



Consumer perceptions of product and service quality; a case study of AS Photography's management information system

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ABSTRACT

Management information systems are an important part of AS Photography in managing business processes effectively and efficiently to improve the quality of products and services. The purpose of this study was to analyse the perceptions of AS Photography Kuningan consumers regarding information system management on product and service quality. This research uses a phenomenological approach in order to focus on individual perceptions, namely consumers of AS Fotografi Kuningan as participants by conducting semi-structured interviews. Qualitative data analysis techniques were applied using NVivo assistance. The results showed that the management information system has a positive impact on the quality of products and services at AS Fotografi Kuningan. There are six elements that can affect the quality of photography services, namely product quality, service quality, consumer value-added experience, the influence of the AS Photography Management Information System, and consumer use of the SIM application. The function of the Management Information System helps in AS Fotografi Kuningan, namely managing customer data, organising work agenda schedules, managing inventory of goods, managing company cash flow, performance analysis, project management, marketing and promotion, data security, team collaboration, increasing operational efficiency. The implications of this research indicate that Management Information Systems can be an effective tool to improve the quality of photography products and services. The management of AS Kuningan Photography needs to utilize SIM optimally to improve competitiveness in the photography industry.

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1. INTRODUCTION

In recent years, organizations have made significant IT investments, including digital transformation programs, with the aim of improving service quality and delivery, and creating greater value for stakeholders (MacLean & Titah, 2023). (Budiarto et al., 2023) explained how the development of digital technology forces business owners to adapt technological developments in order to compete. Digitalization and competitive advantage

affect business sustainability. Technological prowess is essential for companies to survive in an uncertain environment.

According to (Jones et al., 2023) Digital platforms provide opportunities for entrepreneurs. A high-quality marketing management information system is essential for efficient sales operations and performance.

(F. Li & Zhang, 2021), (Meier & Peters, 2023) and (Xu et al., 2023) contends that although the use of social media worldwide is growing rapidly, previous surveys have shown below-average adoption rates among SMEs. many companies are using social media as a new marketing channel in hopes of driving customer engagement.

According to (Yudika, 2022), technological advancement affects aspects of the economy, including the provision of products or services. Selling goods or providing services through the internet is no longer limited by time and space. (Fadly & Wantoro, 2019) noted that companies need to be more innovative and creative in managing their companies. The decline in customer loyalty is caused by various factors, including the large selection of products and services, the availability of information, the proximity of most products/services, and consumers' financial concerns.

Consumers consider products and services before buying and using them by looking at information on the internet. Digital marketing is a promotional and market search activity carried out through online digital media using various digital and online facilities (Aryanto & Victor, 2019). The process of ordering goods is more efficient and effective because it is computerized and customers do not need to go all the way to the store to order goods because it can be in various places (Riswanda & Priandika, 2021).

Technology has revolutionized the way business is transacted. In the photography industry, people do not want to waste time and effort on making deals. By implementing a web-based wedding photography service management information system, consumers can see complete information about photo packages and can also order online (Afriyonna et al., 2014) and (Yansyah et al., 2023).

(Kustina et al., 2022) ensures that the information system for photo studio sales makes it easy to record transactions including purchases and sales, and by using a database on the system, archives can be stored safely and reports needed by company owners can be more easily processed. (Liu, 2022) contends that digital photography practices and processes are linked to people's imaginations of place based on social and cultural identities, photography skills, aesthetics, geographical knowledge, and local culture that are reframed by affective social media platforms. Embodied and performative photography practices can reproduce the affective value of social media platforms.

According to (Prehanto, 2020), a management information system (MIS) is a system used to manage information related to the management activities of an organization or business. SIM covers various aspects, such as collecting, storing, processing, and distributing information that is relevant to management. Functions of Management Information Systems: a) Increase productivity and save costs in the organization, b) Improve the quality of human resources because the work system unit will be more coordinated and systematic, c) Make it easier for management to supervise, plan, direct and delegate performance to all departments that have coordination and relationships, d) provide information for planning, controlling, evaluating and implementing continuous improvement, and d) obtain an overview of all operations carried out by the organization.

AS Fotografi Kuningan is a photo service business that has been operating since 1999 until now located on Jl Raya Kadugede-Ciamis Dusun Manis, Kadugede Village, Kadugede District, Kuningan Regency. The problems found in AS Kuningan Photography are (1) Processing of photo service data is still done manually, namely recorded in notes, so that records are often damaged and lost. According to the transaction ticket, it is summarized in the photo service book, so that the data is processed twice and the time for recording the report is wasted. (2) There is no period report. (3) Management information systems that are still not well integrated. This causes data duplication, data

errors, and slow decision-making processes. (4) Lack of use of information technology in business processes and (5) minimal human resources who are competent in the field of information technology. This causes difficulties in implementing and managing management information systems.

Applying Management Information System (MIS) to AS Kuningan Photography can improve competitiveness. SIM can assist in managing customer, inventory and financial data. With SIM, AS Fotografi Kuningan can speed up business processes and improve operational efficiency. In addition, SIM can also help in making better business decisions by providing accurate and real-time data.

These constraints can negatively impact the quality of AS Fotografi Kuningan products and services. This research aims to provide a clearer picture of the relationship between management information systems and product and service quality. This research can be the basis for AS Fotografi Kuningan to improve management information systems that can improve the quality of products and services to consumers.

Prior research has been conducted by (Dyer, 2023) stating that media technology provides the potential for anyone with a smart phone to become a photographer. Through the built-in camera, smart phones can be used to take digital photos that can reduce stress and improve health.

Research (Codell, 2022) on cultural capital and photographic technology in the photography company berlin in the United States found BPC connects social, aesthetic and technical knowledge, emphasizing the quality of photographic technology. BPC innovations include global locations and the creation of neologisms that combine formats and processes, linking the materiality of photogravure to different sizes and prices.

(Mariana et al., 2021) shows segmentation of open market, consumer market and government market consumer segments. Digital-based business channels with the use of social media. Revenue is derived from documentation services and commissions for print orders. Exstudio's resources consist of office, core management and freelance employees, finance; and intellectual resources (brand, know-how, partnerships, database).

Study from (Saputra & Borman, 2020) states that the photo service information system is used by ordering photo services online through a system that is declared feasible to use. (Susanto, 2020) examined the factors of product quality, price, and service quality have a significant influence on customer satisfaction. And (Mardhotillah, 2020) examining the weighted moving average forecasting process. This allows supporting the planning process for incoming goods procurement and outgoing goods requests in the warehouse using Dreamweaver and MySQL databases.

In research (Nurhakim & Tafsiruddin, 2024) and (Audrilia & Budiman, 2020) a system was built that was able to generate sales reports. In addition, a study (Edvantris, 2017) states that the results of hypothesis testing regarding service quality, product quality, and price simultaneously provide significant added value to purchasing decisions.

We found gaps from previous studies that focus more on aspects of market segmentation, digital-based business channels, Exstudio resources, and factors that affect customer satisfaction. As for this research, it is more focused on the influence of the Kuningan Photography AS Management Information System on the quality of products and services. Therefore, this research has an urgency to find out how much influence the AS Photography Kuningan Management Information System has on the quality of products and services, so that it can help decision making in improving the quality of products and services offered by AS Photography Kuningan.

This research addresses a gap in the existing literature, which predominantly emphasizes market segmentation, digital-based business channels, Exstudio resources, and factors influencing customer satisfaction. Unlike these previous studies, the current research specifically investigates the impact of the Management Information System (MIS) at AS Photography Kuningan on the quality of its products and services. This focus is crucial for several reasons, such as specificity of impact analysis, operational efficiency

and decision-making, filling the Research Gap, practical implications and future research and development. It is vital as it delves into the specific effects of the Management Information System on product and service quality at AS Photography Kuningan, thereby offering insights that can facilitate more informed decision-making and strategic enhancements in the business's operations.

(Kustina et al., 2022) describes management information systems (MIS) as a planned and organized approach that provides intelligence assistance to executives and facilitates the management process. SIM is part of a planned and structured approach to provide expert assistance in facilitating the management process of leading officials. The components of computer-based information systems consist of hardware, software, databases, telecommunications, and people. Without the human resources of computer-aided information systems, SIM will not be able to run as planned.

According to (BPKAHM UNP, 2018) the system is a set of elements, a set of elements, functional components that are interconnected and interact with each other to achieve the expected goals. (Karyadi, 2017) said Photography comes from the Greek words photo which means light and figur which means painting. Photography refers to the method of producing a photograph of an object or subject by reflecting light onto it and recording it on a photosensitive medium. The medium that captures light is called a camera. (Pixel.Web.Id, 2023) documented the basic principle of photography by exploring light with the help of refraction to burning a light-capturing medium. Once the medium is burnt at the right frequency of light, the same image is produced by light passing through the refractive medium, otherwise called a lens.

(Kotler & Keller, 2020) argues that product quality is defined as the overall characteristics of a product that affect its ability to meet stated or implied needs. (Sunyoto, 2022) explains that product quality is the ability of a product to perform its functions, these capabilities include durability, reliability, accuracy obtained by the product as a whole. According to (Tetiana & Peiya, 2020) product quality is the ability of a product to perform its function and includes overall durability, reliability, accuracy, ease of operation and repair of the product, as well as other product attributes.

(Kotler, 1999) describes the notion of service as an action or appearance that is intangible and has no property rights that can be provided by one party to another. It may or may not be related to a physical product. For many service companies, service is the key to success. Its role will grow and will determine whether competition in service activities becomes very fierce to capture market share and customers. This means that any company can provide high-quality services and retain loyal members despite relatively fierce competition. (Tjiptono, 2004) explains that the definition of service is an activity carried out by a company towards its members who buy its products. Today, the importance of services is not only limited to logistics, and in developed societies, business forms are so diverse that this is an urgent necessity.

According to (Badan Pengembangan Dan Pembinaan Bahasa Kemdikbud RI, 2023) service means about or how to serve. The opinions of experts include Bilson Simamora stating that if goods are nouns, then services are actions. Antonius Aditya and Onno Purbo say service is a product that provides solutions to customers. MuchtarA.F explains that service is an attitude that can cause consumer satisfaction or dissatisfaction in action. Then Hermawan Kertajaya explains that this service is not simple because each customer has a unique value proposition based on their unique values and needs (www.carapedia.com, 2016).

2. RESEARCH METHOD

The purpose of the phenomenological approach in research on the influence of the Kuningan Photography AS Management Information System on product and service quality is to understand the experiences and perceptions of individuals involved in using

the system. With a phenomenological approach, researchers seek to explore the subjective meanings given by individuals to participants' experiences (Helaluddin, 2019).

The research focused on an in-depth understanding of how AS Fotografi Kuningan' management information system affects the quality of products and services from the perspective of users, both customers and photography staff. The main objective is to explore their views, experiences and assessments of the system, and understand how it contributes to the quality of products and services offered by AS Fotografi Kuningan (Alase, 2017).

The participants in this study were regular customers of AS Photography Kuningan. Subjects were selected based on the principle of convenience. This means that the subject is chosen first by the researcher because it is known by the researcher to have experience with the topic under study and has the specified criteria (Saady, 2020). In this case, the researcher studied six subjects taking into account different consumer characteristics: status, length of use of Photogradi services, occupation, age, and gender.

Data were collected using semi-structured interview techniques for approximately 30 minutes with each participant and recorded using a smartphone audio recording application. Data analysis began with organizing and compiling data in the form of transcripts. Transcripts were read repeatedly to obtain a complete picture of the data and to identify segments of data that might reveal aspects of the phenomenon (Ponty, 2005).

The data then conceptualized, categorized, thematized, identified themes, and linked to theoretical constructs. Interpreting the meaning of the data was done by reorganizing, exploring, and discussing the textual data by conveying the participants' original understanding. This data analysis process used NVivo 12 software (Salahudin et al., 2020).

3. RESULTS AND DISCUSSIONS

This study surveyed six consumers as participants, consisting of three men and three women. The informants used are customers of AS Fotografi services with different frequencies of AS Fotograsi product user experience and come from various villages in Kadugede District. The identities of the six research participants were written without using their real names to respect the privacy of the participants. The informant names used are Agus, Ghana, Heni, Kaka, Kayla, and Leni. The interview data was collected into transcript format and imported into NVivo 12 software for further analysis.

The Word Frequency (Word Frequency Query), One of the NVivo software features for visually displaying text is the word frequency query. This feature helps researchers see the frequency of interesting and informative words. Based on the search results using this feature, we identified the set of words that appeared most frequently in the data shown in Figure 1. The word "photography" was the most common word in the participants' conversations, with 38 words and a frequency of 6.39% of the total data, followed by "brass," "product," "service" and "quality." The word is next on the list.



Figure 1. Most Frequent Words from the Data

questions. Figure 4 shows the themes extracted from the statements of the six informants.

Project Map The researcher used a project map to show how the informants related to the role of the AS Photo Management Information System in influencing product and service quality (see Figure 5). The project map was created based on the coding themes that can be used in exploring and presenting data relationships. Based on the project map, there are six elements that can influence the quality of photography services, namely product quality, service quality, consumer value-added experience, the impact of the AS Photography Management Information System, and consumer use of the SIM application. However, of these elements, there is no indicator of how consumers use the AS Photography SIM, even though this is an important factor that is the basis for measuring customer success in using it.

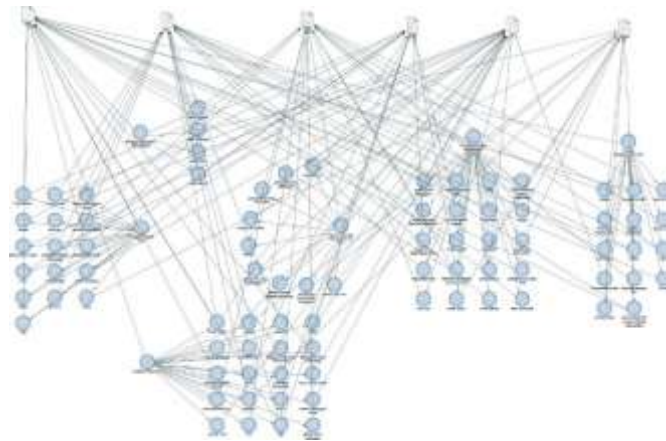


Figure 4. Project Map of AS Photography Management Information System

Informants mentioned that to produce good product and service quality, it is necessary to pay attention to timeliness in the photo printing process, good and friendly service, promotions and price discounts for customers. In addition, the cleanliness of the business location is maintained and the aesthetics of the business work environment. Partisian assesses that the location is very strategic, located on the side of the main road and easily accessible, only the absence of a name sign in the form of a banner or banner that indicates the location.

The informant describes in more detail that there are aspects that need to be considered, namely: first, timeliness in the photo printing process, making fast photo prints is an important step for AS Kuningan Photography in providing satisfaction to customers, customers do not have to wait too long to get their photo prints. This is in accordance with the findings (Rizkiani, 2021) that timeliness shows professionalism and good service quality from photo printing service providers.

Second, good and friendly service, AS Photography's management strives to provide good and friendly service to customers. Staff must be polite, responsive to customer questions and requests, and provide assistance if needed. This is in line with the theory from (Tjiptono, 2008) that good service quality is a priority for every company.

Third, promotions and price discounts, AS Photography management in order to attract customers and maintain a customer base, needs to have an effective promotional strategy. Offering price discounts or special promotions can be an incentive for customers to use photo printing services regularly. This is in line with the opinion of (Purwo & Adhilla, 2020) that promotions and price discounts are part of an effective marketing strategy to attract customers and maintain a customer base.

Fourth, the cleanliness of the business location and the aesthetics of the work environment, a clean and aesthetic business place will give a positive impression to customers and create a comfortable work environment for employees. This is with the findings (Jazuli, 2020) a clean and beautiful work environment can improve employee performance and create a positive impression on customers. This increases customer satisfaction and helps retain your existing customer base.

And fifth, the strategic location of the business, according to the software, the location of the business location on the side of the main road and easily accessible is a great advantage that makes it easy for customers to find and access AS Photography's business. This assumption is in accordance with the review (Puspitaningrum & Damanuri, 2022) that strategic location is an important factor in business success.

The high quality products produced by AS Photography can guarantee customer satisfaction. With increased consumer loyalty, the automatic development of AS Fotografi's business will also increase. This statement is in line with the opinion of (Wijayanti et al., 2021) which states that product quality is an important factor in running a business. Product quality greatly affects customer satisfaction and the future of a company.

Hierarchical Diagram, The experience category is a positive value point for AS Photography consumers. The informants, although their experience varies from one time to more than five times using this photography service, provide color in responding. Informant answers other than the five described in the previous product and service quality points, customers feel that there needs to be an improvement in material content, so that the appearance on the website and social media is more updated. This opinion is in accordance with observation (Pariyadi & Ramadani, 2023) evaluating the Management Information System can make it easier to do promotions and can increase the number of bookings for photography services.

So far, customers feel that AS Fotografi's management services are quite satisfied, good, effective and efficient. It is proven that even though in one area of Kadugede sub-district, similar businesses have sprung up, the quality of products and prices provided by this photo study are able to compete and succeed in producing loyal customers. This is in line with the findings (Maharani Purnama, 2019) that service quality, price, have a significant effect on customer satisfaction. (Rudianto et al., 2022) emphasized that business managers need to understand how to influence consumers to achieve marketing targets through cost reduction so that the company generates profits and business continuity.

Informants considered AS Fotografi's operational governance to be well organized and codified. The management plays a workflow function from upstream to downstream of the business. This situation makes consumers comfortable and enjoy. This is in line with the theory (Suarna et al., 2022) and (Kristanto et al., 2019) the need for careful planning concepts based on data, information, skills, and experience. Project management begins with the coordination of various logistics units of operational and work needs in a comprehensive manner that can accelerate the project. (Kauffman & Lahiri, 2023) reminding that photography is a digital tool that requires a special strategy to become a business, according to print products distributed not only in print, but also digitally. Consumers want good and interesting content.

The impact of the management information system, as visualized in the hierarchy chart in Figure 6 below, also has an important influence on the quality of AS Photography's products and services.



(Figure 5. Hierarchical Diagram)

According to the participants, the AS Photography management information system in the form of websites and social media has a significant impact in influencing the quality of products and services. This perception is in accordance with the findings of (S. Li et al., 2023) which show that technology is present to empower consumers in controlling data, service providers endogenously adjust the quality of services provided to consumers. (Fauzi & Sheng, 2022) encouraged businesses to adopt the application.

Participants argued that consumers can know access content, program updates and produce efficiently, accurately, quickly and well. This is in line with the opinion of (Sabherwal et al., 2023) that general knowledge and two interpersonal mechanisms (social learning, learning from others through IT) increase the value of customer knowledge.

The informants believe that improving and updating concepts and materials, strengthening human resources and digital resources are the main points that photography business actors need to pay attention to. This is in line with the opinion of (Zhang, 2021) namely the rapid development of the internet information era, social networks, and e-commerce has changed the business paradigm that demands human resources. The era of Big Data is a challenge and opportunity for companies that affect people's lives.

Based on informant interviews, the management information system function is very helpful and plays a significant role in the photography business, including as described in table 1 below::

Table 1. The role of AS Photography Management Information System

Role	Description
Organize customer data	Manage customer database, including contact information, order history, customer preferences that allow photographers to better interact with customers, offer customized services, and remind them of special offers or discounts
Organize schedules	Plan and manage schedules for photo sessions, wedding shoots, or other events avoiding schedule overlaps, sending reminders to clients, and managing time efficiently
Organize inventory of goods	manage stock, prints, albums and generate inventory reports, as well as oversee the movement of goods
Manage company cashflow	Track photography business income and expenses, which helps photographers better manage finances and make informed business decisions
Performance analysis	generate helpful performance reports for photographers that include analysis of sales, profit and loss, sales trends, and metrics used identify opportunities or issues.
Project management	helps in planning, organizing, and tracking projects. It includes the management of equipment, time, and

Marketing and promotions	and	other resources needed. track marketing campaigns, assess effectiveness, and identify new sources of customers
Data security		ensures the security of this data and adheres to consumer privacy
Team collaboration		share information and tasks, and manage collaboration well
Improved operational efficiency		automating routine tasks such as scheduling, facturing, and reporting, saving time and resources

Comparing this to previous research by (Feng et al., 2022) who emphasized the importance of managing program settings and content, particularly prices, to attract customer interest, we see a complementary relationship. While Feng et al. focused on the strategic aspect of pricing and customer attraction, the AS Photography Management Information System covers a broader operational scope. It not only aids in managing the financial and marketing aspects (including potentially pricing strategies) but also extends to organizing schedules, inventory, customer data, project management, and ensuring data security, thereby offering a comprehensive tool for improving business efficiency and effectiveness.

4. CONCLUSION

The management information system has a positive impact on the quality of products and services at AS Photography Kuningan. Consumer experience in using photography business services gets a positive response. There are six elements that can affect the quality of photography services, namely product quality, service quality, consumer value-added experience, the influence of the AS Photography Management Information System, and consumer use of the SIM application. To produce good product and service quality, it is necessary to pay attention to timeliness in the photo printing process, good and friendly service, promotion, price discount, and cleanliness of the business location and aesthetics of the business work environment. The function of the Management Information System helps in AS Kuningan Photography, namely organizing customer data, organizing work agenda schedules, managing inventory of goods, managing company cash flow, performance analysis, project management, marketing and promotion, data security, team collaboration, increasing operational efficiency. This research has contributed to impact analysis, consumer experience insight, service quality elements, and operational efficiency. It was focused solely on AS Photography Kuningan, which may limit the generalizability of the findings to other photography businesses or industries. The suggestions for further research are comparative studies, longitudinal study, consumer behavior analysis and technological advancements.

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