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THE ROLE OF MANAGEMENT INFORMATION SYSTEMS IN MANAGERIAL DECISION-MAKING

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Abstract

Management Information Systems (SIMs) are a very important tool in helping managers make decisions. The information provided by the driver's license is accurate, fast, and easy to understand. In the world of work, managers are often faced with a variety of problems that require immediate solutions. This study aims to explain how driver's licenses help managers in making decisions. The methods used are literature studies and descriptive approaches. The results show that SIM not only speeds up the decision-making process, but also assists managers in analyzing problems, determining the best options, and minimizing errors. SIM also plays an important role in presenting data that supports organizational planning and strategy. With a driver's license, managers can work more efficiently, organized, and productively.

Keywords: Management Information System, Decisions, Managers, Information, Efficiency.

INTRODUCTION

Decision-making is one of the most important aspects of managerial activities. Every day, managers face a variety of situations that demand quick and precise decisions. This decision can have a major impact on the continuity and performance of the organization. Therefore, managers need a system that is able to provide information accurately, relevantly, and in a timely manner. Management Information System (SIM) is the solution to these needs.

SIM is a system designed to support the decision-making process by collecting, managing, and presenting information from various sources. In today's digital era, the use of driver's licenses is increasingly widespread due to its ability to increase work efficiency and effectiveness. The SIM allows managers to monitor operational activities, analyze data, and design strategies based on valid information.

In managerial decision-making, the quality of information received by managers is a determining factor for the success of the decision. Management Information Systems (SIM) are here to answer this challenge by providing structured, accurate, and reliable information. With a driver's license, managers can access relevant data in real-time, minimizing the risk of errors in the decision-making process. This certainly supports the achievement of organizational goals effectively and efficiently.

In addition, SIM also plays a role in accelerating the flow of communication between parts in the organization. The information needed by various levels of management can be obtained through an integrated system, making coordination between departments easier. Ease of access to this information is critical in a dynamic business environment, where decisions must be made

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in a short period of time to respond to market changes as well as internal organizational conditions.

In today's digital era, technological developments have encouraged the integration of SIM with other information technologies such as big data and cloud computing. This integration allows managers to analyze large amounts of data quickly and accurately. With in-depth data analysis, managers are not only able to make decisions based on historical data, but can also make predictions and strategic planning for the future.

Literature Review

2.1 Definition of Management Information System

Management Information System is a computer-based system that provides information for management to support decision-making. According to (Laudon & Laudon, 2020), SIM is a system that provides the information needed by managers to carry out management functions such as planning, organizing, directing, and controlling.

2.2 Decision Making

Decision-making is the process of choosing the best alternative from the various options available. (Robbins & Coulter, 2019)Explains that managerial decision-making involves a systematic process of identifying problems, gathering information, evaluating alternatives, and choosing the best solutions.

2.3 SIM Relationship and Managerial Decisions

Driver's licenses play a role in providing the data and information needed to analyze problems, assess risks, and estimate the impact of decisions taken. Thus, SIM not only supports operational activities, but also becomes an important tool in strategic decision-making.

2.4 Technological Innovation in Driver's License for Managerial Decisions

Along with the advancement of information technology, driver's licenses are now integrated with innovative technologies such as *Big Data Analytics*, *Cloud Computing*and *artificial intelligence (AI)* (O'Brien & Marakas, 2015) emphasizes that SIM's ability to process large amounts of data quickly and accurately helps managers in making decisions that are not only based on historical data, but also projections and future trends. This technology makes driver's licenses a predictive tool in dynamic and competitive business strategies.

Research Methods

This study uses a qualitative method with a descriptive approach. Data is collected through literature studies from various sources such as books, scientific journals, and articles relevant to the research topic. The analysis was carried out by reviewing the literature that discusses the role of SIM in managerial decision-making. The goal is to gain an in-depth understanding of the contribution of SIM to the effectiveness and efficiency of the decision-making process.

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Results and Discussion

The results of the literature study show that the implementation of Management Information System (SIM) makes a great contribution in supporting managerial activities at various levels of the organization. SIM not only facilitates the decision-making process operationally, but also serves as an analytical and strategic tool in a competitive and fast-changing business environment. In line with the theories that have been discussed in the literature review, SIM supports managers in various aspects as follows:

1. Speed up the decision-making process

As stated by Laudon & Laudon (2020), driver's licenses are designed to provide fast, accurate, and relevant information. This real-time information allows managers to take immediate action on problems or opportunities.

2. Improving the Accuracy and Validity of Information

According to O'Brien and Marakas (2015), the use of automated and standardized systems in driver's licenses reduces the risk of human error and improves data accuracy. Data integration ensures information comes from consistent and trusted sources.

3. Facilitate Coordination Between Departments

SIM enables different departments within the organization to share information efficiently, thus supporting synergy and cross-functional collaboration in achieving common goals a.

4. Supporting Strategic Planning

SIM provides historical data and future projections that are very useful for top management in crafting strategic plans based on trend analysis and market predictions.

5. Increase Operational Efficiency

With automation and process integration, SIM reduces time and cost in performing routine tasks and improves overall operational efficiency.

6. Increasing Information Transparency

Driver's licenses create a reporting system that is transparent and accessible to stakeholders, thereby strengthening accountability within the organization.

7. Supports Internal Supervision and Control

Through real-time reporting and monitoring features, SIM assists management in monitoring operational activities and taking corrective actions quickly.

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8. Reduces Reliance on Intuition

SIM enables data-driven decision-making so that managers don't rely solely on intuition or personal experience.

9. Facilitating Access to Critical Information

With a good database structure, SIM provides quick access to important information for managers who need it in a short period of time.

10. Improving Response to Environmental Change

In a dynamic business environment, SIM helps organizations quickly adapt their strategies and operations to external changes.

11. Supports Performance Evaluation and Measurement

SIM enables the collection and analysis of performance data so that organizations can assess the success of strategies and make continuous improvements.

12. Accelerating Reporting to External Parties

SIM simplifies the preparation of reports to external parties such as investors, governments, or financial institutions with accurate and structured data.

13. Minimizing Data Duplication and Inconsistencies

Through the integration of data in one centralized system, SIM prevents data duplication that often leads to confusion in decision-making.

14. Supporting Risk Management

A driver's license provides relevant information in identifying, assessing, and responding to business risks, thereby reducing the impact of losses.

15. Supporting Innovation and Competitive Advantage

With insights gained from SIM data, organizations can develop new products, services, and strategies that are relevant to market needs and provide a competitive advantage. Examples of Real Application of SIM in Managerial. The practical application of SIM can be found in automated financial reporting systems such as *Enterprise Resource Planning (ERP)*, project management systems such as *Asana* or *Microsoft Project*, and cloud-based inventory management systems such as *SAP* or *Zoho Inventory*. These systems help managers make decisions based on actual information, such as managing cash flow, monitoring project deadlines, or planning raw material needs efficiently.

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Additionally, organizations that adopt advanced technologies in SIM such as AI and machine learning can generate automated decision recommendations based on complex data analysis. For example, in the retail sector, the system can suggest promotional strategies based on consumer behavior detected from transaction data

Conclusion

Based on the results of the literature review, it can be concluded that Management Information Systems have a very important role in managerial decision-making. With a driver's license, the decision-making process becomes faster, more precise, and more efficient. The information provided by the SIM assists managers in understanding the situation, analyzing the problem, and determining the best options. Therefore, organizations need to develop and utilize driver's licenses optimally to improve managerial performance.

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