

**IMPLEMENTATION OF POS (POINT OF SALE) APPLICATIONS IN
IMPROVING SERVICES AT KOPERASI INDUK
PONDOK PESANTREN NURUL JADID PAITON PROBOLINGGO**

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Abstract

The purpose of POS (point of sale) is to facilitate transactions through a sales-oriented activity and a system. For instance, in service, inventory management, and data on merchandise sales. The purpose of this study was to determine the extent to which the use of POS (point of sale) applications enhances consumer service. As a result of this study's findings, customers can now obtain services more easily through the use of POS (point of sale) applications. So that it can assist in the management of operational activities and improve the efficiency of service processes. With the transition from the manual to the digital mode of operation. It is beneficial for the chief cooperative officers in other service processes to ensure that this POS (point of sale) application can effectively simplify and speed up the service process when consumers are present. It is used to enhance consumer service during the transaction payment process. To enable officers of the central Pondok Pesantren cooperative to provide comprehensive service to students or customers, it is beneficial for the leading cooperative officers to be proficient in other service processes so that the application of this POS (point of sale) application can effectively simplify and speed up the service process in the presence of consumers. It is used to enhance consumer service during the transaction payment process. To enable officers of the leading Pondok Pesantren cooperative to provide complete service to students or customers, it is beneficial for officers of the leading cooperative to

be proficient in other service processes so that the application of this POS (point of sale) application can simplify and accelerate the service process effectively when consumers are present. It is used in the transaction payment process to enhance consumer service, allowing the leading Pondok Pesantren cooperative officers to provide comprehensive service to students or customers.

Keywords: Application Point of Sale 1; Cooperative 2 ; Customer Service 3

1. INTRODUCTION

Pondok Pesantren is Indonesia's oldest educational institution, founded and brought to the country by Wali Songo in order to develop religious knowledge for Muslims (Fathony et al., 2021). The presence of Islamic Pondok Pesantrens conveys Islamic da'wah messages by developing cadres who are religious experts, possess knowledge intelligence, and are self-sufficient. Islamic Pondok Pesantren is a subculture that pervades everyday life (Hakim & Herlina, 2018). The Pondok Pesantren Nurul Jadid Paiton Probolinggo, an educational institution founded in 1948 AD in Karanganyar Village by KH. Zaini Mun'im, had no intention of establishing the Pondok Pesantren Nurul Jadid. Rather than that, he desired to continue his journey to the heart of Yogyakarta in order to rejoin his friends. KH. Zaini Mun'im wishes to spread Islam via the Ministry of Religion (MORA). His dream, however, was not realized because he was compelled to live in the village of Karanganyar. He had two students who came to him to study religion while he was there. Following a stay in the village of Karanganyar.

As a result, Paiton Probolinggo formed the Pondok Pesantren Nurul Jadid. The Pondok Pesantren Nurul Jadid has changed dramatically over the years to accommodate economic development. The Pondok Pesantren Nurul Jadid operates as a religious think tank but wields economic power over its members. As a result, a cooperative organization known as the Kopontren was established within the Nurul Jadid Islamic Pondok Pesantren (Syamsuri, 2020). Pondok Pesantren Central Cooperative is a business unit dedicated to meeting students' daily needs. Cooperatives' primary purpose is to enhance members' and the community's economic potential and capabilities. If the cooperative is run properly, the cooperative's primary goal will be accomplished (Ghozali & Iskendang, 2020). Because cooperatives have a profit-making mission, they are required to provide the best service possible; therefore, it cannot be denied that the principle of relating to other people and meeting their needs is rooted in consumer service.

The Pondok Pesantren Nurul Jadid Cooperative established a business unit. Initially, Kopind constructed a relatively simple structure with a limited supply of goods. However, Kopind's development is accelerating. This is demonstrated by the three-story structure. Thus, the increase in the central cooperative results in a change in service. With cutting-edge technology. From manual to digital. As a result, customer service is not optimal with manual service (Silestian et al., 2018), as manual service consumes a great deal of time. The Pondok Pesantren Nurul Jadid Central Cooperative has the potential to make a significant contribution to the economic growth of Islamic Pondok Pesantrens. The feedback can be viewed in three dimensions: The Central Cooperative as a catalyst for the implementation of the Islamic Pondok Pesantren economic activities, the Central Cooperative as a vehicle for cultivating entrepreneurs among students and teachers, and the Central Cooperative as an institution capable of enhancing the economy of the community surrounding the Islamic Pondok Pesantren.

In more precise terms, the Pondok Pesantren Central Cooperative is a guarantee institution for the economy of Islamic Pondok Pesantren. Thus, the Nurul Jadid Islamic Pondok Pesantren Central Cooperative indirectly fosters an interest in entrepreneurship through a culture of complete sincerity, honesty, responsibility, bravery to sacrifice, and selflessness. Due to the fact that the outcomes of this entrepreneurship can be felt collectively by students (Syamsuri, 2020). Thus, in order to run the Pondok Pesantren business unit, the Central Cooperative must perform all sales transactions manually, which results in frequent payment calculation errors. As a result, determining the unit price when the customer will pay is difficult, and the queue is extremely long (Alexander & Husufa, 2020). As a result, customers are dissatisfied with the service because the operating system remains conventional, beginning with the cashier's payment, which is still calculated using a calculator. As a result, lengthy queues at the cashier may result. Consumer service is one of the factors that contribute to customer satisfaction. Therefore, the service has a metric for determining how well the level of service provided meets the customer's or consumer's expectations (Fadhli et al., 2021). Because optimal service leaves a favorable impression on consumers regarding the cooperative's principal cooperative officer's services (Sriwendiah, 2018). For the sake of the members' welfare. Point of sale terminal is accessible at merchants and trading store. One possible reason for the low adoption of POS is consumer level of satisfaction with the technology (Adeoti & Osotimehin, 2012).

The exponential growth of information technology (Khotimah & Sinnun, 2021). Requires a business to adopt a more straightforward, efficient, and cost-effective concept. Almost every cooperative is now utilizing information technology to assist with operational activities (Christian & Kelvin, 2021). Along with the changing times in the business world, the sales process is critical because it determines the life cycle of a business unit's continuity (Mtsweni et al., 2020). As competition in the business world becomes more difficult, it is critical to implement the appropriate information system. One such system is the point of sale (POS) system, which is widely used in businesses engaged in the sale and purchase of goods (point of sale) (Suwarno & Devalia, 2021).

In this instance, the application will benefit cooperative officers by improving consumer service. POS (point of sale) is a sales activity and a system that assists in transaction processing. Each point of sale system is comprised of hardware and software (Marisa & Yuarita, 2017). The term POS (point of sale) refers to a cashier system used to describe a sales-oriented activity in the retail business sector (Alkhusna et al., 2017). The POS (point of sale) system, also known as a cashier system, is used to improve performance and service by storing all sales transaction data in a computerized database that can be run efficiently to ensure optimal performance and service (Raihan et al., 2022) In Indonesia, this application has become widespread in cooperatives and restaurants. As a result, the utilization and enhancement of services are extremely beneficial for both customers and businesses (Awanda Ardaneswari & Eko Sedyono, 2020). POS (point of sale) software is a type of application that is used to process data such as purchase information, sales, return transactions, and transaction reporting (A. Nugraha, 2021). Consumers can benefit from improved service at the point of sale (P. G. S. C. Nugraha, 2021). Thus, activities involving technology can be developed into a system capable of delivering superior performance (Catur Cahyodi & Wahyuni Arifin, 2017). With all the necessary systems for the service process.

Implementing a POS (point of sale) system can help businesses improve their performance and service levels during the customer registration, data entry, and sales processes. This simplifies the reporting process for central cooperative officers. Additionally, this system is equipped to scan barcodes and print customer shopping notes. It is customized to meet the needs of the customer (Suprianto et al., 2021). To make transactions more transcultural by making consumer notes available. Consumers can use the POS application to select the items they require, scan the item barcode, and print a memorandum outlining the items purchased

and proof of transactions (Andy, 2020). There is no doubt about technology's sophistication. Because technological advancements have a significant impact on all activities, such as the development of service tools that enhance convenience, flexibility, efficiency, and security when conducting business transactions (Baharun & Ardillah, 2019). Thus, every organization requires the sophistication of an electronic.

Developing an Islamic Pondok Pesantren business that provides superior service is critical for the development of a pesantren business. Thus, the transition from a manual to a digital system benefits cooperative officers by making it easier to serve consumers (Lugina, 2018). Because providing comprehensive service to customers develops the institution's quality, enabling it to continuously improve customer service with the goal of ensuring customer satisfaction with the services provided (Baharun & Ardillah, 2019). The phenomenon in the field demonstrates a significant shift in consumer service from manual to digital. Thus, consumers can easily access the services provided by the principal cooperative officer in terms of service. Often, service activities continue to exhaust consumers due to the numerous queues at the cashier. This is because the service is still inefficient, causing the organization to operate inefficiently with all activities still being performed manually. One of the most critical aspects of service is utilizing sophisticated technology in order to provide an effective and efficient service. An activity can run flawlessly in order to facilitate the officers of the Central Cooperative's service. POS (point of sale) applications can assist in expediting consumer service. This demonstrates that the POS (point of sale) application used by the Central Cooperative of the Nurul Jadid Islamic Pondok Pesantren has an effect on an organization's customer satisfaction.

The research on the application of POS (point of sale) applications to improve customer service has become one of the authors' primary sources of information in order to bolster the theory used in reviewing the research conducted. The author's previous research (Senoprabowo et al., 2019) revealed no study with the same title as the author's research. However, the author cited several studies in order to increase the amount of study material in his or her research. From a variety of journals relevant to the author's research. Concerning the implementation of point of sale in the central cooperative of Islamic Pondok Pesantrens in terms of customer service. The purpose of this study is to identify issues with the services and transaction data at the primary cooperative of Islamic Pondok Pesantrens.

Purchases and is capable of producing comprehensive financial reports, which include According to Titania Griwidi Yuarita's research, today's technological advancements must be maximized in order to provide more significant benefits in daily life, particularly in the areas of business development and entrepreneurship. Cahyodi conducted research. Concerning the use of point of sale systems in clinics and SPA colony amaranth to aid in the management of operational activities and expedite the service process. Christian and Kelvin, on the other hand, stated that the implementation of a web-based point-of-sale system at the zikr shop benefited the owner by streamlining customer service and monitoring everything the owner required. Mariana Indri Ningsih stated that developing a point-of-sale application to streamline customer service could expedite the process of managing goods and sales data. Additionally, Kosasi believes that the POS application can improve consumer service.

Calculating prices and the quantity of goods purchased can be done more quickly, and the quantity of goods purchased is no longer dependent on manual entry. Taking the preceding into account, it is clear that the use of POS applications to improve customer service plays a critical role in a business unit, primarily through the use of point of sale applications. As a result, this research focuses on improving service to consumers through the use of point of sale applications at the Nurul Jadid Islamic Pondok Pesantren's Central Cooperative in order to generate findings that can assist officers in providing service to consumers.

2. **METODE/METHOD**

The authors conducted qualitative field research in order to elicit data about a variable, condition, or symptom relevant to the current situation.(Azizah & Ali, 2020). The researchers conducted a case study at the Nurul Jadid Islamic Pondok Pesantren Central Cooperative, with a particular emphasis on the Az-Zainiyah neighborhood. This research was conducted directly to ascertain how point-of-sale (POS) applications benefit consumers. Among them are observation and interviews (interviews). To obtain accurate and valid data, the researcher observed and interviewed supervisors, management, and consumers in the Az-Zainiyah area. The researcher analyzed data using the stages of data reduction, data modeling, and conclusion. The purpose of this study is to ascertain the type of service system utilized by the Central Cooperative's management for the provision of consumer services. The primary cooperative's management and consumers are the subjects of the research.

3. **HASIL/ RESULT AND DISCUSSION**

The Nurul Jadid Islamic Pondok Pesantren is growing in popularity. As a result, Islamic Pondok Pesantrens are focused not only on educational institutions but also on developing a business unit that will benefit the schools' economy. Because Islamic Pondok Pesantren must be more innovative in developing economic potential to assist with financial management and to allow students to be self-sufficient in managing their businesses (Fathony et al., 2021). Establishing the Nurul Jadid Islamic Pondok Pesantren Cooperative is fundamentally about mutual assistance, brotherhood, cooperation, and trust. So that students can put their newly acquired knowledge into practice. The economic potential of Islamic Pondok Pesantren can be enhanced by teaching all students to think more creatively and establishing cooperatives with their entrepreneurial skills (Fathoni & Rohim, 2019). As a result, the Nurul Jadid Islamic Pondok Pesantren teaches all of its Students independence.

Cooperatives are a critical component of Indonesia's economic system (Achsa et al., 2021). Cooperatives are based on an original approach; the word cooperative derives from the Latin "cooperate," which is translated as cooperation in English. When the terms co, which means jointly, and operation, which means work, are combined, the intended cooperation is carried out by individuals who share the same interests and goals. Establish a cooperative, which is a santri economic movement aimed at enhancing students' welfare through cooperative-based activities. As a Central Cooperative of Islamic Pondok Pesantren, the administration promotes the values of cooperation and devotion among fellow Pondok Pesantren administrators. To accomplish the primary objective of enhancing the students' welfare and the prosperity of the community. With the participation of the cooperative's management and members, this has become a success. The Nurul Jadid Islamic Pondok Pesantren Central Cooperative is one of the ways Islamic Pondok Pesantren remain financially viable in order to assist Islamic Pondok Pesantrens with financing. This can instill an entrepreneurial spirit in a sincere, self-sufficient, and straightforward manner (Fathony et al., 2021).

The primary cooperative (copied) of the Az-Zainiyah Region is one of the cooperatives established within the Nurul Jadid Islamic Pondok Pesantren, where the cooperative can assist students in meeting daily needs. Not only can the Central Cooperative assist students in meeting daily needs, but the Central Cooperative can also help the Islamic Pondok Pesantren's economy grow by contributing to the growth of the Islamic Pondok Pesantren in the Az-Zainiyah Region. The service process for the Az-Zainiyah Islamic Pondok Pesantren Central

Cooperative is still performed manually, and there is no system in place to manage all aspects of the sales transaction process, which means that the transaction process required is relatively slow and fraught with obstacles that must be avoided.

Many business processes that occur at this time, such as locating customer data, duplicating data, processing data, and storing data, are still performed manually using Microsoft office. As a result, consumer service is impractical. Initially, the Central Cooperative processed data manually, collecting sales data by recording it into a ledger, which took a long time. Manually inspecting product stock was also used to determine the availability of product items. Transactions were still calculated manually (using a calculator), which resulted in frequent money calculation errors, and there was no database to store all the data. Similarly, with daily product reports and occasionally missing files,

The Central Cooperative transitioned from manual to digital service over time. This is extremely beneficial for the management of the Nurul Jadid Islamic Pondok Pesantren Cooperative in terms of increasing its effectiveness in providing services to consumers, as the Central Cooperative's service to consumers is a service provided by cooperatives in order to advance their members' businesses. So that the Central Cooperative's management team can focus exclusively on providing and improving services to its members' businesses. This is critical for the Central Cooperative's management in serving its members.

An application is a computer program written in the form of software that runs on a specific system and is used to aid humans in performing various tasks. Additionally, this application incorporates a pattern for application, data storage, and problem resolution into a media. While POS (point of sale) is a sales-oriented activity facilitated by an information system that facilitates the exchange of goods and services between buyers and sellers (Khotimah & Sinnun, 2021). The POS (point of sale) application is both a sales activity and a transaction-assistance system. A point of sale system is composed of two distinct components: hardware (hardware) and software (software) (software). POS hardware assists with payment processing and generates receipts for customers. Simultaneously, the software is the primary component of the POS system because it dictates the course of the process, including what should be done and how it should be done.

The POS (point of sale) application improves job efficiency, business management efficiency, and customer service. POS (point of sale) is a management system that includes a cashier machine that can be used for purchasing and selling (Yuniarti et al., 2022). The point

of sale (POS) system, which may include cash registers, enables transactions. Within the context of point-of-sale, a cash register does not exist in isolation, but rather works in conjunction with other software and tools. This can help the central cooperative of Nurul Jadid Islamic Pondok Pesantren improve its services to visitors (Hafidh et al., 2021). The term POS (point of sale) refers to a modernized version of the traditional cash registers that are still used by some cooperatives and other businesses. A POS system's operation can at the very least automate processes such as sales transactions, track sales data, collect sales data over a specified period, and monitor inventory goods and stock. Capable of operating on a computer network in order to facilitate the execution of transactions involving goods and sales in multiple locations. They can make multiple payments or payments using a variety of different methods, including cash, credit cards, debit cards, and electronic funds transfers.

There are numerous methods for utilizing the POS (point of sale) application, which include the following: Logging in to the system is one way to incorporate internal control elements. This log-in menu prevents unauthorized users from accessing the software, allowing only authorized users to conduct transactions. So that you can determine who initiated a transaction, as each transaction is recorded with the user's login information. When you log in, you are presented with eight menus, which include master data, purchases, sales, inventory, accounting, data processing, and reports. The eight menus will assist the cooperative's chief executive officer with all organizational tasks. The admin can create sales transactions in this display; the admin can also select sales transactions and make payments by entering the customer's name. Prior to conducting sales transactions, the process of recording/inputting data from purchase transactions must be completed. This is because the software is incapable of conducting the sale. There is no inventory available for sale due to the system's concept of integrating all aspects of the business, including sales and purchases.

Barcode scanners are used to read a code of letters and numbers made up of lines or bars of varying widths called barcodes. This is one method of inputting data into a computer. Additionally, this barcode scanner is frequently used to sort various products according to their type, value, and price. A sales note, or what is commonly referred to as a receipt, is evidence of a cash purchase of goods made by the seller and given to the buyer. Typically, it consists of two identical copies. The buyer receives the first copy, while the seller retains the second as a record for bookkeeping purposes. This receipt serves as proof of payment, a reference for other parties, and documentation of the transaction.

At the central cooperative, the POS (point of sale) application is referred to as a cashier system; certain cooperative activities, which can now be performed flexibly and with no disabilities, have been standardized (Christian & Kelvin, 2021). It is hoped that by gaining access to this application, it will assist the central cooperative in making transactions more accessible, including the use of cash registers (Rozita & Anita, 2020). There is a system with two users, an Administrator and a cashier. Admin is responsible for data entry, customer data management, stock management, user data management, and goods data management. Meanwhile, the cashier system is responsible for entering data on available product categories and unit pricing, conducting transactions with customers, and printing receipts or shopping receipts. Additionally, the administrator here has complete access to the system (Mtsweni et al., 2020). A manual task will take a long time; however, with a point of sale application, the service will be easier, faster, and more accurate, and the data accessed will be current and stored in the database (Nistrina & Rahmania, 2021). There are several advantages for POS (point of sale) users in terms of improving consumer services, including improving services, updating inventory data, maintaining customer data privacy, cloud-based systems that can be accessed from anywhere, having a purchase cancellation system and quick refunds, detailed and accurate sales reports, and the ability to integrate with various systems.

Purchasing and selling transactions at the Nurul Jadid Islamic Pondok Pesatren Central Cooperative are commonplace in supermarkets, restaurants, and cooperatives. Thus, through the payment process, we will be able to track completed transactions. A cash register or cash register is the tool. This cash register is used to aid in the purchasing and selling processes of a business entity. The principal cooperative officer can view a display of the items purchased and the total of all sales from this cash register. Additionally, there is a printer for printing receipts as evidence of the transaction. There is information about the goods, their Prices and quantities, as well as the total cost of the goods purchased by the customer.

Customer Service is an activity aimed at ensuring customer satisfaction through the services provided by the central cooperative officers in Order to meet all of the students' daily needs. Because Customer Service is critical in the business world for delivering excellent service to consumers, it is also required here to maintain positive relationships with consumers and to provide the best service possible. None other than the function of this Customer Service as a receptionist who is responsible for receiving a good transaction service, as a salesperson who can understand and communicate what a customer needs to the principal cooperative officer,

as a salesman, namely a cooperative officer who sells products, and as a Customer Relations Officer who understands how to build a good relationship between the seller and the buyer. Thus, service refers to an activity undertaken by producers for the benefit of consumers. Because good service provides comfort to cooperative officers and customers, it encourages loyalty to the Central Cooperative and creates satisfied customers; because poor service impedes the smooth operation of business, because service to consumers is the primary factor in determining a business's success.

The. This has a large impact on customer satisfaction. Because good service provides comfort to cooperative officers and customers, it encourages loyalty to the Central Cooperative and creates satisfied customers; because poor service impedes the smooth operation of business, because service to consumers is the primary factor in determining a business's success. The. This has a large impact on customer satisfaction. Because good service provides comfort to cooperative officers and customers, it encourages loyalty to the Central Cooperative and creates satisfied customers; because poor service impedes the smooth operation of business, because service to consumers is the primary factor in determining a business's Success. This has a large impact on customer satisfaction.

The importance of service includes consumers with the service provided remember (1) Will be very good or very bad (2) demonstrates a concern for the existence of customers by providing complete service (3) will have a significant impact on the Central Cooperative if the service is performed correctly (4) have a good marketing strategy to improve service to consumers (5) be able to attract new customers with excellent service to consumers. As a result, customer service is a critical human resource for members' customer satisfaction. Due to the direct contact this role has with customers, it will be critical to provide intelligent and dependable customer service in Order to attract customers. Thus, customer service within an organization is defined as an activity aimed at providing customer satisfaction.

The consumer service provided by the Central Cooperative of Nurul Jadid Islamic Pondok Pesantren is rated as excellent. Through The Use Of tangible (evidence-based) indicators, such as facilities, equipment, personnel, and modes of communication, Reliability (Reliability), the capacity to deliver on a promise promptly and satisfactorily by providing services and responding promptly to all member requests, we demonstrate our accountability (responsiveness). Assurance (guarantee) encompasses information, capability, and courtesy. Empathy (Empathy) refers to the ease with which one can develop positive interpersonal

relationships (Aziz & Sarah, 2021). With the sophistication of technology in the modern era, the Central Cooperative's service to consumers can be improved more effectively. Because quality service is contingent upon service (which is not limited to delivery or serving). Service entails a capacity for comprehension, comprehension, and emotion. Due To the fact that Islam encourages all businesspeople to be professional, that is, to work quickly and precisely in order to avoid wasting the mandate they are responsible for, entrepreneurs' bad business behavior determines the success or failure of the business they are running.

According to the results of interviews with Central Cooperative supervisors, it is clear That The Central Cooperative's growth has accelerated significantly year over year as a result of digital services. Because technological sophistication enables an organization to perform all of its operations more efficiently. Initially, the Central Cooperative provided manual services, which created an impression of ineffectiveness among administrators and consumers due to the length of the service process. Thus, the Central Cooperative's membership increases rapidly year after year, which enables it to continue providing a service to consumers. Additionally, the coach stated that manual service was ineffective due to a lack of complete data backup. Because everything is performed manually, each transaction requires a manual search of the numerous data associated with it.

Manager The Central Cooperative (Wardatul Maghfiroh, 2022) in relation to the use of POS (point of sale) applications in order to improve consumer services. Facilitate cooperative management at the central level in service to consumers. Due to the sophistication of modern technology, there is a shift in service delivery from manual to digital. This has an effect on the Central Cooperative's development in terms of improving service to consumers through the use of the POS (point of sale) application currently used by the Nurul Jadid Islamic Boarding Pondok Pesantren Central Cooperative. Thus, everything required by the application's cooperative management can be accessed in the expected manner. As a result, the primary cooperative's management does not have to be fatigued when it comes to customer service, as all data has been properly stored to allow for the visibility of completed transactions.

While the results of research conducted with consumers, specifically consumers, indicated that they were satisfied with the services provided by the Central Cooperative pengurus. Because the service is performed quickly and precisely, customers are not bored by the occasionally lengthy queues; with the implementation of the POS application (point of sale), consumers no longer experience the lengthy queues that existed previously, when everything

was done manually. This is extremely difficult when there are long queues, as long queues cause consumers to cancel purchases, impeding the Central Cooperative's efforts to improve its services.

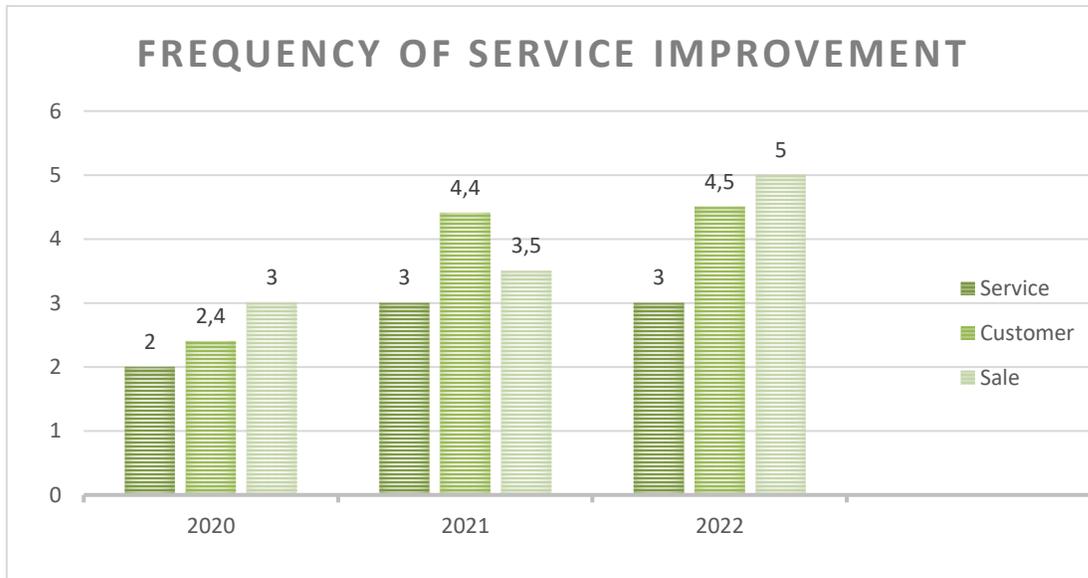


Figure 1. Results of Service Data Frequency in the Last 3 Years

Cooperative of service mothers

Year after year, the Central Cooperative's management has increased the level of service provided. Although many obstacles contribute to the service standard increasing year after year. Among them, the service improvement in 2020 is still standing because the service system was still carried out manually in that year, which was still classified as wasting a lot of time providing ineffective services. The recording of necessities is done manually, and transactions are calculated using a calculator; no daily backup of all data is performed. The two improvements in 2021 have already increased significantly, as the services performed this year have a level of technological sophistication that enables them to run more efficiently and precisely, allowing them to be classified more effectively in a service performed with an application that enables more effective service provision. Third, in 2022, the increase is expected to be the same as in previous years, as the same service was provided in 2020, namely digitally, which facilitated the provision of the service to consumers. Months, so that no significant increase from the previous two months occurs.

Customers are unhelpful.

Consumers are individuals or groups who engage in the process of product selection, purchase, and use, as well as emotional, mental, and behavioral reactions to the product. To begin, consumer growth slowed slightly in 2020 as a result of the pandemic. It is said to be lower here because consumers are more focused on regional products. After all, because other regions are not permitted to visit other regions, the consumers accepted this year are limited to those within the region. Second, in 2021, there will be a significant increase, as all regions in Nurul Jadid are now permitted to visit other regions, resulting in a significant increase.

central cooperative of sale

Selling is an activity that aims to locate buyers, influence them, and provide instructions so that buyers can match their needs to the products offered and enter into profitable pricing agreements. Among them are the following: first, sales at the Central Cooperative will continue to grow at a normal rate in 2020 due to the service that is still performed manually due to the pandemic's lack of consumers, which affects the Central Cooperative's sales growth. Second, sales increased significantly in 2021 as a result of the availability of digital services that can be delivered quickly and accurately, the growing number of consumers visiting from other regions, and the growing need for complete availability at the Central Cooperative to meet needs. Daily requirements Thirdly, in 2022, the Central Cooperative's sales increase significantly, to the point where sales quickly run out and the cooperative earns more money than it did previously. Sales in the Central Cooperative have been a significant contributor to the cooperative's performance by utilizing the POS (point of sale) application to enhance consumer service.

Apart from that, all implementations made by the Central Cooperative's management are sophisticated enough to facilitate the service process for consumers, thereby enhancing the Central Cooperative's application. The POS (point of sale) application has several advantages, including the following: This cashier application is capable of recording in detail all transaction activities, automatically checking each stock of production goods, and presenting reports in real-time or as needed directly in response to field conditions, such as changing the price of one of the products. Additionally, the POS (point of sale) application can be used to expedite transactions with consumers. Central Cooperatives are growing in

popularity each year due to the effectiveness, speed, and precision with which they provide services.

Certain consumers remain enthused about conducting transactions efficiently, owing to the service's digital nature. factor to the efficient use of POS is network failure, limited numbers of POS per merchant store where they are available, security of communication over the network and unavailability of the POS at all merchant stores (Adeoti & Osotimehin, 2012)

4. CONCLUSION

The following conclusions can be drawn from the results and research conducted: The rapid advancement of technology has necessitated the transition of the Nurul Jadid Islamic Pondok Pesantren Central Cooperative from manual to digital operations, as this has an effect on the central cooperative's management, making it easier to provide service to consumers. With this system, performance and services will be enhanced, thereby simplifying the service process for consumers. The POS (point of sale) application is one of the applications that aid in the operation of the central cooperative of Nurul Jadid Islamic Pondok Pesantren. Consumer service has a significant impact on an organization's ability to improve services more effectively. As a result, the central cooperative of Islamic Pondok Pesantrens utilizes a POS (point of sale) application to provide consumers with more effective services. The management's service to consumers demonstrates how it can provide friendly service, prompt response, and an enthusiastic attitude toward consumer needs. Thus, implementing the POS application (point of sale) in order to improve customer service at the Nurul Jadid Islamic Pondok Pesantren's Cooperative Main Board. The system used to operate the service has grown at a breakneck pace. Thus, there is a very rapid increase from year to year.

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