

Sales Data Management Effectiveness through a Web-Based Information System in Culinary MSMEs

Yesti Siti Nurjanah^{1*}, Taufik Wibisono², Adinda Nur Indah Sari³

^{1,3}Politeknik Triguna Tasikmalaya, Indonesia

²Bina Sarana Informatika, Indonesia

^{1*}vestisitnurjanah@gmail.com, ²taufik.tik@bsi.ac.id, ³adindanis123@gmail.com



*Corresponding Author

Article History:

Submitted: 26-01-2026

Accepted: 10-02-2026

Published: 16-02-2026

Keywords:

Accounting Information System;

Sales Information System;

System Development; MSMEs;

Web-Based System.

Brilliance: Research of

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ABSTRACT

Many culinary micro, small, and medium enterprises (MSMEs) still rely on manual sales data management, which often causes reporting delays, recording errors, and limited managerial access to information. This condition is also found at CV. Resto Platina Lestari, where sales transactions and report preparation are not yet supported by an integrated computerized system. This study aims to design and implement a web-based sales information system and evaluate its contribution to improving the effectiveness and efficiency of sales data management compared to the existing manual process. The research adopts an applied system development approach using the System Development Life Cycle (SDLC) with the Waterfall model. Data were collected through observation, semi-structured interviews, and documentation analysis to understand organizational needs and existing workflow limitations. The developed system integrates ordering, transaction processing, payment management, and automated sales reporting within a single platform. The findings indicate that the system improves reporting timeliness, reduces data recording errors, enhances transaction traceability, and provides more structured access to managerial information. The implementation of the web-based system also supports better operational coordination among multiple actors and contributes to more data-driven decision-making processes in culinary MSMEs.

INTRODUCTION

This study is situated within the field of Management Information Systems, with a focus on the development of a web-based sales accounting information system as a means to improve the quality of transaction recording, reporting timeliness, and the effectiveness of managerial decision-making. Over the past five years, the literature has emphasized that sales information systems are no longer understood merely as transaction recording tools, but rather as strategic components that determine the quality of accounting information and internal control, particularly in small- and medium-sized organizations (Nuriyah Asyisyifa et al., 2024; Thuan et al., 2022).

In Indonesia, the importance of strengthening sales information systems has become increasingly relevant alongside the rapid growth of the food and beverage sector. The Central Bureau of Statistics reported that in 2023 there were more than 4.8 million businesses operating in this sector, with a significant proportion consisting of restaurants, eateries, and catering services that operate intensively based on daily transactions (Muhamad, 2024). The high volume of transactions requires a recording system that is reliable, accurate, and easily accessible, enabling business owners to monitor sales performance and sustain operational continuity in the long term.

Nevertheless, an empirical gap remains between the growth of business activities and the readiness of internal information systems. Although the adoption of digital technologies such as cashless payments has increased rapidly, as indicated by the widespread use of QRIS by tens of millions of business actors, many organizations continue to rely on manual or semi-manual processes for sales recording and report preparation. This condition indicates that transaction digitalization is not always accompanied by the digitalization of integrated sales information systems.

This gap is also evident at CV. Resto Platina Lestari, which serves as the research site. Preliminary analysis shows that the processing of food sales data is still conducted manually, starting from order recording and the preparation of duplicate invoices to the periodic compilation of sales reports. Transaction data are stored in the form of physical archives, which creates the potential for reporting delays, recording errors, and difficulties in conducting timely and accurate sales evaluations.

These issues become increasingly critical because sales information functions as the foundation for operational control and business performance evaluation. When sales reports are not available in a timely and accurate manner, management faces the risk of making decisions based on outdated information. Several applied studies have confirmed that delays and inaccuracies in sales information have a direct impact on the low effectiveness of business monitoring and planning, particularly in the culinary sector (Patma et al., 2021; Putra et al., 2024).



To address these issues, this study adopts a system development approach using the System Development Life Cycle (SDLC) Waterfall model as a framework for system design and implementation. This model was selected because it provides systematic development stages and is suitable for the relatively stable characteristics of sales information system requirements. Conceptually, the utilization of the developed system is explained by referring to information system success theory, which emphasizes the relationship between system quality, information quality, and perceived user benefits (Ariyanto et al., 2022; Ira et al., 2024).

Although numerous studies have examined web-based sales information systems in MSMEs, most of them still focus on technical design aspects and basic system functionality. Relatively few studies have explored sales system designs that consider multi-actor workflows (admin, kitchen, owner, and supervisory parties) as well as service variations such as direct ordering and catering services within a single integrated system. Therefore, this study positions its novelty in the integration of cross-role functional requirements and tiered reporting mechanisms that are aligned with the operational context of medium-scale culinary businesses (Najib et al., 2021).

Based on this background, this study is formulated to address two main research questions. First, how can a web-based food sales information system be designed and developed to support integrated ordering, transaction, payment, and reporting processes at CV. Resto Platina Lestari? Second, how can the proposed system improve the effectiveness and efficiency of sales data processing compared to the manual system currently in use?

In line with these research questions, the objective of this study is to produce the design and implementation of a web-based food sales information system that aligns with organizational business process needs, as well as to evaluate the resulting improvements in operational processes, particularly in terms of recording speed, calculation accuracy, and the timeliness of sales report presentation.

Practically, the findings of this study are expected to assist culinary business actors in improving the quality of sales data management and supporting more data-driven managerial decision-making. Academically, this study contributes to the development of applied Accounting Information Systems research by presenting an example of a web-based sales system design that accommodates workflow complexity and reporting requirements in culinary businesses, thereby serving as a reference for future research and system development in similar contexts.

LITERATURE REVIEW

Sales Information Systems and Managerial Effectiveness

Sales information systems play a critical role in supporting managerial activities, particularly in organizations that rely on high-frequency transactional processes. In recent years, the literature has emphasized that sales information systems should not be viewed merely as tools for recording transactions, but as strategic components that influence the quality of accounting information, internal control, and managerial decision-making (Nuriyah Asysyifa et al., 2024; Thuan et al., 2022). In small and medium-sized enterprises (SMEs), where managerial oversight is often constrained by limited resources, the availability of timely and accurate sales information becomes increasingly important.

From a management information systems perspective, sales information systems function as mechanisms that transform operational data into meaningful managerial information. Ineffective systems, particularly those relying on manual or semi-manual processes tend to produce fragmented data, delayed reports, and inconsistent information, which in turn hinder effective monitoring and decision-making (Hambali & Samsumar, 2022; Umbu et al., 2024). Therefore, the integration of sales processes through information systems is widely recognized as a key enabler of managerial effectiveness.

Web-Based Information Systems in Culinary and MSME Contexts

The rapid growth of the culinary sector and MSMEs has intensified the need for reliable and accessible information systems. Empirical studies indicate that digital transformation in sales management, particularly through web-based systems, contributes to improved operational efficiency and reduced administrative workload in MSMEs (Anatan & Nur, 2023). Web-based systems allow real-time data processing, centralized storage, and easier access to information for different organizational actors, which are essential features for businesses operating with daily transaction intensity.

However, several studies note that many MSMEs adopt digital tools only partially, such as implementing digital payment methods without integrating them into comprehensive sales information systems. This partial adoption limits the potential benefits of digitalization, as transaction data are still processed manually for reporting and control purposes. Consequently, the literature highlights the importance of developing integrated web-based sales information systems that connect ordering, transaction processing, payment, and reporting within a single platform.

System Integration and Multi-Actor Workflows

Integrated information systems are characterized by their ability to support coordinated workflows across different organizational roles. In the context of sales operations, system integration enables consistent information flow from operational actors to managerial and supervisory levels (Anwar et al., 2025). Process-oriented information systems emphasize alignment between business processes and system architecture, allowing organizations to reduce data



redundancy and improve cross-functional coordination.

Despite the growing body of research on sales information systems, relatively few studies explicitly address system designs that incorporate multi-actor workflows—such as interactions among administrative staff, production units, business owners, and supervisory parties—within a single integrated system (Najib et al., 2021). This limitation is particularly evident in studies focusing on culinary businesses, where operational complexity arises from the interaction between ordering, food preparation, and service delivery. Therefore, there remains a need for system designs that accommodate role differentiation and hierarchical reporting requirements in medium-scale culinary enterprises.

Database Design and Information Quality

Information quality is closely linked to the quality of database design underlying an information system. The literature emphasizes that structured database design, supported by normalization and clearly defined entity relationships, is essential for ensuring data accuracy, consistency, and traceability, especially in transaction-oriented accounting information systems (Binh et al., 2022). Poorly designed databases often result in redundant data, inconsistencies, and difficulties in generating reliable reports.

In the context of sales information systems, database quality directly affects the reliability of sales reports used for managerial evaluation and control. Systems that integrate transaction data systematically provide stronger support for internal control mechanisms and financial accountability, particularly in organizations transitioning from manual to digital systems.

Information System Success and Managerial Benefits

The DeLone and McLean information system success model provides a widely accepted framework for evaluating the impact of information systems. According to this model, system quality and information quality are key determinants of perceived user benefits, commonly referred to as net benefits (Abdullah et al., 2025). Empirical studies in applied information systems research confirm that improvements in usability, reliability, timeliness, and accuracy of information contribute directly to enhanced managerial performance and decision-making (Ariyanto et al., 2022; Ira et al., 2024).

In sales management contexts, these benefits manifest in the form of faster access to sales data, improved monitoring capabilities, and more informed strategic decisions. Consequently, the literature supports the argument that the development of integrated, web-based sales information systems can generate tangible managerial value, particularly for SMEs operating in transaction-intensive sectors such as the culinary industry

METHOD

This study employs an applied research approach with an information system development method, as the primary objective of the research is to produce an information system solution that can be directly applied to address organizational operational problems. This approach is commonly used in management information systems studies when the research focus extends beyond phenomenon analysis to include the design and implementation of functional and contextually relevant system artifacts (Fadilah et al., 2024; Fahlevi et al., 2024). The following is research methodology flowchart for developing a Web-Based Sales Information System.

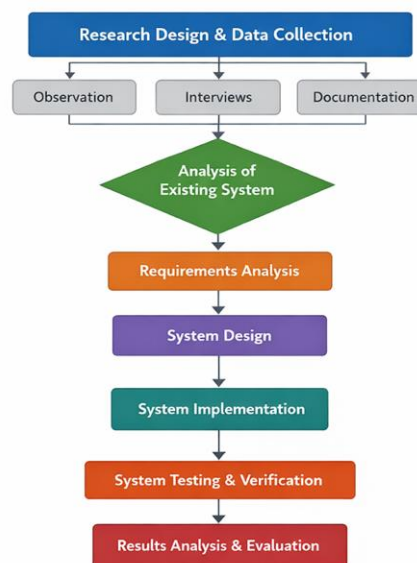


Figure 1. Research Methodology Flowchart

Figure 1 the research and system development process, starting from the Research Design & Data Collection stage through observation, interviews, and documentation. The collected data are analyzed to understand the existing system, followed by requirements analysis, system design, implementation, and testing & verification. The final stage involves results analysis and evaluation to assess the performance of the developed system.

Research Design and Study Object

The research object is CV. Resto Platina Lestari, a business operating in the food and beverage sector located in Tasikmalaya Regency. The study focuses on the process of food sales data processing, starting from order reception, transaction recording, and payment processing to sales report preparation. The selection of the research object is based on the empirical condition that the organization still applies a manual system in managing sales data, making it relevant for examination and the development of a web-based information system solution.

Data Collection Techniques

Data collection was conducted using several techniques to ensure a comprehensive understanding of the existing system. First, direct observation was carried out to identify sales process flows, involved parties, and recording media used in daily operational activities. Second, semi-structured interviews were conducted with administrative staff and business owners to explore system requirements, existing problems, and expectations regarding the system to be developed. Third, documentation studies were used to analyze sales documents such as transaction receipts and manually generated sales reports. The combination of these techniques aims to enhance data validity and enrich system requirements analysis (Megawati, 2022; Wibowo & Karyati, 2021).

System Development Method

System development was carried out using the System Development Life Cycle (SDLC) Waterfall model. This model was selected because it provides structured and systematic development stages and is suitable for the relatively stable characteristics of sales information system requirements. The Waterfall stages applied in this study include requirements analysis, system design, implementation, and testing. Each stage was completed sequentially to ensure consistency between user requirements and the resulting system (Efendi & Hambali, 2022).

Analysis of the Existing System

At the analysis stage, the current sales system was mapped to identify weaknesses and improvement needs. The analysis indicates that the manual system leads to delays in report preparation, potential recording errors, and limited access to information for management. The results of this analysis were used as the basis for formulating the functional and non-functional requirements of the proposed system, ensuring that the developed system is truly oriented toward solving the organization's operational problems.

System Design

System design was conducted using a conceptual approach to describe the main functions and user interaction flows within the system. The system design includes the formulation of core modules such as menu data management, ordering, payment transactions, and sales reporting. In addition, database design was developed by considering normalization principles to minimize data redundancy and improve information consistency. At this stage, system modeling was used as a visual aid to ensure alignment between user requirements and the proposed system design (Irawan, 2021; Nurseptaji & Ramdhani, 2021).

System Implementation and Testing

The proposed sales information system was implemented as a web-based application utilizing programming technologies commonly used in the MSME environment. After implementation, functional testing was conducted to ensure that each system feature operates according to the defined requirements. The testing focused on input validity, transaction process accuracy, and the correctness of the generated sales reports. The test results were used to confirm that the system is ready for use and capable of effectively supporting organizational operational activities (Nevile et al., 2024; Samdono et al., 2024).

Results Analysis Technique

The analysis of research results was conducted using a descriptive qualitative approach by comparing system conditions before and after the implementation of the proposed system. The comparison focused on process efficiency, transaction recording accuracy, and the availability of sales information for management. This approach was used to assess the extent to which the web-based sales information system was able to improve the weaknesses of the previously applied manual system.

RESULT

Web-Based Sales Information System Design

The main outcome of this study is a web-based food sales information system designed to support ordering, transaction processing, payment, and sales reporting in an integrated manner. The system involves several key actors, namely the admin, kitchen staff, owner, and commissioner, each of whom has different access rights and functions according to the organization’s operational needs.

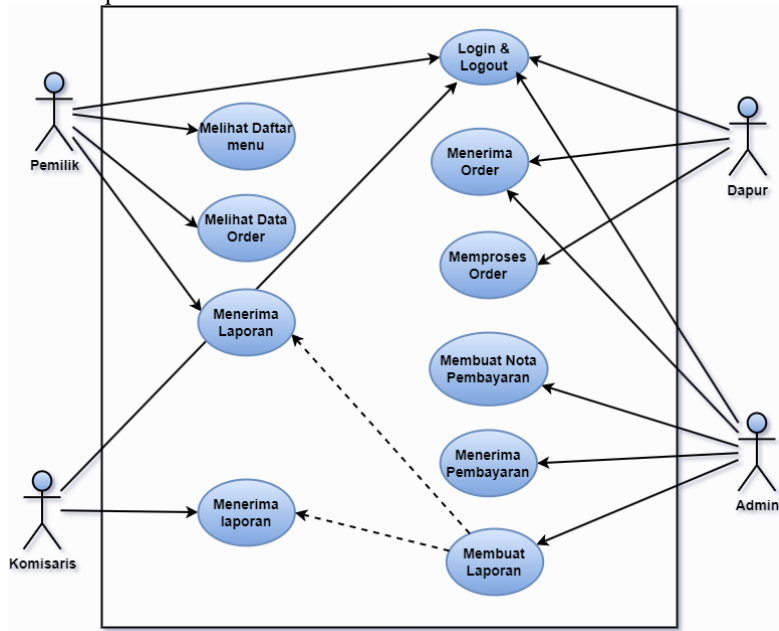


Figure 2. Direct Order Use Case Diagram

Figure 2, the Direct Order Use Case Diagram, illustrates the interactions among four main actors, Admin, Kitchen, Owner, and Commissioner, within the web-based food sales information system in the direct ordering scenario. The diagram shows that all actors access the system through login and logout mechanisms as security controls, while the admin acts as the primary transaction manager, responsible for order recording, payment processing, and sales report generation. Order information recorded by the admin is forwarded to the kitchen for processing, reflecting integration between operational and production functions. The owner has access to monitor order data, menu lists, and sales reports as a basis for business performance evaluation, whereas the commissioner acts as a supervisory party who receives sales reports without being directly involved in operational processes. Overall, the diagram confirms that the system is designed to support an integrated sales workflow and provide relevant information for operational needs and managerial decision-making.

Implementation of Core System Modules

The developed system consists of several core modules, including menu data management, ordering, payment transactions, and sales reporting modules. The ordering module enables the admin to record customer orders directly through the system, while the kitchen module functions to process incoming orders. All transactions are automatically stored in the database and can be accessed by the owner through the reporting feature.

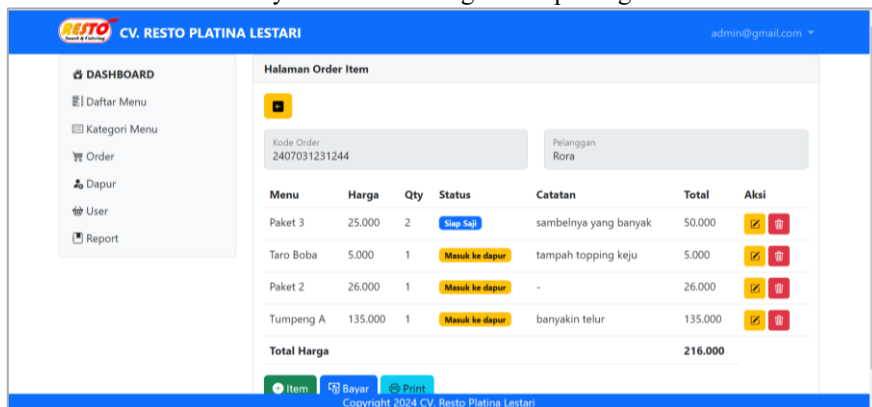


Figure 3. Order Page Design

Figure 3, the Order Page Design, displays the ordering interface of the web-based sales information system used by the admin to manage sales transactions directly. This page presents key information such as order code, customer name, ordered menu items, quantities, processing status, special notes, and total price, all integrated into a single display. Through this feature, the admin can monitor the status of each order item, forward orders to the kitchen, and proceed with payment processing and receipt printing. The design of the order page supports real-time transaction recording and facilitates control over the ordering flow, thereby improving operational efficiency and the accuracy of sales data management.

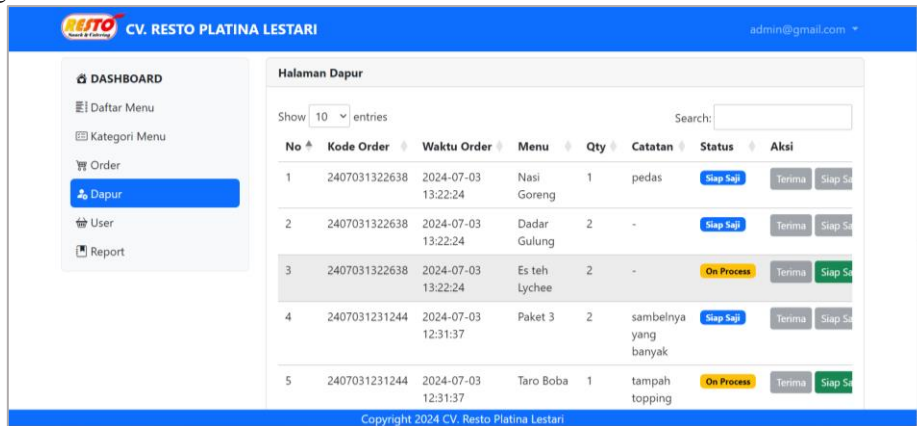


Figure 4. Kitchen Page Design

Figure 4, the Kitchen Page Design, shows the system interface used by the kitchen staff to receive and monitor incoming orders in real time. This page presents information on order codes, order times, menu lists, order quantities, special notes from customers, and food processing status. Through the status update feature, the kitchen staff can mark the progress of order preparation until it is ready to be served, enabling more effective coordination between the kitchen and the admin. The kitchen page design supports smooth production workflow and minimizes delays and errors in order information delivery.

Database Design and Data Integration

Database design was carried out to support the consistency and integration of sales data. The main entities in the system include user data, menus, menu categories, orders, order details, and payments. Relationships among these entities were designed to minimize data redundancy and ensure that every transaction is recorded comprehensively and can be traced through sales reports.

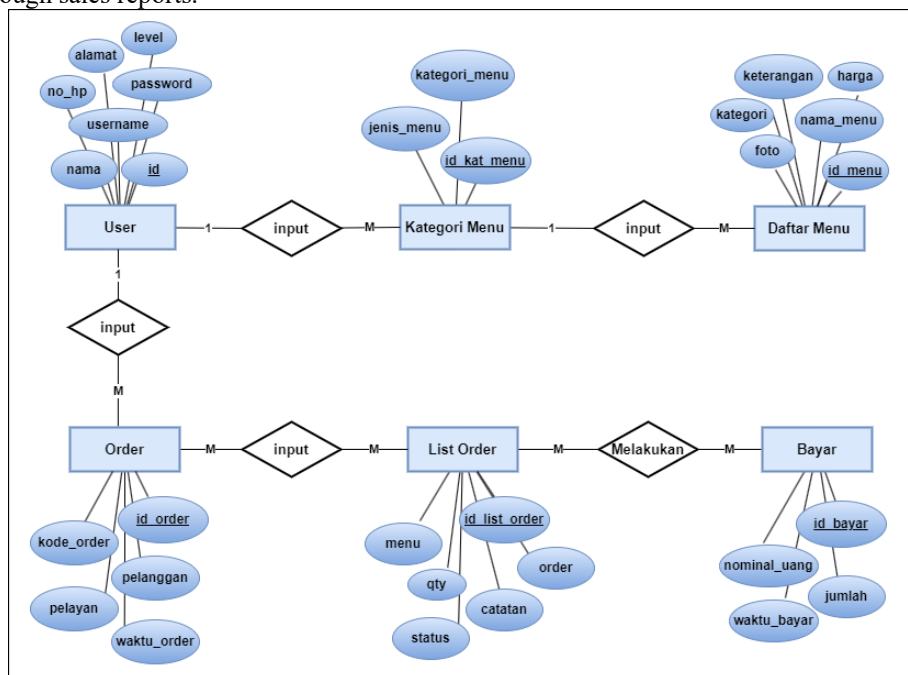


Figure 5. Entity Relationship Diagram (ERD)

Figure 5, the Entity Relationship Diagram (ERD), illustrates the database structure of the web-based food sales information system designed to support comprehensive transaction data integration. The diagram shows the main entities, including users, menu categories, menu lists, orders, order lists, and payments, along with their attributes and inter-entity relationships. These relationships are designed to ensure that each ordering process, order detail recording, and payment transaction can be traced systematically and consistently. With this organized database structure, the system is able to minimize data redundancy, maintain transaction information integrity, and support the presentation of accurate and reliable sales reports for operational and managerial needs.

Sales Report Presentation

The proposed system is capable of automatically generating sales reports based on transaction data stored in the database. The reports can be accessed by the owner and commissioner without waiting for manual recapitulation processes. These reports are used as materials for evaluating sales performance and monitoring business operations.

Table 1. Order Table Structure

No	Field Name	Data Type	Size	Description
1	id_order	INT	10	Id order
2	kode_order	VARCHAR	200	Order code
3	pelanggan	VARCHAR	200	Customer name
4	pelayan	INT	10	Server name
5	waktu_order	TIME STAMP		Order time

Table 1, the Order Table Structure, presents the database table design used to store key information related to ordering transactions in the web-based sales information system. This table contains key attributes such as id_order and kode_order as unique transaction identifiers, as well as supporting data including customer name, serving staff, and order time. The table structure is designed to ensure that each transaction is recorded systematically and can be traced based on time and involved parties, thereby supporting transaction recording accuracy, sales data integrity, and the timely preparation of sales reports for operational and managerial needs.

The following section presents the report design generated by the entire system that has been developed

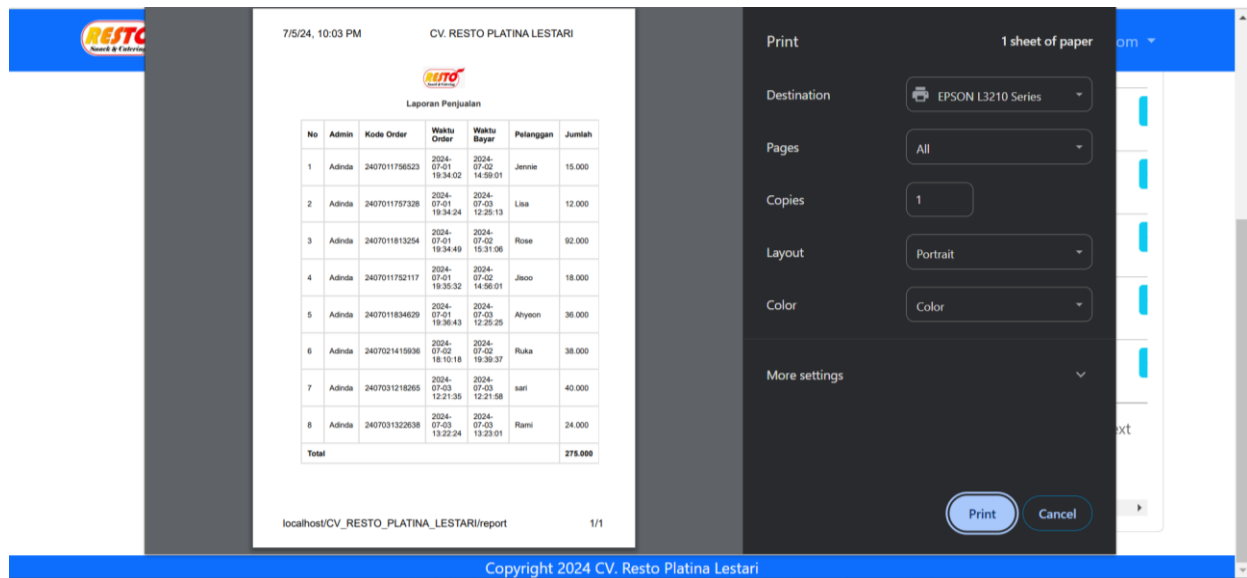


Figure 6. Printed Report Design

Figure 6, the Printed Report Design, shows the sales report output automatically generated by the web-based sales information system in a print-ready format. The report contains structured sales transaction information, including admin data, order codes, transaction times, customer details, and sales amounts, presented in a concise and easy-to-read table format. This report printing feature enables owners and supervisory parties to obtain sales documentation quickly and accurately without manual recapitulation processes. Thus, the printed report design supports business performance evaluation, operational monitoring, and data-driven managerial decision-making.

DISCUSSION

The results of this study indicate that the design of the web-based sales information system at CV. Resto Platina Lestari successfully integrates all core sales activities into a single, structured system. This integration encompasses ordering processes, transaction recording, payment management, and sales report preparation that can be accessed by management. These findings reinforce the view that an integrated sales information system is able to function not only as an operational tool but also as a cross-functional coordination mechanism within an organization (Anwar et al., 2025).

From a management information systems perspective, the cross-actor integration illustrated in the system use case involving the admin, kitchen, owner, and commissioner—reflects the characteristics of a process-oriented information system. Such systems enable consistent information flow from the operational level to the managerial level, thereby reducing data fragmentation that commonly occurs in manual or non-integrated systems (Hambali & Samsumar, 2022; Umbu et al., 2024). Accordingly, the system design produced in this study aligns with modern information system design principles that emphasize the alignment between business processes and system architecture.

In addition, the structured database design implemented through normalization and defined relationships among key entities (menu, order, order details, and payment) demonstrates that data quality considerations were incorporated from the design stage. The literature highlights that the quality of database design is a critical prerequisite for achieving high information quality, particularly in transaction-oriented accounting information systems (Binh et al., 2022). Thus, the findings of this study confirm that a systematic system design approach is capable of producing system artifacts that are not only functional but also reliable as sources of accounting information.

The comparison between the manual system and the web-based system developed in this study shows a significant improvement in the effectiveness and efficiency of sales data processing. In the manual system, transaction recording is carried out separately and requires repeated recapitulation processes before reports can be prepared. This condition not only delays information availability but also increases the risk of recording errors and data inconsistencies. In contrast, the web-based system enables real-time transaction recording and automatic report generation, thereby shortening the information cycle from transaction to reporting.

These findings are consistent with the DeLone and McLean information system success model, which asserts that improvements in system quality and information quality directly lead to increased perceived benefits (net benefits) for users (DeLone & McLean, 2016). In the context of this study, system quality is reflected in ease of use and feature reliability, while information quality is reflected in the timeliness and accuracy of the generated sales reports. These benefits are perceived by management in the form of easier monitoring and more data-driven decision-making.

Furthermore, the results of this study support empirical findings in the MSME sector indicating that the digitalization of sales information systems contributes to improved operational efficiency and reduced administrative workload (Anatan & Nur, 2023). With the reduction of manual recording and data recapitulation activities, human resources can be reallocated to higher value-added activities, such as customer service and product quality control.

From the perspective of applied accounting information systems, the proposed system also strengthens internal control functions through systematically stored transaction data trails. This is important because manual systems tend to be difficult to trace when errors or data discrepancies occur. Therefore, this study provides empirical evidence that the implementation of a web-based sales information system is capable of enhancing not only operational efficiency but also the quality of internal control and the accountability of financial information in medium-scale culinary businesses.

CONCLUSION

Summary

Based on the results and discussion of this study, two main conclusions can be drawn. First, this study demonstrates that the design and development of a web-based food sales information system at CV. Resto Platina Lestari successfully integrates all core sales processes, including ordering, transaction recording, payment processing, and sales report presentation. This integration is achieved through a system design that incorporates multi-actor roles and an organized database structure, enabling the system to support operational workflows and managerial information needs in an integrated manner.

Second, the implementation of the web-based sales information system has proven to improve the effectiveness and efficiency of sales data processing compared to the previously used manual system. The proposed system enables real-time transaction recording, more timely report presentation, and a reduction in the potential for recording and data recapitulation errors. These improvements provide tangible benefits for management in terms of enhanced operational monitoring and more accurate and reliable information-based decision-making.

Implications

The findings of this study offer practical implications for culinary business operators, particularly small- and medium-scale enterprises, indicating that the implementation of a web-based sales information system can serve as an effective solution for improving transaction management and sales reporting. The integration of ordering, transaction, and reporting processes within a single system reduces reliance on manual recording, thereby accelerating workflow



processes and minimizing the potential for recording errors. For management, the availability of more timely and accurate sales reports supports better operational monitoring and more data-driven decision-making. In addition, a system with clearly defined user roles can enhance accountability and transparency in business management.

Theoretically, this study strengthens applied Accounting Information Systems research by demonstrating that the design of an integrated web-based sales information system can improve information quality and system benefits in the context of culinary businesses. The findings support information system success models that emphasize the relationship between system quality, information quality, and perceived user benefits. Furthermore, this study contributes to the system development literature by showing that the SDLC Waterfall approach remains relevant for organizations with relatively stable system requirements. Accordingly, this study expands the understanding of information system theory application in the practical context of MSMEs, particularly in sales data management and financial reporting.

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