ABSTRACT

***INNOVATION OF WEB-BASED MENU AND QR CODE TO IMPROVE ORDERING EFFICIENCY AT* RM. PEMPEK MBAK ERIN**

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The era of digital transformation offers opportunities for the development of more innovative and responsive business strategies, particularly in the culinary sector, which has been expanding rapidly in line with the increasing use of mobile-based ordering applications. This study aims to develop a solution to update the existing manual menu ordering system at RM. Pempek Mbak Erin restaurant*. The manual menu ordering system in this restaurant has often led to long queues, order-recording errors, and limited service capacity. Thus, the proposed innovation is a web-based menu and QR code–based ordering system designed to enhance ordering efficiency.*

This study employed a qualitative method, with data collection through interviews, observations, documentation, and customer questionnaires.

The output of this study is a digital food-ordering application aimed at simplifying and accelerating both ordering and service processes. With this system, customers no longer need to wait for a waiter to place an order, thereby reducing queues, minimizing errors, and improving overall customer satisfaction.

Keywords: *Web-based Menu, QR Code, Service Efficiency, Digital Ordering System*

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