

## The Role of Management Information Systems in the Healthcare Industry on Sociolla Application and Website

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**Abstract.** Sociolla, an e-commerce platform that focuses on beauty and health products, has implemented a Management Information System (SIM) in their application and website. This SIM plays an important role in supporting Sociolla's business operations and providing optimal service for customers. This research aims to analyze the role of SIM in the health industry on the Sociolla application and website. The research method used is a case study with a qualitative approach. Data was collected through observation of the use of the Sociolla application and website. The research results show that SOCO's business strategy can generate significant profits because the company does it well. This shows Sociolla is optimizing the use of social networks, applications and websites to communicate and help customers adapt. Meanwhile, the SOCO application has several features such as a news feed for creating beauty content and promoting products, while the Sociolla website has a beauty assistant to help users choose products.

**Keywords:** Healthcare Industry, Management Information Systems, Sociolla.

### BACKGROUND

Currently, the internet has a very strong influence and has brought many changes to people's lives, one of which is the shift in customers from conventional stores to online stores. Because the internet has become a lifestyle, not just a trend, its extensive and fast features have become important (Faeni, 2024). According to the Ministry of Communication and Information (2020), in 2020, there were 175.5 million internet users in Indonesia, an increase of 25 million, or 17%, compared to 2019.

Online sales increased by 320 in March 2020. % Compared with online sales, Statistics Finland (2020) reported at the beginning of the year. Online business grew rapidly in 2018 and 2020. The survey data in the image below shows that online shopping is growing rapidly in Indonesia because of the ease of doing business and good quality.

Of the 12 million new online store users mentioned above, around 40% continue to use the online store. In the June 2020 survey with 2,987 respondents. Navigating the Impact of Covid-19 on Indonesian e-commerce and the Rise of Social Business, many parties have taken the opportunity to create community development (Faeni et al., 2023).

Sociolla is the most complete and most trusted online shop in Indonesia for cosmetics, skin care and body care. Shop online called socilla.com and new products are added every day. In terms of meeting customer needs, especially women. One of the benefits of e-commerce is paying attention to how consumers view media on their websites. Websites act as a medium through which customers can communicate with each other. To ensure that the products and services created provide a good user experience when used, is very important. User experience is a term used to describe the way a website interacts with the people, products, services and businesses that provide it. All Sociolla users feel the site takes a lot of time to complete all tasks and the site crashes frequently.

Many Sociolla users do not want to act on the site, because system errors often occur which cause many negative reviews, and users do not want to return. User Experience Questionnaire (UEQ) and System Usability Scale (SUS) is the best way to measure user satisfaction (Novitasari et al., 2020). This method can be used for testing user experience on desktop, web, intranet and mobile applications. Since its founding in 2015, Sociolla has had 3,086,500 active users and is ranked 10th out of 15 electronic sites in Indonesia. Working together with official domestic and international distributors to ensure the products sold are safe and genuine, Sociolla has become the most complete and trusted online shop in Indonesia.

Based on this background, formulate the problem to develop hypotheses for further research, namely:

1. How profile and history from Sociolla e-commerce?
2. How structure organization from Sociolla e-commerce?
3. How vision and mission from Sociolla e-commerce?
4. Types of products What What does Sociolla e-commerce provide?
5. How SWOT analysis of Sociolla e-commerce?
6. What is the digital business strategy carried out by e-commerce Sociolla?
7. What is the retail strategy carried out by Sociolla e-commerce?

## **THEORETICAL STUDY**

### **Management Information System**

Management information systems are engineering systems that are part of a company's internal control. It includes the use of people, records, technology, and management accounting processes to solve business cost problems, such as product and service or company costs (Mokoagow et al., 2024). SIM strategy is different from conventional information system strategies because SIM analyzes other information systems related to business operations

(Wijoyo, 2021). Academics often use the term to refer to a collection of information management techniques that assist or automate human decision-making processes, such as information management systems, expert systems, and decision systems (Hariana et al., 2013).

Management information systems are integrated human-machine systems that assist business, management, and decision making. Management information systems are also referred to as databases, process controls, control and decision models, and computer hardware and software (Hariyanto, 2018). A facility that uses system principles to collect, store, process and process data in various formats. The system management information consists of a pyramid, with the base layer containing information about status, incident processing, etc., the next layer supports line management operations dates, and the top layer provides information for decision command planning and tactics (Wulur et al., 2023).

## **HEALTHCARE INDUSTRY**

The healthcare industry has recently faced many challenges such as high operational costs, inadequate information security, difficult access to information, and poor financial performance (Yoga & Santoso, 2022). Hospitals also face other challenges such as improving health services, the need to reduce medical errors, fast communication, and the ability to monitor service activities and control operational costs.

As time goes by, current technology can help the health industry through Health Information Systems (HIS). Suryandari (2020) explains that a health information system (HIS) includes infrastructure, organization, environment and various elements to collect, process, store, transmit, visualize, disseminate and preserve information related to the health sector (Duggineni, 2023).

A good MIS not only monitors the quality and performance of health services, but also provides evidence for decision making by recording various health service indicators. The global organization WHO says an information system is a system that provides information for decision-making processes at all levels of the organization. According to WHO, a management information system is a system that combines the collection, processing, transmission and use of processed data to improve the efficiency and effectiveness of services through better management at all levels of service (Faeni, 2024).

## **RESEARCH METHODS**

This research uses a qualitative approach with a case study method. A qualitative approach was chosen because it allows researchers to understand in depth the role of Management Information Systems (MIS) in the healthcare industry on applications and

websites Sociolla. The case study method was chosen because it allows researchers to focus on one particular case, namely Sociolla, and examine in depth the role of SIM in this organization. Research data was collected through participant observation at Sociolla to observe how SIM is used in daily practice.

## **RESULTS AND DISCUSSION**

### **Utilization of SIM in the Healthcare Industry in Applications and Websites Sociolla**

Sociolla is a company from Indonesia, PT Social Bella. Social Bella was founded in 2014 by three people who believe that beauty should be inclusive and everyone deserves equal access to beauty products, and its CEO, John Marco Rasjid. Then in 2015, PT Social Bella Indonesia's first product was sociall.com.

Sociolla is the first e-commerce site to focus on beauty products in Indonesia and only offers original and 100% BPOM beauty products. Sociolla also collaborates directly with many brands and official distributors in Indonesia. Since then, Social Bella has developed into a beauty technology company with the most complete beauty ecosystem in Indonesia, including other subsidiaries Beauty Journal and SOCO as an integrated platform, as well as Sociolla as a beauty electronics and communications business (Latief & Ayustira, 2020).

Prioritizing consumers as the core of its business, Social Bella as a whole has a vision to become the most complete and trusted beauty and body care product ecosystem in Indonesia. Social Bella's mission is to accelerate the development and growth of the beauty and hygiene industry by creating and enhancing a consumer-centric ecosystem (Azizah, 2022).

Sociolla itself is the leading beauty product e-commerce site in Indonesia. Consumers have the opportunity to buy Sociolla products not only through the [vn.sociolla.com](http://vn.sociolla.com) website, but also in 20 offline stores spread across several major cities in Indonesia, including Bandung, Bogor, Medan, Surabaya and Bali. In addition, Sociolla also expanded its operations to Vietnam by opening an office and offline store in Ho Chi Minh, Vietnam.

As the company grew, Sociolla moved its office location from Aries Park to St. Louis. Louis. Moritz Lippo Puri Indah. The Social Bella office is currently located in unit no. 1502 and No. 20, Jl. Puri Indah Raya, RT3/RW2, Kembangan Selatan, Jakarta. Like the brand, Social Bella also has an office with a beautiful concept and pink interior.

Sociolla creative team, which is responsible for the overall branding and marketing of Sociolla. One example of the team's work is the marketing and branding of Ramadhan 2021 which includes offline store products and comprehensive visual presentations on websites and mobile app Sociolla (Meida et al., 2022).

To complement the customer-centric Social Bella system, PT also has the BeautyJournal and SOCO platforms. BeautyJournal is an O2O online media platform that provides trusted beauty and lifestyle content; SOCO is a social platform that is directly integrated with beauty content and e-commerce Sociolla, such as product reviews, collections and beauty articles. By being active on SOCO and shopping on Sociolla, users earn SOCO points that can be used to make purchases on the website Sociolla (Wuisan et al., 2020).

### **Sociolla Application and Website Features**

One of the services offered by Sociolla is a website where customers can use the products they want. On the website Sociolla, users can immediately see this month's offers. This campaign targets beauty assistants whose main task is to help users provide advice to Sociolla regarding beauty care products. For example, users have difficulty determining their skin type and facial condition. In this chat, he will get instant advice about his skin condition via chat.

Website Sociolla also has a shortcut feature, making it easy to search for all types of brands and beauty products you like, making it easier to search without having to type in the brand first. Then after the initial launch, the website Sociolla offers attractive monthly deals and packages. Search column feature box is designed to help users find items more easily.

On the website Sociolla, there is a page that shows the history of products that customers are looking for. The site is available in a variety of formats and also offers a "search box" to make it easier for users to find the products they are looking for. Customers who want to search for products can choose based on the available options including skin type, price, rating.

Sociolla then introduced its mobile application called SO.CO (Social Connection), which allows users to connect with the platform and share their moments through in-app reviews. In addition, Sociolla offers several interesting features for users who are using the platform for the first time. After downloading the app, users can fill in their profile with their name, color, skin type and other information.

Just like on websites, to increase the visibility and accessibility of services, applicationsj Sociolla has added several short icons to the platform's homepage. Shortcuts are used in this application to place various products offered in certain categories. Users can view products by clicking on the shortcut icon. For example, if a user wants to know about new products launched by Sociolla, he can tap on the quick menu icon and the desired product will immediately appear on the device screen.

When using the search function on the Sociolla platform , users will see more information about the product and its image search history, unlike the Sociolla site . Additionally, SOCO's search box feature recommends the most popular beauty products and provides insights to help users consider products when shopping.

Not to forget, the News Feed feature is also present in the Sociolla application which allows women who want to become beauty bloggers to easily create and share content about the world of beauty in the form of articles and videos on this website . Additionally, by writing articles, leaving reviews, and uploading videos, users can earn points that can be exchanged for Sociolla gift cards . It's easy: connect to Soco.id, fill in your beauty profile, then click My SBN in the side menu. Next, fill out the registration form and follow the instructions, then click "register now". Then your beauty journal is ready to use.

Tagging and voting on photos is one of the coolest features of any online shopping app. This feature is available on Sociolla News and is only available to registered Beauty Journal users. This feature allows users to upload their photos to their feed and tag the products they use. Additionally, the created message will be displayed on the news page. You can access both features by clicking my profile, then others, then my timeline . Then the photo and survey menu will appear, that's all.

Finally, Sociolla has a 'My Shopping Bag ’’ service that allows users to view the products they want to buy through the Soco application . In other words, when a user selects a blush makeup product from their cart, it will immediately appear in this feature. Additionally, the feature includes a place where users can collect Sociolla points and coupons . If the desired product is out of stock or out of stock , users can use wish lists . If this happens, a notification will appear on the app screen when the item is ready.

Sociolla has social media accounts such as Instagram, Twitter, Facebook, and YouTube . Additionally, the app offers discounts to its customers and offers product recommendations for each buyer's skin type. Judging from the number of followers and engagement on Sociolla's social media accounts , Instagram is the social media platform most preferred by Sociolla members . This is shown by the large number of followers and engagement on the Sociolla account which has various social media accounts such as Instagram, Twitter, Facebook and YouTube.

Additionally, Sociolla provides advice to buyers through posts posted on their social media accounts, indicating which products best suit a particular user's needs. Sociolla allows customers to receive offers based on communication level and social network followers. The largest Socmed account Sociolla has followers on Instagram. This is shown by the high number

of followers and engagement on the account. the number of followers and engagement on the account.

Based on data from Socialinsider.io between March 18 and April 16 2021, the number of Instagram followers reached 975,000 followers and total engagement reached 115,000 likes and comments during this period. Some of the hashtags used are popular on social networks such as #bestglow, #sociollafanstasixbirthday, and #sociollapinkmonday. There is also a hashtag on Instagram called #sociollahaul, which is a hashtag created by Sociolla and must be used in the lottery organized by Sociolla . Many people posted videos with the hashtag #society, and some netizens created content Don't teach others to love themselves. One of the posts using this hashtag shows an account that says that people are obliged to learn to love themselves and accept the good and the bad. We are born with differences.

### **Benefits of the Sociolla Application**

One of the beauty websites most loved by women is Socolla . This is clear because various benefits can be achieved. One of Sociolla's partnership programs is Beauty Magazine. Consumers are also informed about tipping . and beauty techniques. Apart from that, you can read reviews of various products sold on Sociolla before making a purchasing decision. Beauty magazines indirectly increase traffic website Sociolla .

Sociolla provides many attractive offers. Instant rebates and cash back offers are available to help you save money. You can take advantage of this offer at any time as it is available every day. Approaching big holidays or National Online Shopping Day or Harbolnas there are often the biggest discounts. You can make instructions on the website Sociolla so you don't miss this interesting offer. Much marketing information is often sent via email.

Sociolla also offers a Soco Team community . Women can write reviews , experiences, videos and product recommendations. Every reader can comment on every article written. This forum allows you to invite other women to discuss beauty products. Caring means sharing. Check out the Soco Team article if you want to use the latest beauty products, including those sold at Sociolla.

Users can get bonus points when shopping on the website Sociolla . These points can be collected and exchanged for coupons that can be used at checkout. A purchase discount of IDR 10,000 is equivalent to exchanging ten points and is valid multiple times. Get 1 Soco point for every IDR 50,000 purchase. If you spend IDR 500,000, you will get 10 points. The more you buy, the more points you earn .

Shopping at Sociolla is even more profitable because shipping is free throughout Indonesia. Sociolla's free shipping offer is valid for purchases of at least IDR 300,000.

However, Sociolla sometimes offers free shipping with no minimum purchase requirement. This free shipping offer makes customers want to buy more. so that people can compete with other e-commerce companies, especially since most Indonesian e-commerce companies offer advertising payments to their customers.

### **Obstacles to Using Sociolla**

Although Sociolla makes it easy for buyers to find cosmetics, body care and other products from online and offline stores , Sociolla has received several complaints from customers. In 2021, Sociolla addressed Playstore customer complaints , and according to various sources, Sociolla continued to provide low-quality services to customers. Some customers are dissatisfied and the product they ordered is not the same as the product they ordered. Apart from that, there are many complaints about delivery taking too long. Customers often feel worried and annoyed because customer service does not respond to their complaints quickly or provide solutions. Service quality is very important for online shop customers .

Tjiptono and Chandra (2016) stated that service quality measures the ability of service quality to meet customer expectations. On the other hand, according to Kotler and Keller (2018), service quality is the best guarantee of customer loyalty, the company's strongest shield against competition and is the only way to maintain growth and revenue.

Companies like Sociolla will try to provide the best service in every way to make customers more loyal. However, there are concerns regarding online shopping compared to offline shopping . Some of the main factors that cause concern in online shopping include security, risk of loss and fraud. Therefore, businesses need to build customer trust. This trust itself can be interpreted as trust in one or more brands.

According to Alshabel (2015), the emotional connection that arises between producers and consumers after they use the goods and services offered by the company and believe that these goods and services have additional value is known as customer value perception. Companies that recognize the importance of perceived value are more likely to build relationships with customers that allow them to make more money.

## **CONCLUSIONS AND RECOMMENDATIONS**

Founded in 2015 under under the auspices of Social Bella, Socio has the most complete and trusted online shop in Indonesia. Apart from being an official distributor national, SOCO also occupied mark ranked 10th out of 15 e-commerce companies in Indonesia. SOCO's business strategy can produce significant advantages Because company do it with Good. This matter shows Sociolla optimizing use networking social, applications, and websites for



communicate and help customer adapt. Temporary that, the SOCO application has a number of features like a news feed for make content beauty and promote products, while the Sociolla website own assistant beauty for help user choose product.

Based on results research, the data shows that Sociolla Can increase advertisement product maintenance yourself (bath and shower gel, perfume, nails) if majority respondents only know Sociolla as seller makeup and care products skin. Sociolla can do it too Keep going optimize business strategies and create innovative websites for interesting customer. This matter will help Sociolla outperform other e-commerce companies and reach its vision and mission.

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