evaluated on a regular basis, this will be able to provide a better and clearer picture of the processes being carried out by each company, each section in particular and the company in general, where in the end the targets set by the company for each unit, department and company targets as a whole can finally be achieved because of the recording, monitoring and reporting processes that can be carried out on an ongoing basis.

This is certainly not possible for companies that do not use or implement information systems in managing the processes that are carried out in carrying out work within the company (Adzim, 2017). Relying on records in the form of bookkeeping or the use of old traditional methods will make it very difficult for the company to be able to achieve its targets let alone increase company profits in carrying out the work that has been set, due to the high difficulty of checking and monitoring the progress of the results. the work of each individual or employee, related unit and department because the manual process will be very difficult to be able to issue information about the latest development position of each process or work being carried out or assignments given by their respective superiors to the highest level.

5. CONCLUSION

The use and application of information systems in accordance with the needs of the company in general, according to the needs of the department, the needs of the units and even the needs of employees who are placed to do special jobs will be very beneficial for the company to be able to maintain the company's performance at the level that has been targeted from the beginning. the costs incurred to procure hardware and software that support the implementation of a data processing system and transactions into information needed by leaders from the lowest to the main director will certainly be paid off if the company can utilize this information system properly which in the end companies can increase profits that are getting bigger from time to time, even in time, the company can update existing information systems with better information systems in the future when the need to replace existing information systems old ones have been found (Firdaus, 2020; Octavia, 2011).

Companies that have activities with quite a lot of transactions and activities within companies that are getting bigger and quite a lot are strongly advised to immediately implement the use of computer-based information systems so that each activity can be recorded and managed properly so that it can produce appropriate information and reports. with what is happening in the field where this valuable information can be used by company leaders for making decisions that are important and useful for achieving company targets and developing a bigger company in the future.

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