

The Role of Management Information Systems in Optimizing Digital Services at Tiket.com



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Abstract

Digital transformation has encouraged organizations to optimize digital services through the utilization of Management Information Systems (MIS) to enhance operational efficiency and service quality. This study aims to analyze the role of Management Information Systems in optimizing digital services at Tiket.com based on findings from previous studies. The research employed a Systematic Literature Review (SLR) method, with literature sources obtained from the Scopus, Google Scholar, and DOAJ databases. The reviewed articles were selected based on inclusion criteria, namely scientific publications published between 2021 and 2026 and relevant to the research topic. The findings indicate that MIS plays a strategic role in supporting digital transformation through improved operational efficiency, information quality, data integration, decision-making speed, and service quality optimization. The implementation of MIS has also been proven to enhance customer satisfaction, business process effectiveness, and organizational competitiveness. However, the success of MIS implementation is influenced by technological infrastructure readiness, human resource competencies, data security, and the organization's ability to manage change. Furthermore, the review identified several research gaps, including the limited number of quantitative studies, the lack of research focusing on Online Travel Agent (OTA) platforms such as Tiket.com, and the low level of integration between MIS and emerging technologies such as Artificial Intelligence, Big Data Analytics, and cloud computing. Therefore, further research is needed to develop more adaptive MIS implementation models to support the optimization of digital services in the online travel industry.

Keywords: Management information systems, digital services, tiket.com, digital transformation, systematic literature review

1. Introduction

The development of information technology in the digital era has brought fundamental changes across various aspects of life, including the business and service sectors (Harto et al., 2023). Digitalization has become a necessity that organizations must adapt to in order to maintain their existence and enhance competitiveness amid increasingly complex market competition (Ausat et al., 2025). In this context, digital services are increasingly preferred by society because they offer convenience, time efficiency, and speed in fulfilling user needs. One sector that has experienced significant growth due to digital technological development is the online travel industry, where people tend to use online platforms to book tickets and travel services rather than using conventional methods (Indrajaya et al., 2025).

Management Information Systems (MIS) are a strategic element that plays an important role in supporting organizational digital transformation processes (Nuryana et al., 2024). In general, MIS can be understood as a system designed to manage and integrate information to support managerial activities and decision-making processes. This system functions to collect, process, store, and distribute information required by organizations effectively (Puspitawati, 2021). Through the implementation of MIS, organizations can improve operational efficiency, minimize data processing errors, and produce faster and more accurate decisions based on available data (Kristanti & Putra, 2025). Therefore, the existence of MIS is a crucial factor in supporting organizational success, especially in a technology-based digital business environment.

Various previous studies reviewed using a Systematic Literature Review (SLR) approach indicate that the implementation of MIS in digital services has a significant positive impact (Illah & Ilham, 2025). The application of MIS has been proven to enhance service process speed, information accuracy, and interdepartmental integration within organizations (Nurmadewi, 2025). In addition, well-managed information systems also contribute to improving the quality of services received by customers, thereby increasing user satisfaction and loyalty (Adamuddin & Yamin, 2025). In the digital service ecosystem, the availability of a reliable information system is one of the key factors determining the success of a platform in attracting and retaining customers.

In the online travel industry, competition among companies continues to intensify along with the increasing number of digital service users (Arifiani & Furinto, 2022). This condition requires companies to continuously innovate and improve service quality to meet customer needs and expectations. One of the rapidly growing online travel platforms in Indonesia is Tiket.com, which provides various online ticket booking services for transportation and accommodation (Islami et al., 2023). As a company operating in a digital environment, Tiket.com heavily relies on information systems to support various operational activities, ranging from customer data management and transaction processing to the provision of real-time service information.

Based on the synthesis of various literature, the effectiveness of MIS implementation in supporting the optimization of digital services is influenced by several important factors, including system integration, information quality, access speed, and user experience (Setiawan et al., 2025). Good system integration enables business processes to run more effectively and in a coordinated manner. In addition, accurate, relevant, and easily accessible information plays a role in increasing user trust in digital services (Wahono, 2024). Optimal utilization of MIS allows companies to provide services that are more responsive, personalized, and aligned with customer needs (Mandola et al., 2024).

Although various studies have examined the implementation of MIS in different organizational contexts, there are still limited studies that specifically investigate the role of MIS in optimizing digital services on online travel platforms, particularly Tiket.com (Afnarius et al., 2024). Most previous studies focus more on the general application of MIS without deeply analyzing its impact on digital service quality or user experience. In addition, the use of the Systematic Literature Review (SLR) approach in examining this topic is still relatively limited, thus requiring more comprehensive research to address the existing research gap (Maulidan et al., 2025).

Based on this background, this study aims to analyze the role of Management Information Systems in supporting the optimization of digital services on the Tiket.com platform through a Systematic Literature Review (SLR) approach. This research is expected to contribute theoretically to the development of studies in the field of information systems, as well as provide practical benefits for companies in improving the quality of digital services. Furthermore, the results of this study are also expected to serve as a reference for future research examining similar topics in the context of digital services and information systems.

2. Materials and Methods

This study aims to analyze the role of Management Information Systems (MIS) in optimizing digital services at Tiket.com through a qualitative approach using the Systematic Literature Review (SLR) method. This method was employed to identify, review, and synthesize relevant research findings regarding the implementation of MIS, digital transformation, and technology-based service management in the online travel industry. A systematic literature search was conducted through scientific databases, including Google Scholar, Scopus, ScienceDirect, and Garuda, using keywords related to "Management Information Systems," "digital services," "e-commerce," "online travel agents," and "Tiket.com." The selected literature consisted of journal articles, conference proceedings, and other scholarly publications published within a specified period to ensure the relevance and currency of the data.

The inclusion criteria were applied to literature discussing the implementation of Management Information Systems, digital service quality, user experience, and service optimization on digital platforms. Meanwhile, exclusion criteria were applied to sources that were not directly related to the research topic, articles that were not available in full text, and publications that did not meet scientific standards. The literature selection process was conducted through the stages of identification, screening, and quality assessment in accordance with the SLR procedure. The selected studies were then subjected to data extraction based on key aspects, including research objectives, methodologies, findings, and contributions to understanding the role of MIS in improving the effectiveness and quality of digital services at Tiket.com. The extracted data were subsequently analyzed using descriptive and thematic approaches to produce a comprehensive synthesis of the findings.



Figure 1. Research Procedure

The research procedure diagram illustrates the stages undertaken to analyze the role of Management Information Systems (MIS) in optimizing digital services at Tiket.com through a Systematic Literature Review (SLR) approach. The study begins with the identification of issues related to the importance of MIS in supporting the effectiveness of digital services, followed by the formulation of research objectives and research questions as the foundation of the study. Subsequently, the researcher develops the SLR protocol, conducts a comprehensive literature search across various scientific databases, and screens the collected literature based on predetermined inclusion and exclusion criteria. The selected studies are then reviewed, and relevant data are extracted to obtain information regarding the implementation of MIS in digital service operations. The collected data are analyzed and synthesized to identify key findings concerning the contribution of MIS to improving service quality, operational efficiency, and user satisfaction on the Tiket.com platform. The final stage of the research involves drawing conclusions and preparing a scientific article that systematically and comprehensively presents the findings of the review.

3. Results

The findings of the studies reviewed in this research indicate that the role of Management Information Systems (MIS) in optimizing digital services on the Tiket.com platform is a crucial factor in supporting operational effectiveness and enhancing the quality of technology-based services. In general, previous studies have extensively discussed the utilization of MIS in integrating digital business processes, managing customer and transaction data in real time, improving operational efficiency through system automation, and supporting faster and more accurate managerial decision-making. Furthermore, various studies have highlighted the contribution of MIS to improving digital service quality through easier access to information, enhanced transaction security, service personalization, and increased user satisfaction. On the other hand, several studies have identified challenges in MIS implementation, including data security concerns, customer privacy protection, the need for continuous technological innovation, and the readiness of human resources to manage digital systems effectively. Along with the rapid advancement of information technology, a number of studies have also emphasized the importance of integrating MIS with artificial intelligence (AI), data analytics, and digital security systems to strengthen competitiveness and ensure the sustainability of digital services on online travel platforms such as Tiket.com.

Tabel 1. The Role of Management Information Systems in Optimizing Digital Services

No	Field or Focus	Names of Authors in the Same Field	Insight or Research Variable
1	Operational Efficiency and Decision-Making	Faisal et al. (2025); Nadia & Nasution (2024); Lorenz Kintana Luwinsky (2026); Effendi (2022); Sheffia Cahyanti et al. (2025); Aliyah Ayu Lestari et al. (2025); L. Faisal (2025); Donly Wance Lubis & Jhon Veri (2025)	Operational efficiency, business process optimization, operational cost reduction, decision-making, organizational effectiveness, service acceleration, administrative accuracy



No	Field or Focus	Names of Authors in the Same Field	Insight or Research Variable
2	Information Quality and Data Integration	Fauzi & Maryam (2024); Nadia & Nasution (2024); Harshavardhana et al. (2026); Lorenz Kintana Luwinsky (2026); Vanisha Amelia Riani et al. (2024)	Information quality, data integration, real-time data, information accessibility, data management, cloud-based systems, data accuracy
3	Service Quality and Customer Satisfaction	Humaira & Firdaus (2024); Jauhari (2025); Harshavardhana et al. (2026); Anggi Setya Prayoga et al. (2025)	Service quality, reliability, responsiveness, service transparency, customer satisfaction, customer loyalty, customer trust, service personalization, user experience
4	Supporting Factors for MIS Implementation	Aliyah Ayu Lestari et al. (2025); L. Faisal (2025); Reksha Anugrah et al. (2024); Sudipa et al. (2023)	Technology infrastructure, system integration, human resource competency, user training, organizational support, user engagement
5	Challenges in Management Information System Implementation	Reksha Anugrah et al. (2024); Jauhari (2025); Sudipa et al. (2023); L. Faisal (2025)	Data security, resistance to change, infrastructure limitations, data redundancy, human resource readiness, technology adaptation
6	Digital Transformation and Service Innovation	Faisal et al. (2025); Harshavardhana et al. (2026); Anggi Setya Prayoga et al. (2025); Lorenz Kintana Luwinsky (2026)	Digital transformation, integrated digital services, service innovation, business process digitalization, organizational competitiveness

Based on the table, it can be seen that the most dominant research focus relates to the contribution of MIS to improving operational efficiency, service quality, and decision-making effectiveness. Furthermore, most studies emphasize the importance of information quality and data integration as the main foundations in supporting digital services that are fast, accurate, and responsive to user needs. These studies also show that the success of MIS implementation is greatly influenced by the readiness of the technological infrastructure, human resource competency, and good system integration. On the other hand, challenges such as data security, resistance to change, and resource constraints remain frequently encountered. Overall, the scope of research presented in the table indicates that MIS functions not only as an information management tool but also as a strategic instrument that supports digital transformation, improving service quality, and strengthening organizational competitiveness in the digital economy era.

3.1 The Role of Management Information Systems in Supporting Digital Service Operations

Management Information Systems (MIS) play an increasingly important role in supporting digital service operations amid the rapid growth of digital transformation. MIS contributes to improving operational efficiency through business process optimization, reducing operational costs, and enhancing coordination among organizational units (Faisal et al., 2025). Furthermore, the ability of MIS to provide real-time data access enables faster and more accurate decision-making processes, thereby strengthening organizational competitiveness in a dynamic business environment (Nadia & Nasution, 2024). In the context of customer services, the implementation of MIS on digital platforms enhances operational effectiveness through real-time integration of data and transactions, which contributes to higher customer satisfaction and stronger information security to maintain users' trust in digital services (Harshavardhana et al., 2026). In addition, MIS improves information quality through more accurate, structured, and accessible data management, thereby supporting more effective decision-making processes (Fauzi & Maryam, 2024). The integration of cloud-based technologies with MIS also enables the provision of more personalized and user-oriented services (Harshavardhana et al., 2026). Nevertheless, MIS implementation still faces several challenges, such as resistance to change and the need to enhance user competencies. Therefore, sustainable management strategies and continuous training programs are required to maximize the benefits of MIS in supporting digital services.

MIS also plays a strategic role in enhancing operational efficiency, information quality, decision-making speed, and digital service optimization across various organizational sectors. In the banking sector, the implementation of MIS through digital services such as Mobile Maslahah, Digital Onboarding, and QRIS has been proven to improve operational effectiveness while strengthening customer satisfaction (Anggi Setya Prayoga et al., 2025). Furthermore, MIS contributes to providing more accurate and relevant information, thereby supporting more effective and data-driven managerial decision-making processes (Lorenz Kintana Luwinsky, 2026). In the healthcare sector, the implementation of the Community Health Center Management Information System (SIMPUS) has demonstrated benefits in accelerating service delivery and reducing errors in patient data recording (Sheffia Cahyanti et al., 2025). However, several studies have identified challenges related to system flexibility, technological infrastructure readiness, and the development of human resource competencies through continuous training programs (Reksha Anugrah et al., 2024). Overall, empirical findings indicate that MIS serves as an essential instrument in supporting organizational digital transformation by enhancing operational effectiveness and service quality.



The findings reveal that MIS makes a significant contribution to digital transformation through improved operational efficiency, information quality, decision-making effectiveness, and digital service optimization across various organizational sectors. Evidence from the banking, healthcare, and digital service sectors demonstrates a consistent pattern showing that MIS implementation can integrate business processes, accelerate information flow, improve data accuracy, and strengthen service quality. Moreover, the ability of MIS to provide real-time data and support more responsive services has become an important factor in enhancing customer satisfaction and organizational competitiveness. However, the success of MIS implementation is not solely determined by technological sophistication but is also influenced by infrastructure readiness, system flexibility, information security, and the competencies of human resources in operating and managing the system effectively. Therefore, organizations need to develop comprehensive implementation strategies through sustainable technological investments, capacity building for human resources, and effective change management practices to maximize the benefits of MIS in supporting digital service quality and achieving organizational goals sustainably.

3.2 Service Quality Optimization Through the Utilization of Management Information Systems

Management Information Systems (MIS) play an important role in optimizing service quality through improved operational efficiency, better data management, and increased customer satisfaction. The implementation of MIS supports various dimensions of service quality, including reliability, responsiveness, assurance, empathy, and tangibles, all of which directly contribute to improving service performance for users (Humaira & Firdaus, 2024). Furthermore, the ability of MIS to provide real-time data access enhances transparency, response speed, and service delivery effectiveness, as demonstrated by the implementation of the digital service system “Kembang Daman” (Jauhari, 2025). MIS also provides accurate and timely information that supports strategic decision-making in increasingly complex competitive environments (Effendi, 2022). Moreover, effective MIS implementation can enhance customer satisfaction, trust, and loyalty through the provision of personalized services tailored to user needs, as demonstrated by digital platforms such as TikTok Shop (Harshavardhana et al., 2026). Nevertheless, the effectiveness of MIS implementation still faces challenges related to data management, information security, the availability of competent human resources, and active user involvement in adapting the system to organizational needs in order to optimize its benefits sustainably (Jauhari, 2025; Sudipa et al., 2023).

Optimizing service quality through MIS requires effective integration among technology, human resources, and organizational processes to improve efficiency, data accuracy, and information accessibility. The implementation of MIS in the healthcare sector, such as Hospital Management Information Systems (SIMRS) and the Generic Regional Health Information System (SIKDA), has been proven to improve operational efficiency, reduce administrative errors, and accelerate healthcare service delivery (Aliyah Ayu Lestari et al., 2025; L. Faisal, 2025). In the education sector, MIS supports faster and more structured data management, thereby contributing to service quality improvement across various educational levels (Vanisha Amelia Riani et al., 2024). In addition, the Personnel Management Information System (SIMPEG) has been shown to improve service quality through enhanced work efficiency, data accuracy, and decision-making effectiveness (Donly Wance Lubis & Jhon Veri, 2025). However, successful MIS implementation is strongly influenced by adequate technological infrastructure, continuous human resource training, and effective system integration across organizational units (L. Faisal, 2025; Aliyah Ayu Lestari et al., 2025). Several studies have also identified obstacles such as infrastructure limitations, insufficient user competencies, and data redundancy issues that may hinder service optimization efforts (L. Faisal, 2025). Overall, studies conducted between 2019 and 2025, predominantly using qualitative approaches, consistently demonstrate the positive contribution of MIS to service quality improvement across various organizational sectors.

The findings indicate that MIS functions as a strategic instrument for optimizing service quality through enhanced operational efficiency, accurate data management, and the provision of timely information to support decision-making. Various studies suggest that MIS implementation improves service quality dimensions such as reliability, responsiveness, assurance, empathy, and service accessibility, thereby contributing to greater user satisfaction, trust, and loyalty. Evidence from healthcare, education, personnel management, and digital service sectors reveals a consistent pattern showing that the integration of information technology through MIS accelerates service processes, reduces administrative errors, and improves organizational effectiveness. However, the success of service quality optimization depends not only on the existence of technological systems but also on infrastructure readiness, data integration quality, human resource competencies, and organizational support for managing change. Furthermore, persistent challenges such as infrastructure limitations, inadequate user training, and data redundancy indicate that MIS implementation requires a comprehensive and sustainable approach. Therefore, organizations need to strengthen investments in technology, human resource development, and information system governance to ensure that the benefits of MIS in improving service quality can be achieved optimally and sustainably.

3.3 Challenges of Management Information System Implementation in Digital Services

The implementation of Management Information Systems (MIS) in digital services faces various challenges that may affect its effectiveness. One of the primary challenges is the high implementation cost, which includes investments in technological infrastructure, system development, and human resource training to support optimal system operations (Nurfadilah & Ilham, 2024; Solekha et al., 2025). In addition, many organizations experience difficulties integrating MIS with legacy systems



previously in use, potentially causing operational disruptions and data consistency issues if not managed properly (Nurfadilah & Ilham, 2024; Nadia & Nasution, 2024). Another significant challenge relates to data security and information protection, as MIS implementation involves the management of sensitive data that requires robust security mechanisms to prevent data breaches and misuse (Nurfadilah & Ilham, 2024; Solekha et al., 2025). Nevertheless, several studies indicate that these challenges can be minimized through strong managerial support, human resource readiness, and the selection of technologies that align with organizational needs. With proper management, the benefits of MIS implementation, including improved operational efficiency, service quality, and decision-making effectiveness, can outweigh the challenges encountered during the implementation process.

Based on various studies, MIS implementation in digital services continues to face several challenges that may affect its effectiveness. The most common obstacles include technological infrastructure limitations, insufficient training and human resource competencies, data security issues, high implementation costs, and organizational resistance to change. In the healthcare sector, research conducted by A. D. Harikatang et al. (2024) revealed that limited internet access due to geographical conditions, a shortage of competent information technology personnel, and inadequate technological infrastructure were major barriers to information system implementation. Similar findings were reported by Septiani Rizka Fadilla et al. (2025), who identified unstable internet networks, limited user training, and underdeveloped system features as factors hindering the implementation of the Community Health Center Management Information System (SIMPUS). Furthermore, Ana Nurfadilah and Ilham (2024) identified high implementation costs, difficulties integrating with legacy systems, and data security risks as common challenges across organizations. In the education sector, Ikbal Ropik and Adi Rosadi (2025) found that low technological literacy, limited resources, resistance to change, and data security concerns constituted significant barriers to MIS implementation. These findings are reinforced by Gerson et al. (2025), who reported that human resource digitalization also faces similar challenges, including inadequate infrastructure readiness, limited digital competencies, and organizational resistance to technological transformation. Overall, these studies demonstrate that MIS implementation challenges are cross-sectoral in nature and require comprehensive management strategies to maximize system benefits sustainably.

The findings indicate that MIS implementation in digital services continues to face various technical, organizational, and human resource-related challenges. In general, the studies suggest that high implementation costs, inadequate technological infrastructure, difficulties in integrating with legacy systems, data security concerns, and limited user competencies are the main factors affecting the effectiveness of MIS implementation. Cross-sector studies, including healthcare, education, and human resource management, consistently demonstrate that successful MIS implementation depends heavily on organizational readiness in terms of infrastructure provision, workforce competencies, and support for digital transformation processes. The evaluation of these findings highlights that MIS implementation challenges extend beyond technological aspects and involve organizational capabilities in managing change and fostering a work culture that adapts to digital innovation. Therefore, comprehensive strategies are required, including strengthening technological infrastructure, enhancing human resource capacities, developing information security systems, and ensuring strong managerial commitment. Such efforts are essential to minimize implementation barriers and maximize the benefits of MIS in improving operational efficiency, service quality, and decision-making effectiveness in a sustainable manner.

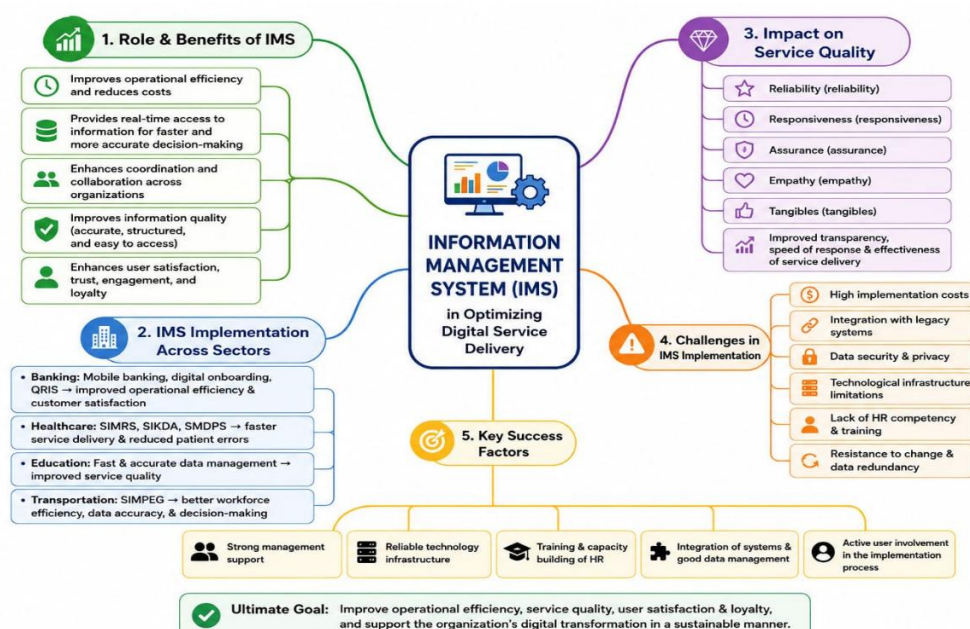


Figure 2. Management Information System in Optimizing Digital Services

Based on the mind mapping, it can be concluded that Management Information Systems (MIS) play a strategic role in supporting the optimization of digital services through improved operational efficiency, the provision of accurate and real-time information, and the enhancement of coordination and data integration within organizations. The utilization of MIS has been proven to improve service quality through dimensions such as reliability, responsiveness, assurance, empathy, and ease of service access, which in turn contribute to higher levels of user satisfaction, trust, and loyalty. MIS implementation has also been widely adopted across various sectors, including banking, healthcare, education, and human resource management, to improve service effectiveness and decision-making processes. However, MIS implementation continues to face several challenges, including high implementation costs, integration with legacy systems, data security concerns, limited technological infrastructure, insufficient human resource competencies, and resistance to organizational change. Therefore, the successful implementation of MIS requires strong managerial support, adequate infrastructure, continuous training programs, effective system integration, and active user involvement to ensure that the primary objectives of improving operational efficiency, service quality, and organizational digital transformation can be achieved optimally and sustainably.

4. Conclusions

Based on the evaluation of various studies reviewed, it can be concluded that Management Information Systems (MIS) play a strategic role in supporting digital transformation by improving operational efficiency, information quality, speeding up decision-making, and optimizing service quality across various organizational sectors. Research findings consistently demonstrate that MIS implementation can improve business process effectiveness, data integration, customer satisfaction, and organizational competitiveness. However, the success of MIS implementation is still influenced by the readiness of technological infrastructure, human resource competency, system integration, data security, and the organization's ability to manage change. The study also identified several research gaps: the predominance of research using qualitative approaches, resulting in limited quantitative empirical evidence regarding the impact of MIS on digital service quality; the limited number of studies specifically examining MIS implementation on Online Travel Agent (OTA) platforms such as Tiket.com; the limited number of studies integrating MIS with artificial intelligence (AI), big data analytics, and cloud computing to improve digital service quality; and the limited number of studies simultaneously examining the relationship between MIS quality, customer satisfaction, customer loyalty, and organizational performance. Therefore, urgent research topics to be studied in the future include the influence of SIM implementation on service quality and customer satisfaction on the Tiket.com platform, the role of Artificial Intelligence-based SIM integration in improving digital service personalization, the influence of information quality and data security on digital service user loyalty, the SIM–Big Data Analytics integration model to support real-time decision making, and the development of a successful SIM implementation model that integrates technological, organizational, and user behavior factors in the context of digital transformation in the online travel industry.

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