

The Role of Jurnal.id in Enhancing Sales and Purchasing Productivity at PT Mitra Sejahtera Membangun Bangsa

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ABSTRACT

This study analyzes the role of Jurnal.id, a cloud-based accounting software, in improving sales and purchasing productivity at PT Mitra Sejahtera Membangun Bangsa. Using a descriptive qualitative method, data were collected through observation, informal interviews, and documentation during the author's internship. The findings show that Jurnal.id enhances efficiency by reducing duplicate entries, accelerating transaction processing, and providing real-time data integration across divisions. Features such as automated reporting, warehouse classification, and a user-friendly interface simplify reporting, strengthen coordination, and support more accurate decision-making. These results indicate that Jurnal.id functions not only as an accounting tool but also as a strategic platform that advances digital transformation in daily operations.

Keywords: Cloud accounting, Jurnal.id, Accounting Information Systems, Sales, Purchasing, Efficiency.

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INTRODUCTION

One of the main factors influencing the change in contemporary accounting procedures is the quick development of information technology. Businesses across a range of industries are moving away from manual methods in favor of digital platforms because they are more effective, flexible, and integrated. Digitalization in accounting not only accelerates bookkeeping and reporting, but also changes organizational structures, collaboration patterns, and enables real-time data-driven decision-making.

The competitive nature of today's business environment has made digital accounting systems essential. Digital transformation enhances operational efficiency, increases transparency, and strengthens decision-making in response to market dynamics. Cloud-based platforms like Jurnal.id can be seen as strategic tools that support organizational resilience and sustainable growth, particularly in the era of Industry 4.0. By providing "instantaneous" or "real-time" market data, digital systems help quicker decision making, and greater transparency of reporting, as well as facilitate a more adaptive marketing response to changes in the marketplace.

Previous research has consistently emphasized the crucial role of Accounting Information Systems (AIS) and cloud-based accounting in enhancing organizational efficiency and decision-making. Rosalina et al. (2024) found that the effective use of AIS improves operational performance by reducing data redundancy and ensuring timely access to information. Similarly, Michael et al. (2025) highlighted that cloud-based AIS, supported by management commitment, contributes to better financial information quality and facilitates real-time access for strategic decision-making. In addition, Maulina & Nazaruddin, (2025) through a systematic literature review confirmed that AIS serves as a strategic component that strengthens competitiveness and organizational productivity. Thus, the implementation of modern accounting systems is not merely a technological innovation, but a strategic transformation to achieve transparency, speed, and cross-departmental coordination in the digital era.

In practical implementation, accounting software adoption often depends on the company's operational needs and level of system integration. As noted by Nursyamsu & Munandar, (2022), cloud-based accounting systems allow concurrent data entry across departments and provide managers with remote access to real-time financial information,

thereby enhancing coordination and control. Jurnal.id, as a fully cloud-based platform, enables instant synchronization between sales, purchasing, and finance divisions, reducing manual reconciliation and potential duplication errors. In contrast, on-premise or partially local systems, such as Odoo in its trial configuration, may require additional setup for inter-departmental data integration. Therefore, PT Mitra Sejahtera Membangun Bangsa transition from the Odoo pilot to Jurnal.id reflected the company's need for a more agile, integrated, and cloud-oriented accounting environment rather than shortcomings in the previous system.

Initially, Odoo was the main accounting system of PT Mitra Sejahtera Membangun Bangsa. It was widely deployed, but the company eventually switched to Jurnal.id that also increased implementation efficiency and facilitated smoother data integration. The use in the remainder of the observation period was minimal as Odoo was only tried on a small scale.

In this context, the present research analyses how Jurnal.id is utilised at PT Mitra Sejahtera Membangun Bangsa, with the purpose of addressing the needs that exist in literature at this moment. Instead of just being technical, the examination discusses how the system impacts work efficiency, makes reporting easier, and promotes organizational coordination.

LITERATURE REVIEW

Destiana et al. (2024), there is no doubt that AIS is vital for the productivity of SMEs. AIS facilitates a smoother transaction input process, adds a dimension of certainty and opportunity for real-time financial information, and provides the ability for managers to make decision more quickly and more effectively.

Jurnal.id, the cloud accounting firm, which has a presence in Jakarta and launched in 2015, was selected by PT Mitra Sejahtera Membangun Bangsa as its cloud accounting system. The site intends to make bookkeeping and financial accounting more effective with advanced and instant integration for financial management. But the system has also been the beneficiary of the system's a widespread reputation for trustworthiness, safety and ease of use – an image it fostered by being widely used in leading domestic companies.

Cloud accounting will be more and more critical for midsized businesses, particularly in reporting in a faster, more accurate way. Nursyamsu and Munandar (2022) in their analysis of a property company, had found that the cloud platform will enable departments to input data concurrently, automatically generate report and allow managers to access data remotely. Similarly, Aziz et al. (2024) note that cloud computing can improve financial reporting by allowing people to collaborate with one another, assist in automation, and improve response time in the organization.

Aini et al. (2019) point out that IT-based accounting systems contribute to the general improvement of efficiency in SMEs in terms of both the accuracy of the data and the cycle of reports. Similarly, Fadillah (2024) also believes that SMEs have a good chance of adopting cloud technologies since these applications are all practical, low cost and low risk.

Automated options also help to increase productivity - not only in reporting, but also in back office operations. Dahlia et al. (2021) note that, computerised systems for sales and purchasing speed up the processing of data from sales and purchases, minimizing errors and improving the performance of a company. Similarly, Pitria et al. (2024) highlight cloud accounting as a digital accounting innovation, the promotion of which may lead businesses to be more flexible and varied.

The implementation of modern Accounting Information Systems (AIS) is increasingly recognized as a strategic mechanism for improving business performance through enhanced efficiency, data accuracy, and better decision-making. According to Maulina & Nazaruddin, (2025), AIS integrates transaction processing and reporting functions, which contributes significantly to organizational competitiveness. Furthermore, cloud-based accounting systems have been empirically shown to influence decision-making quality, as Kristiyanthi et al. (2024), found that usage of cloud-based AIS positively impacts decision-making quality in organisations.

Beyond system quality and data integration, user acceptance plays a critical role in technology adoption. Musyaffi et al. (2025), applied the Technology Acceptance Model (TAM) to cloud accounting adoption among MSMEs and found that perceived ease of use and perceived

usefulness are key determinants for adoption. Similarly, Elayanathan & Kalainathan, (2021), demonstrated that awareness and adoption of cloud accounting among SMEs accelerated during the COVID-19 pandemic when remote accessibility became essential.

The Accounting Information System (AIS) theory explains how accounting processes and information technology interact to collect, record, store, and process financial data efficiently. A well-designed AIS supports decision-making and control functions by ensuring accuracy, timeliness, and relevance of information for users. In the context of this study, Jurnal.id functions as a modern AIS that integrates purchasing and sales activities through automated data flow, thereby improving operational coordination and minimizing human error.

Meanwhile, the Technology Acceptance Model (TAM) provides a behavioral perspective that explains why individuals choose to adopt and continue using a particular system. According to this model, user acceptance depends on two key factors: perceived usefulness and perceived ease of use. In this study, employees at PT Mitra Sejahtera Membangun Bangsa perceived Jurnal.id as both beneficial and easy to use, which contributed to a smoother implementation and higher efficiency in daily transactions. The integration of these theories provides a holistic understanding of how Jurnal.id's technical design (AIS) and user acceptance (TAM) collectively influence its success within the organization.

Combining these frameworks provides a comprehensive lens for examining the case of Jurnal.id at PT Mitra Sejahtera Membangun Bangsa. AIS theory and cloud-based system research emphasize system/information quality and organizational benefit, while TAM highlights behavioral factors influencing adoption. Thus, the analytical framework in this study captures both the technical/infrastructural and human/behavioral dimensions of digital accounting system implementation, which is critical for understanding how a fully cloud-based platform can enhance operational coordination across sales and purchasing divisions.

In summary, prior research highlights the benefits of cloud accounting in terms of efficiency, accuracy, and financial reporting quality. However, much of the literature focuses on technical implementation in SMEs and property firms, with little attention given to its day-to-day

impact on operational divisions such as sales and purchasing. Since these functions directly influence cash flow and business continuity, this study addresses that gap by analyzing Jurnal.id role at PT Mitra Sejahtera Membangun Bangsa.

METHODOLOGY

This research employs a descriptive qualitative approach to analyze how Jurnal.id contributes to sales and purchasing performance in PT Mitra Sejahtera Membangun Bangsa. The investigation was carried out during a five-month internship, in 2025, in which the author was involved in transaction note input, sales and purchase reporting, and verifying system outputs. This practice served as a valuable source of insight and raw data for analysis.

There were three methods of data collection. The first technique was observation to understand the sales and purchase work process, including transaction entry sales and purchase, invoice, and report resources by using Jurnal.id. The second was unstructured interviews with the administrative and finance staff to obtain their perceptions of usability, effectiveness and changes in their works since the early days of adoption to Jurnal.id. The third technique was document review that was used to compare system generated reports and transaction data with the interpretation.

The information was qualitatively analysed and the findings were compared with known theories and previous studies. The process took place to ensure that the study did not solely focus on the technology design of Jurnal.id interdepartmentally coordinating decision making, system efficiency.

FINDINGS AND DISCUSSION

The efficiency and simplification achieved by Jurnal.id were even more apparent, particularly in the sales and procurement processes. Staff expressed that the use of Jurnal.id greatly facilitated their daily tasks, making transaction recording, data entry, and report

generation much simpler and more organized. Overall, the system was perceived as highly supportive in streamlining operations and reducing repetitive administrative work.

However, the Target Date Admin application now also supports additional functions such as - being able to automate reporting, isolating the warehouse and filtering. Thanks to those tools, the weekly reports that previously took an entire day can now be run in seconds. That's the advantage of an automatic system with embedded algorithms to calculate and compile company data in real time.

Jurnal.id had been well suited for the company's many business units. But the dividend is not just technological. This improvement depended on transparent coordination channels, clear organization structure, and digitalization-friendly culture. This is in agreement with Putri et al. (2024), who propose explanatory variables including managerial support, organizational structure and system technology integration/tools applied to system performance.

Jurnal.id cuts down the Inter warehouse stock movement errors and simplifies the inventory by separating the business unit information which, just like Aini et al. (2019), In other words, cloud accounting resolves the difficulties of siloed systems and streamlines the consolidation reporting.

Monitor documents if the admin is a vendor; for the BPH process, they must be in the BTD system so that it's clear which BTD entries haven't been transferred to the treasury yet and which require revisions. There's no need to handle the documents physically; the main focus is on monitoring them.

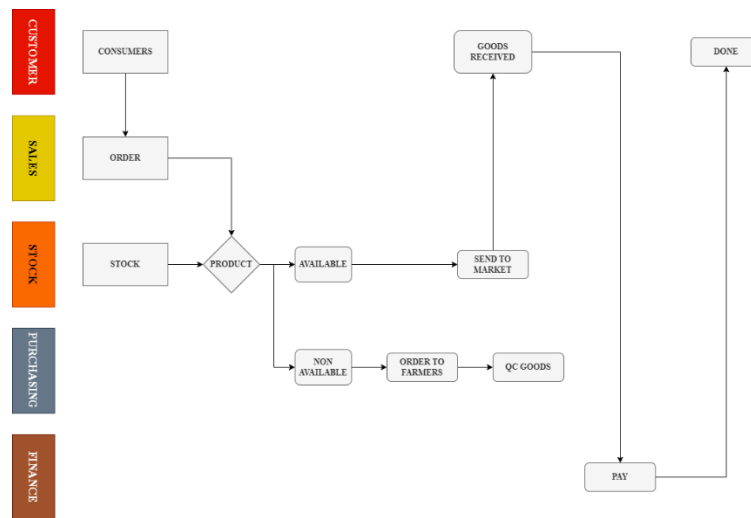


Figure 1 Sales and Purchasing Flowchart Integrated through Jurnal.id System at PT Mitra Sejahtera Membangun Bangsa

The diagram shows the real-time integration of sales, stock, purchasing, and finance divisions. When a customer order is received, the system checks stock availability, triggers purchasing activities if stock is unavailable, and updates financial records automatically after payment is processed.

As illustrated in Figure 1, the process begins when customers place an order through the Sales division. If the product is available in stock, it is immediately sent to the market. When stock is unavailable, the Purchasing division coordinates with farmers to procure the goods, which then undergo quality control before delivery. The Finance division manages payment processing and ensures that every transaction is recorded in real time within Jurnal.id. This integrated workflow minimizes manual intervention, enhances coordination efficiency, and ensures the accuracy of financial and inventory data.

There is, also, improvement in the coordination and in the separation of tasks in the different departments. Without using file transfers, the finance team can view invoices as soon as the sales division enters them. Workflows are streamlined, and divisions continue to function independently while staying in sync. In a similar vein, cloud accounting improves inter-divisional collaboration and fortifies internal controls, according to Fadillah (2024). In addition,

the warehouse and division classification features allow the company to manage multiple business units without the risk of data being mixed, thereby simplifying stock tracking and inter-warehouse transactions.

Employees reported fewer workloads and increased productivity on an individual basis. Previously taking one to two days, tasks like creating weekly reports can now be finished in a matter of minutes. Employees without a lot of IT or accounting experience may also easily adjust thanks to the user-friendly interface, which increases trust and reduces mistakes. During the internship, the author directly observed that weekly reports which previously required one to two days could now be completed within minutes, while staff expressed greater confidence thanks to the system's user-friendly interface.

All things considered, Jurnal.id has aided in both technical effectiveness and more general strategic objectives. It enhances the company's digital transformation path, expedites workflows, and fortifies decision-making.

CONCLUSION

This study concludes that the implementation of Jurnal.id has significantly improved sales and purchasing productivity at PT Mitra Sejahtera Membangun Bangsa. The system accelerates transaction entry, reduces duplication, and simplifies reporting, while also enabling real-time data integration across divisions.

Beyond technical aspects, Jurnal.id also creates a more comfortable work environment by reducing administrative burdens. Its simple interface and automated reporting make it highly suitable for SMEs with limited resources. Moreover, this study provides valuable learning experiences for interns and may serve as a reference for other companies considering full digitalization of their financial processes.

This study implies that the implementation of cloud-based accounting systems such as Jurnal.id can enhance organizational efficiency, data accuracy, and coordination across divisions.

Practically, the findings emphasize the importance of system integration in ensuring real-time financial control and minimizing administrative errors. However, this research is limited to a single case analysis within one company, which may not fully represent broader industrial contexts. Future research is recommended to explore comparative analyses across multiple organizations or to employ quantitative methods to measure the impact of cloud-based accounting adoption on organizational performance more comprehensively.

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