

ABSTRACT

The Micro, Small, and Medium Enterprises (MSMEs) sector in Indonesia plays a crucial role in the national economy; however, many MSMEs face challenges in operational management, particularly in transaction recording and inventory management. Errors in recording and a lack of effective strategies can hinder business growth and increase the risk of bankruptcy.

To address these issues, Toko Pintar has been developed as a Point of Sale (POS) application that simplifies the recording of sales and purchase transactions. The application is also equipped with a machine learning-based sales prediction feature, enabling MSME owners to plan their inventory needs more accurately based on historical data.

Testing results show an increase in efficiency in transaction recording and inventory management by up to 30%, along with providing accurate sales prediction recommendations. With a user-friendly interface, Toko Pintar is expected to become a competitive and sustainable solution for MSMEs in Indonesia.

Keywords: *Point of Sale, MSMEs, sales prediction, machine learning.*