ABSTRACT

SERVICE QUALITY IMPROVEMENT THROUGH THE DEVELOPMENT OF A MENU BARCODE SYSTEM AT* DIATAP *COFFEE SHOP

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This study aims to improve service quality at DiAtap Coffee Shop through the development of a QR Code-based Menu Barcode. The background of this research stems from customer complaints regarding long queues during the manual ordering process, as well as the absence of an efficient digital ordering system.

This study employs an applied research method with a descriptive qualitative approach. Data were collected through interviews, observation, and documentation involving the owner, employees, and customers of DiAtap Coffee Shop. The development process of the Menu Barcode went through several stages, including interviews, idea generation and screening, concept development, menu barcode design, and commercialization or trial implementation.

The results of the study show that the use of a menu barcode provides convenience for customers to access the menu digitally, reduces queues, and improves service efficiency. In addition, this development also helps DiAtap Coffee Shop save on physical menu printing costs while offering a more modern and professional impression. The implementation of digital technology, such as QR Codes, represents a strategic step in enhancing service quality and customer satisfaction in the coffee shop industry.

Keywords: Service Quality, Coffee Shop, Digital Service.

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