

MANAGEMENT INFORMATION SYSTEM IMPLEMENTATION ON KFC BRANCH LOYAL BUDI HOME CENTRAL MEDAN

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Abstract

The purpose of this paper is to determine the application of management information systems at the KFC fast food restaurant Rumah Setia Budi Branch Medan Pusat. Types of qualitative research whose data sources consist of primary data and secondary data. Research informants consist of manager KFC, employee, public, And a number of journal supporters. Technique collection data through observation and interview. Results show that KFC use system information computers to develop ordering systems from telephone booking systems to systems social media to create communities and various discount offers via the Internet. KFC apply system information management with Good And efficient so that capable compete with company other.

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I. Introduction

System information management (SIM) has known as development technology information since the 1960s. The development of information technology at that time gave new understanding that computers must be used to generate information that can used as a management decision-making tool.

Source Power man Which authorized need information for make decision Which

appropriate, so that information This must give in a manner appropriate time. Existence system very important information to support human resources in carrying out their duties, in use device hard and device soft, in submit support application development and in training. A business that wants to be successful needs an identity for need management the information Which more focus on work Which Good (Mc. Leod, 2012).

Understanding SIM consists from say system, information and management. According to Scott (2013:12) understanding system is something network Work from procedures Which each other related, arranged to carry out an activity or achieve a certain goal. Understanding the system is a set of elements that interact to achieve certain goals. Understanding this system is an important term in SIM implementation. Because of this system is the most important tool needed to understand network work process system or process Work moment do Work device Work. McLeod (2012:18) state that system is an important element of MIS that regulates the relationship or interaction of various elements system. System form SIM in the form of input, process, output and feedback. every operation or the device requires these four forms of the system.

After the rapid development of information technology, more and more companies in Indonesia, which adopted a management information system (SIM), realized that SIM very useful for increase performance company/organization. Company Which No keeping up with current information technology developments cannot and will not succeed in competition. System usage metrics are closely related to user satisfaction, and more researchers agree that SIM user satisfaction is an indicator critical to design success and sim implementation.

KFC (Kentucky fried Chicken) is Wrong One restaurant fast serve Which offers fried chicken best at the moment. Although many other fast-food chains like McDonalds, Texas fried chickens, A and W, Hoka Hoka bento And Californian fried Chicken (CFC) offers similar products to KFC, KFC won the top spot in Top Brand Award in 2022 with Top Brand Index reaching 27.20% followed by MC Donald's in position second 26.20%.

Top Brand Index

RESTORAN FASTFOOD		
Brand	TBI	
KFC	27.20%	TOP
MC Donald's	26.20%	TOP
Hoka-Hoka Bento	9.40%	
A & W	7.60%	
Richeese Factory	4.70%	

Sumber: Top Brand Award (www.topbrandaward.com)

Source: www.topbrandaward.com

Restaurant fast serve like KFC (Kentucky fried Chicken) own system information good

management for business development and competitiveness to survive in the competition business. This business competition is no longer focused on how to increase sales volume, but on How satisfying consumer and build loyalty customer through application system information management. By Because That, writer researching How system KFC fast food restaurant management information can be implemented through Setia Budi Home Central office.

II. Method Study

The research location is the fast-food restaurant KFC (Kentucky Fried Chicken) Rumah Setia Budi Branch Center Medan. Study This is study qualitative Which covers topic Which researched and gathering data studies case Which different, experience personal, interview, observation and review literature from various article and journal. Observation direct, interview and literature reviews article And Journals are used as a collection technique data.

III. Results Study and Discussion

In this study, the authors used a qualitative approach to the results of interviews and questionnaires. The types of data used are primary data and secondary data. Data collection techniques use questionnaire methods (Rating Scale), interviews and observations.

IV. RESULTS AND DISCUSSION

KFC was the first company to take advantage of the development of information technology become the basis for implementing real applications for the use of communication tools and data processing commercial. KFC uses a computerized information system to develop the system booking starting from the ordering system phone to system social media; to create community and various discount offers via the Internet.

Based on results interview with manager and employee KFC, system information restaurant fastserves these are as follows:

1. Operating support System

A system supporter operational introduced for facilitate management in operation company. System supporters' business is method for increase process transaction business, manage process industry, support communication and collaboration company, and updating company database. The customer support system consists of several parts, among other:

2. Transaction Processing System

KFC uses a point-of-sale system (POS), which is a computer system that uses combination device soft and device hard for do a number of functions besides

recording sale. Use POST For transaction sell buy own a number of feature great, like ability for print sales receipts, credit card readers, inventory, sales reports, and integration with software accountancy and other. Kfc use process automatic Which started with enter order customer use system POST, after That workstations save it as databases collective, after it's the kitchen department processing orders and paper documents as work orders. All incident data saved in servers files, whereas disc standard used for monitor activity operational Which monitored from office center through area network area (WAN).

a. Enterprise Collaboration System

implement KFC into one network for coordination and exchange information The easy one and fast with consumers, parties internal, supplier and other party.

b. Process control System

KFC own system internal Which called System Management KFC. System This provide application store manager support for business forecasting, inventory management, and HR management. Every outlet mamou KFC operates efficiently and effectively to maximize operational profitability. this system connected automatically to head office, enabling managers to monitor performance, direct, and coordinate each location.

3. Management Support System

System This on basically seen when application system information focus on provision information and support effective decision-making by managers. For sharing information and support decision-making at all levels for managers and business professionals is a fairly complicated task, we need a supporting system or activity which are called management support system. This management support system consists of several components, between other:

a. Management information System (MIS)

This information system provides information to managers and business professionals in the form of reports and appearance. The MIS used by KFC is the KFC Field Management System, which provides an application that assists store managers in business forecasting, inventory management, and HR management. Application This used as reporting company for pickup decision.

b. Decision Support System (DSS)

Decision support systems are systems that provide direct computer support to manager in process taking decision. KFC use DSS For every manager store to monitor system performance in real-time and is equipped with analysis management toolsfor analyze business and inventory forecasts.

c. reporting System (IRS)

IRS is product information that contains internal functions pre-processed by the system transaction processing. This information includes reports generated on request, during period certain time, or as needed.

d. Executives Informant System (EIS)

EIS launched for provide access information Which easy and fast Which contain factor-factor exclusive inside realization management strategic goals Information. The researcher then interviewed several informants' society as consumers of fast-food KFC presentation, namely the implementation of SIM through management perspective input, which is applied KFC for makes ordering KFC menu easy, and the staff also guides online ordering. or personally. With apply system information management Which used KFC, company can operate with well and compete with company other.

V. Conclusion

Based on the formulation of the problem discussed based on the results of the study, it can be concluded that KFC will apply system information management with Correct Because use Pointof Sale in buying and selling transactions using the internet as a tool. communication with employees, suppliers, consumers online and others. KFC also offers System KFC Field Management, which offers applications that help store managers with business forecasting, inventory management, and HR management. This application is used as reporting company for decision making.

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