ABSTRACT

THE INNOVATION OF SELF-ORDER SYSTEM AT THE BOTHLAIM SPACE CAFE

Author : Nurfadillah Sain
Supervisor : Nur Arkam

Bothlaim Space Café still relies on a manual ordering system where customers have to come to a single cashier, often leading to long queues due to limited capacity. Although it has only been in operation for one month, this café has attracted high enthusiasm from visitors, exacerbating the problem of long queues. Another problem is the lack of clear visual descriptions of menus, making it take customers longer to order, resulting in significant inefficiencies.

This study recommends the implementation of a cloud-based Digital Self-order system in the Bothlaim Space Café. The system allows customers to place their own orders through their own devices, while baristas will receive orders automatically through the Android system. Thus, the payment process is simplified, operational efficiency is improved, and the customer experience is guaranteed to be better.

The results of the study show that this technology has a positive impact on operational efficiency and customer experience. The informant assessed that this system has a clean, structured, and easy-to-use appearance. The clear information from the system also speeds up decision-making, reduces queue times, and improves order accuracy, ultimately improving overall customer satisfaction at the Bothlaim Space Café.

Keywords: *Self-Order System, Operational Efficiency, Customer Experience, Bothlaim Space Cafe.*

Translated by:

The AgencyES
Language Institute
File No.: S1-253