ABSTRACT

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DEVELOPMENT OF A *WEBSITE* -BASED *ORDER*ING APPLICATION FOR KEDAI KOPI BELAKANG RUMAH BUNDA (BRB)
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Keywords: *Black Box Testing, Coffee Shop, Design Thinking, Online Ordering, Software Development Life Cycle* (SDLC), *System Usability Scale* (SUS), *Web-Based Application Development*
(xvii + 213 + Appendix)

Indonesia, as one of the world's leading *Coffee* producers, has seen a rise in domestic *Coffee* demand driven by the café and *Coffee* shop culture. Kedai Kopi Belakang Rumah Bunda (BRB), located in Bekasi and established in 2020, faces challenges with its manual *order*ing system, where customers *order* directly at the cashier, leading to long wait times, *order* errors, and decreased customer satisfaction. To *Add*ress these issues, BRB plans to implement a web-based *order*ing application that allows customers to *order* directly from their tables without queuing at the cashier, aiming to enhance operational efficiency and customer satisfaction. This study employs a combination of SDLC and Design Thinking methodologies to develop the application, focusing on a deep understanding of *user* needs and preferences. The development process began with creating a *Prototype* using Figma, which was then tested with the System Usability Scale (SUS), resulting in an average SUS score of 84.5 for the *Prototype*. The *website* was subsequently developed using the PHP framework and MySQL database to ensure functionality and scalability, and was tested using SUS and Black Box Testing for the *website* version. The Black Box Testing results confirmed that all functions on both sites met the specified requirements. Both the *User Website* and Admin *Website* received a "Satisfactory" rating from *user*s and staff, indicating that the sites performed well according to expectations. SUS testing showed that the application meets *user* needs with an average SUS score of 81.5 for the *user* site and 82.5 for the admin site, both falling into the "Acceptable" *Category* . This study concludes that the web-based *order*ing application not only improves operational efficiency and customer satisfaction at Kedai Kopi BRB but also provides a significant competitive advantage in the increasingly competitive industry.

https://kedaikopibrb.online/

Bibliography (2001 – 2024)