

The Role of Mobile-Based Information Systems in Improving Operational Effectiveness and Management Control in Chicken Crunchy Roll MSMEs

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Abstract: *The development of mobile technology has contributed significantly to the transformation of business models in the digital era, especially for MSMEs that require operational efficiency and market expansion at low cost. Mobile-based information systems not only support marketing but also strengthen management information systems by providing real-time information for decision making. However, the implementation of digital platforms such as online food ordering services requires appropriate change management strategies to overcome resistance and limitations in the technological capabilities of business actors. This study uses a qualitative case study approach on the Chicken Crunchy Roll SME with interviews and observations as data collection methods. The results show that mobile technology can expand service coverage, increase transactions, and improve digital sales recording. The success of digital transformation is also determined by mentoring, simplifying procedures, and increasing business owner motivation. The integration of mobile technology and change management has been proven to increase the competitiveness and effectiveness of MSME management control systems.*

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Introduction



The rapid development of mobile technology has had a major impact on various aspects of doing business today. For small and medium-sized enterprises, the use of mobile technology is not only a means of communication, but also a way to improve efficiency and success in various business activities, especially in the field of marketing. By utilizing mobile technology, MSMEs can reach more markets, provide better interaction with customers, and accelerate decision-making with real-time data.

However, the implementation of new mobile technology-based information systems will not run optimally if it is not supported by proper change management within MSME organizations. Change management is important because it involves managing human resources, business processes, and organizational culture in order to adapt to technological innovations. In addition, changes in marketing strategies that emphasize digitization also require transformations in the way of thinking, skills, and work structures of MSMEs. Therefore, success in implementing mobile information systems greatly depends on the readiness of the organization to carry out change management in a systematic and structured manner.

This article aims to analyze the role of mobile technology in supporting MSME operations, particularly in marketing, and discusses effective change management strategies in the implementation process of new information systems. This comprehensive approach is expected to provide both academic and practical insights for MSMEs in facing the challenges of digital transformation, thereby enhancing their competitiveness and business sustainability in an increasingly competitive and technological market.

Research Method

This research uses a qualitative case study method to describe the application of ShopeeFood in the Chicken Crunchy Roll SME. This approach was chosen to understand the ShopeeFood implementation process and the change management strategies experienced by business owners. Data was collected through observation at the business location and interviews with the owner. This technique allowed the researcher to obtain information about the adaptation process, obstacles encountered, and behavioral changes after the implementation of the digital system.

Results and Discussion

1. Overview of Chicken Crunchy Roll SME

Chicken Crunchy Roll SME is a micro-scale culinary business located in Rindam IV Diponegoro, Magelang City. Before implementation, all business operations were carried out manually. The entire business process, from ordering to transactions, depended on the presence of customers at the stand location. Based on the results of observations and interviews with the owner, the operational conditions of the SME are as follows:

a. Ordering and sales processes only occur when customers come directly to the location. The SME has not utilized food delivery platforms, thereby limiting daily transaction volumes to customers who visit the location.

b. Promotions are conducted through word of mouth, which is effective in building loyalty but tends to be slow and has a limited reach. Promotions are also conducted using Instagram, but its management is still simple and has not been optimized as a direct sales tool.

c. The combination of offline sales and limited promotion results in a limited customer reach. The main customers of Chicken Crunchy Roll are mostly from the community around Rindam IV Diponegoro and existing social media followers, thus hindering the business's growth potential.



2. ShopeeFood Implementation Results

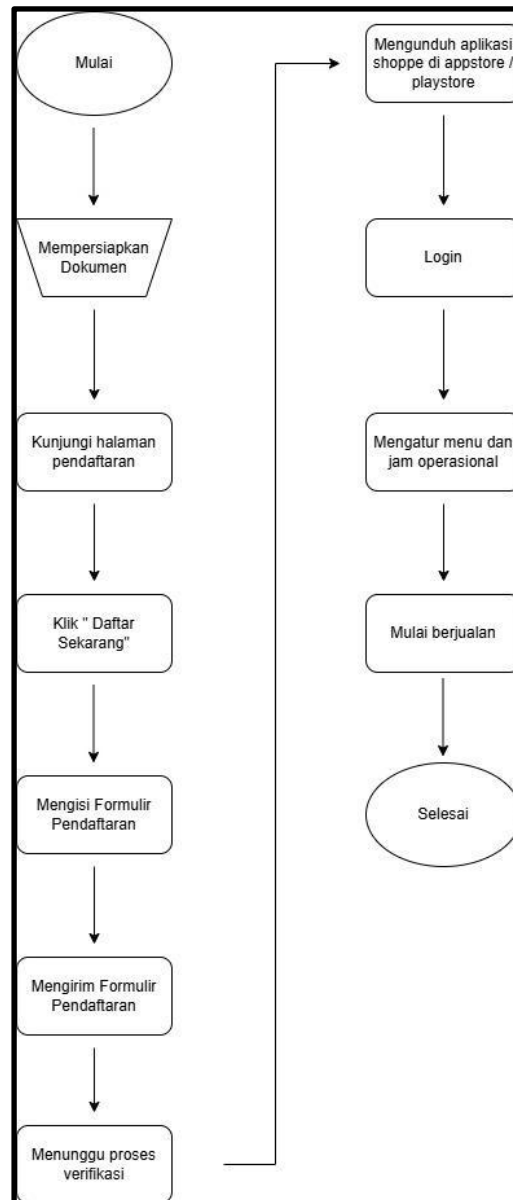


Figure 1. Shopee Merchant Registration Flowchart

The implementation process was carried out in several stages, beginning with the researcher assisting the owner in gathering the administrative requirements. The researcher assisted in the registration process by visiting the official ShopeeFood link and entering all the documents required for registration. The verification process by ShopeeFood took 3 days. After the account was approved by ShopeeFood, the ShopeePartner application needed to be downloaded for transactions. The researcher also assists with technical setup before sales begin, such as determining selling prices adjusted for platform commission fees.

Within the first week, Chicken Crunchy Roll successfully received orders through ShopeeFood. These orders were dominated by customers located approximately 5 km away,

who previously had to come directly to the location.

The use of mobile technology with the ShopeeFood app successfully changed the owner's perspective on the use of digital systems. Although there was initial doubt and resistance, the success in sales and the existence of real orders provided positive encouragement for the business owner. These results show that the implementation of mobile-based management information systems such as ShopeeFood can expand market reach and increase the number of transactions.

Discussion

1. Analysis of Mobile Technology Implementation in Business Operations

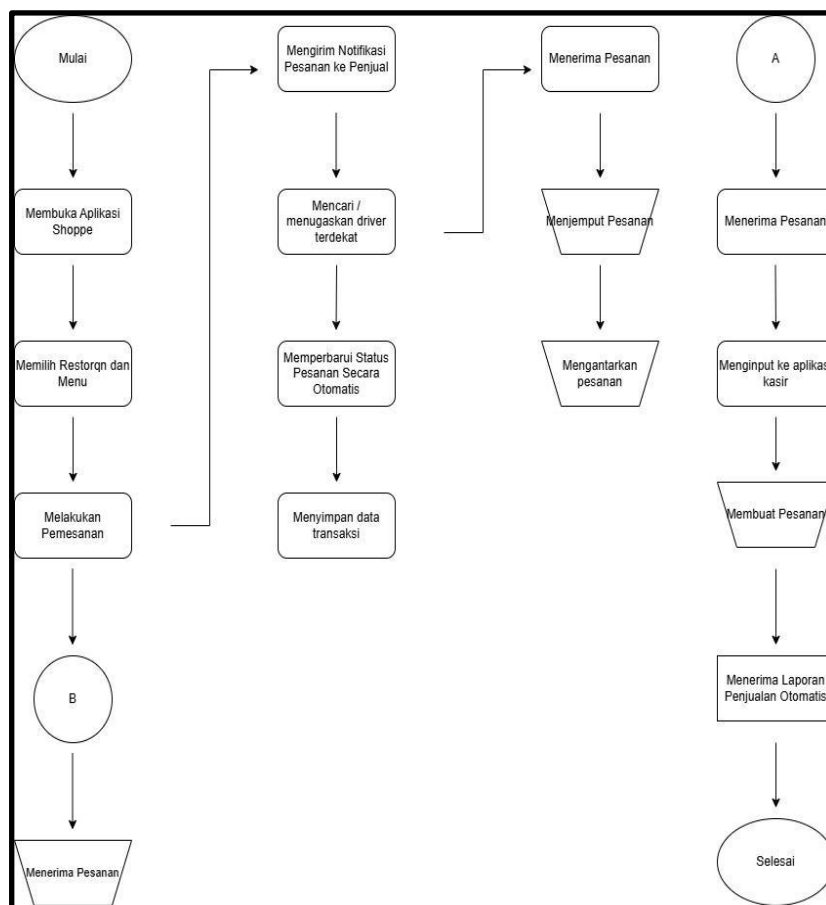


Figure 2. ShopeeFood system flowchart

The implementation of ShopeeFood has brought significant changes to the operational activities of Chicken Crunchy Roll. The system, which was previously manual, has now been transformed into a digital system through mobile technology. This process proves that mobile technology plays a role in increasing business efficiency and expanding market reach. Customers who were previously only able to make transactions in person can now make transactions remotely.

The process begins when customers open the Shopee app, select a menu, and place an order. The Shopee system automatically forwards the order to the seller, where it is received and immediately recorded automatically. The system will also automatically find a driver to deliver the order. With a structured and real-time system, orders can be detected, processed,



received by the driver, and received by the customer. This digital process minimizes delays or missed orders while increasing the speed of customer service.

The use of this application demonstrates the integration between parties, namely customers, sellers, drivers, and the Shopee system. After the customer sends an order, the Shopee system will send a notification to the seller, allocate available drivers, automatically update the order status, and store transaction data. This automated process allows ShopeeFood to function as a simple management information system by facilitating the storage and recording of sales data without manual recording. Business owners can obtain daily and monthly transaction reports automatically.

Before using the ShopeeFood app, Chicken Crunchy Roll's operations relied solely on customers who came directly to the store. However, after entering the digital system, the business's products became accessible to customers in a wider area, even up to 5 km from the business location. This proves that mobile technology can become a new distribution channel that expands the market and increases revenue potential without the need for physical expansion.

ShopeeFood is not only a transaction platform but also a simple analytical tool. Through automated reports, owners can review data such as the most popular menu items and sales revenue. Previously, this information was not systematically recorded, but now business decisions can be made based on actual data.

2. Analysis of Change Management Strategy in Implementation

The shift from manual to digital systems is one of the challenges for Micro, Small, and Medium Enterprises (MSMEs) in the era of digital transformation. Although technology offers convenience and broad market opportunities, the adoption process does not always run smoothly. The implementation of the ShopeeFood digital system brought changes to the Chicken Crunchy Roll business, from order acceptance and transaction management to sales reports. This process was not immediately accepted easily but went through adaptation stages requiring appropriate change management strategies.

Researchers found that the success of implementation does not only depend on the technology used, but also on the approach taken towards business owners in facing change. Therefore, the analysis focused on the strategies used to overcome owners' resistance to using ShopeeFood, so that the transition from manual to digital systems could be effective and sustainable.

Based on the interview results, the resistance that arose was not caused by a rejection of financial benefits, but rather by anxiety about technical issues and a lack of digital skills. Owners felt comfortable with the manual system, which they considered safe, easy, and fully controllable. Owners considered the use of digital applications to be complicated and were worried about making mistakes or failing to process orders.

To overcome these obstacles, an intensive support approach was implemented with a strategy that emphasized direct interaction and mentoring. This approach consisted of three main

components:

a. Strengthening confidence

Researchers took a persuasive approach by explaining the opportunities for increased turnover through ShopeeFood. This changed the owners' mindset from "technology is an obstacle" to "technology is an opportunity for growth."

b. Simplifying procedures

The digital order acceptance process was simplified and outlined in a written guide containing practical steps to help owners adapt without feeling overwhelmed by difficult technical terms.

c. Real-time assistance

Direct assistance was provided when the first order came in. Researchers assisted owners in every step of using the application, ensuring that the process ran smoothly and proving that the digital system was easy to operate.

The successful implementation of ShopeeFood at Chicken Crunchy Roll shows that resistance to technology is not always caused by rejection of innovation, but rather by a lack of confidence and support. An effective approach involves intensive personal assistance and simplification of procedures that deliver tangible results. This strategy enables MSME players to not only accept digital change, but also make it a permanent part of their daily business activities.

Conclusion and Recommendations

Based on the results of research on the use of mobile technology through the ShopeeFood platform at Chicken Crunchy Roll SMEs, there has been a significant increase in operational performance. The shift from manual business processes to digital systems has resulted in faster, automated, and directly monitorable ordering, transaction, and sales recording processes. These changes have led to increased market access and broader income growth opportunities. Beyond the technological aspect, the success of implementation is determined by the organization's ability to manage change, including user assistance, the development of easier-to-understand procedures, and instilling confidence in business owners regarding the benefits of digital innovation. The integration of mobile technology and appropriate change strategies can strengthen management control mechanisms at both the operational and strategic levels, thereby boosting the competitiveness of MSMEs amid the development of the digital economy.

Based on research analysis, MSMEs are advised to optimize their digital marketing strategies through the use of social media and promotional services to ensure more sustainable sales growth. Improving the digital skills of owners and employees needs to be prioritized to avoid dependence on a single party in system operations. Transaction data analysis should also be conducted regularly to support the effectiveness of management control systems. In addition, expansion to other service platforms and the use of integrated POS systems can improve accountability and operational control. The implementation of these recommendations is expected to increase business competitiveness and resilience in an ever-evolving digital ecosystem.



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