

Development of a Digital Payment-Based Order Information System at the Baker Old Asem Baris Outlet

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Abstract

The rapid development of digital technology has encouraged small and medium-sized enterprises (SMEs), particularly culinary businesses, to adopt information systems to improve operational efficiency, transaction accuracy, and customer service quality. Baker Old Asem Baris Outlet still relied on conventional ordering and payment processes, which resulted in several operational challenges, including slow order processing, transaction recording errors, data duplication, and increased employee workload. This research aimed to develop a digital payment-based ordering information system that integrated online ordering, electronic payment, transaction management, and sales reporting features to support business digital transformation. This study employed a Research and Development (R&D) approach using the Waterfall software development model, which consisted of requirement analysis, system design, implementation, testing, and maintenance stages. The system was developed using the CodeIgniter framework, a MySQL database, and digital payment integration through a payment gateway. The results showed that the developed system successfully provided product catalog management, online ordering facilities, digital payment services, administrative dashboards, and automated sales reporting features. Functional testing using the black-box testing method demonstrated that all system features operated according to the expected specifications. Furthermore, usability evaluation using the System Usability Scale (SUS), involving 25 respondents, obtained an average score of 78.2, which was categorized as good and acceptable. The study concluded that the developed digital payment-based ordering information system effectively improved transaction efficiency, reduced manual errors, and supported the operational management of Baker Old Asem Baris Outlet. This research contributed to the implementation of practical digital solutions for culinary SMEs in adapting to the digital economy.

INTRODUCTION

Amid the rapid development of technology, one effective approach to utilizing technological advancements is through the implementation of information systems that enable business actors to improve service quality, accelerate operational processes, and manage businesses more effectively and efficiently. Individuals and organizations must adapt to technological changes and develop the necessary competencies, as these factors influence how businesses of various scales can grow and remain competitive (Meylano et al., 2025). Baker Old Asem Baris Outlet still relied on manual ordering and transaction processes, which created several operational challenges, including slow order processing and communication errors. Since financial transaction records had not been integrated into a digital system, the outlet

continued to experience issues such as data duplication, inaccurate price input, and increased employee workload (Barokah & Takarini, 2025).

In the current digital era, manual human resource utilization and cash-based transactions are considered less effective in serving customers, particularly when facing long queues (Eshiett & Eshiett, 2025; Khan et al., 2023). Therefore, businesses should begin adopting electronic and digital technology integration to support real-time operational processes (Milenia et al., 2023). Several previous studies have demonstrated that website-based information system development can provide effective solutions for improving marketing activities and transaction efficiency in small-scale culinary businesses (Random et al., 2025). The development of website-based ordering systems has also been shown to support transaction efficiency and MSME digitalization efforts (Yulianti et al., 2024). In addition to ordering system functionality, interface quality and user experience are important factors in digital system development (Wardhanie & Rahmawati, 2022). Previous studies emphasize that effective UI/UX design contributes to user satisfaction and successful digital transformation (Fajriati & Yoraeni, 2023), while digital business platforms can accelerate ordering processes and improve operational efficiency (Jurnal Sains et al., 2024).

The culinary industry is one of the sectors experiencing significant transformation due to digitalization (Alt, 2021). Customers increasingly expect businesses to provide convenient ordering mechanisms, real-time transaction confirmation, and cashless payment options. Data from Bank Indonesia indicate that digital payment transactions in Indonesia continue to grow significantly, supported by the increasing adoption of QRIS (Quick Response Code Indonesian Standard) among merchants and consumers. The expansion of digital payment ecosystems demonstrates that consumers are becoming increasingly familiar with electronic transactions because they provide speed, security, and convenience compared with conventional cash-based systems. However, many small culinary businesses continue to face challenges in adopting digital technologies due to limited resources, insufficient technological knowledge, and dependence on manual operational procedures.

At the local business level, Baker Old Asem Baris Outlet represents a culinary business that still experiences limitations due to conventional ordering and transaction processes. The existing manual system has created several operational problems, including slow order processing, communication errors between customers and employees, duplicated transaction records, inaccurate price entries, and increased employee workload. The absence of an integrated digital information system also limits business owners' ability to monitor sales activities and generate accurate reports efficiently. As described in the research context, the outlet previously relied on manual ordering and payment procedures, resulting in inefficiencies in transaction management and customer service. Therefore, digital transformation through an integrated ordering and payment information system is required to address these operational challenges.

Several previous studies have demonstrated that digital ordering systems provide significant benefits for small culinary businesses. Random et al. (2025) developed a website-based online ordering system for small-scale bakery businesses and found that digital ordering platforms improved transaction efficiency and customer accessibility. Similarly, Yulianti et al. (2024) developed an online menu ordering website for coffee shops and emphasized that digital ordering systems simplify purchasing processes and support business digitalization. Other

studies focusing on user interface and user experience (UI/UX) development have also shown that system usability and interface quality influence customer satisfaction and technology acceptance. These findings indicate that website-based ordering systems and digital payment integration have become important tools for improving MSME competitiveness.

Although previous studies have explored website-based ordering systems, several limitations remain. Existing research has primarily focused on product ordering functions or promotional features without integrating comprehensive transaction management, digital payment mechanisms, and business reporting systems within a single platform. Some studies have also emphasized technical system development while providing limited evaluation of user acceptance and usability. Furthermore, many digital solutions developed for MSMEs are designed as general platforms without considering the specific operational characteristics and requirements of individual businesses. This condition highlights a research gap regarding the development of customized digital ordering systems that integrate ordering, payment, transaction monitoring, and reporting functions while maintaining usability for both customers and business operators.

The urgency of this research is strengthened by the increasing demand for MSMEs to adapt to digital business models. Without technological adoption, small businesses may experience difficulties competing with digitally enabled competitors that provide faster and more convenient services. Digital systems not only improve customer interactions but also support managerial decision-making through structured transaction data. For small culinary businesses such as Baker Old Asem Baris Outlet, implementing an integrated information system can reduce administrative errors, minimize operational inefficiencies, and improve sales documentation accuracy. Therefore, developing a digital payment-based ordering system represents an important step toward enhancing business sustainability in the digital economy era.

The novelty of this research lies in the development of an integrated digital ordering information system specifically designed for Baker Old Asem Baris Outlet by combining online product ordering, digital payment integration, transaction management, and sales reporting features within a single platform. Unlike previous studies that primarily focused on online ordering or promotional websites, this research provides a more comprehensive solution by connecting customer ordering activities with administrative management processes. The system was developed using the Research and Development (R&D) approach with the Waterfall development model, consisting of requirement analysis, system design, implementation, testing, and maintenance stages. The research manuscript indicates that the developed system integrated CodeIgniter, MySQL database management, and Midtrans payment gateway technology to support digital transactions.

The objective of this research was to develop and evaluate a digital payment-based ordering information system that improved ordering efficiency, transaction accuracy, and operational management at Baker Old Asem Baris Outlet. Specifically, this research aimed to design a user-friendly ordering platform, integrate digital payment features, provide transaction monitoring capabilities, and generate sales reports to support business decision-making. The system testing process evaluated functional performance through black-box testing and assessed user acceptance using the System Usability Scale (SUS) method. The manuscript reported that usability testing involved 25 respondents and produced an average SUS score of

78.2, categorized as good and acceptable, indicating that the developed system achieved satisfactory usability.

This research contributes theoretically and practically to the fields of information systems and MSME digital transformation. From a theoretical perspective, this research expands understanding of digital ordering and payment system implementation in small culinary enterprises by demonstrating how customized information systems can address operational challenges. From a practical perspective, the developed system provides Baker Old Asem Baris Outlet with a technological solution to improve service quality, reduce transaction errors, accelerate ordering processes, and strengthen business management through digital records. Furthermore, this research can serve as a reference model for other small culinary businesses seeking to implement affordable and effective digital transformation strategies.

The benefits of this research extend beyond the implementation of a single business system because it provides insights into how MSMEs can utilize digital technology to improve competitiveness and sustainability. For customers, the system provides a more convenient ordering experience through online product selection and digital payment facilities. For employees and business owners, the system reduces manual workload and improves transaction management accuracy. Future research may expand this study by integrating advanced technologies, such as artificial intelligence-based recommendation systems, customer behavior analytics, inventory management automation, and mobile application development, to further enhance digital business capabilities. Thus, this research provides a foundation for continuous innovation in MSME digital transformation and supports broader technology-driven economic development.

METHOD

This study employed the Research and Development (R&D) approach to develop a digital ordering information system. The Waterfall model was selected as the development framework because it provides a structured and sequential process consisting of requirement analysis, system design, development, testing, and maintenance stages (Fachri et al., 2024; Rahayu, 2025; Supiyandi et al., 2022).

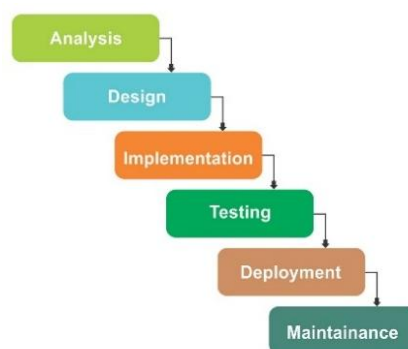


Figure 1: Waterfall Software Development Methodology

Needs Analysis

In this study, system needs are divided into two categories, namely functional and non-functional needs. For functional needs, the system will display a list of bakery products,

facilitate the ordering process by customers, provide digital payments, display order and transaction status, and generate daily sales reports. Meanwhile, non-functional needs include supporting aspects for systems such as web browsers (google chrome), development tools in the form of Visual Studio Code and Laragon, and an easy-to-use interface to process transactions quickly and accurately.

Planning

The application of the system design process aims to describe through what way the system works as a whole. At this stage, a diagram of the interaction between actors and the system, the flow of business process activities, and the creation of a data structure between entities is carried out, the system design will be represented using several diagrams, such as *the Use Case Diagram*, *the Activity Diagram (AD)*, and *the Entity Relationship Diagram (ERD)*.

1. Use Case Diagram

This system involves 2 actors, customers, and employees. Customers can place orders and digital payments independently, while employees are tasked with monitoring payment status and sales reports through Midtrans's *payment gateway* integration. This stage is represented through the use case diagram shown in Figure 2.

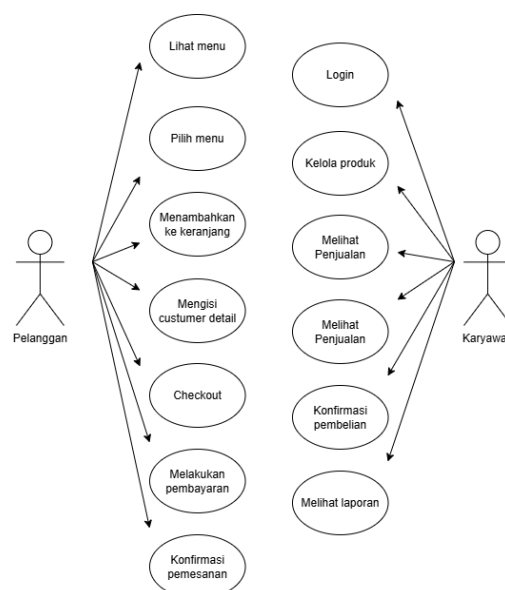


Figure 2: use case diagram

2. Activity Diagram

An *activity diagram* describes the flow of processes or sets of activities executed by system users, including the role of user buyers, and employee admins. For the explanation, it is in Figures 3, 4, and 5.

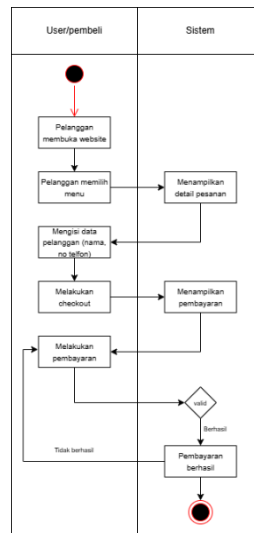


Figure 3: activity diagram user

In Figure 3, it is an activity diagram for users / buyers where users can place orders and purchases on the website. Starting from opening a website, choosing a menu, filling in customer data (name, email, phone number), checking *out*, making digital payments.

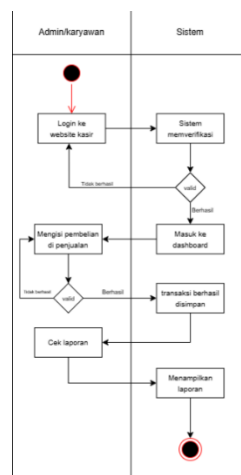


Figure 4: activity diagram admin

Figure 4, activity diagram for admins/employees where admins can have access to check payment status, perform order processing, and view daily sales reports.

3. Entity Relationship Diagram

In Figure 5, the *Entity Relationship Diagram* (ERD) is shown which describes the database structure on the website-based information system at the *Baker Old Asem Baris Outlet*. This ERD consists of several main entities, namely users (employees), customers, menus, orders, order_detail, and payments. Each entity has attributes such as the characteristics of the data stored in the system. Relationships between entities show a relationship in the ordering, payment, and transaction data processes.

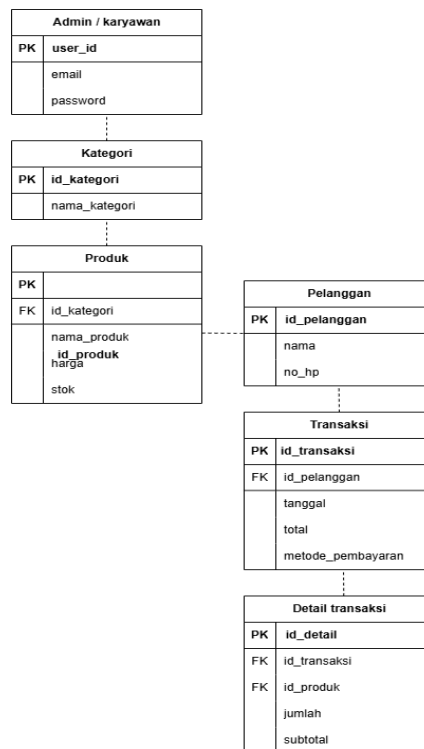


Figure 5: Entity Relationship Diagram

Implementation

This stage includes the process of developing a system that is divided into small units, where each unit is tested independently through unit testing (*unit testing*) before the integration process is carried out. Implementation is the provision of means to carry out something that has an impact or effect on something (Juni, 2023). The system implementation was developed using the CodeIgniter (CI) framework as the framework for the development environment, using the MySQL database management system, and the digital payment process was integrated with the Midtrans payment gateway. The system is run on the device *Personal Computer* (PC) and accessed through the Google Chrome browser.

Testing

At this stage the test is carried out using the *blackbox testing* and *System Usability Scale* (SUS). Functional testing or known as blackbox testing is carried out to evaluate the system to be in line with the client's requirements. Through this method, the trial process is carried out without the need to view or access the system's internal program code (Praniffa et al., 2023). Then *System Usability Scale* (SUS) is a questionnaire that can be used to measure the usability of a computer system according to the user's subjective point of view (Kurniawan et al., 2022).

Maintenance

This stage is the closing part of the waterfall method. This maintenance is carried out during the development process, as there may be changes in the menu sold, or there may be price adjustments, as well as minor errors in the program. After the website has been designed, the researcher conducts continuous website maintenance to maintain and perform after the website is launched (Fachri et al., 2024).

RESULT AND DISCUSSION

Bread Menu

The bread menu displays a catalog of products from bread consisting of *original coffee*, *original vanilla*, *original pandan*, chocolate *coffee*, chocolate pandanus, cheese, *vanilla banana*, pandan banana. Useful for buyers in choosing the bread they want to order. The view is seen in Figure 6.



Figure 6: Catalogue Roti

Ice Cream Menu

The ice cream menu displays a product catalog of ice cream consisting of *vanilla ice cream*, *chocolate ice cream*, *matcha ice cream*, *mix ice cream*. It is useful for buyers to choose the ice cream they want to order. The view is seen in Figure 7.



Figure 7: Catalogue Es Krim

Other Menus

The other menu displays another catalog that is also sold at the *Baker Old Asem Baris* Outlet consisting of palm coffee, palm coffee and bread, 6 breads, 6 bread packages, 12 breads, and 12 bread packages. The view is seen in Figure 8.



Figure 8: Other Catalogs

Cart

In the cart section used to view the selected orders, buyers can add or subtract the selection of products, then display the total price, customer details to be filled in as information from the buyer, and the *checkout* button used after the buyer chooses the product to be purchased. The view is seen in Figure 9.



Figure 9: Cart Display

Make a payment

The payment section functions to provide Qris codes to potential buyers, so that buyers can immediately make payments digitally. The display can be observed in Figure 10.

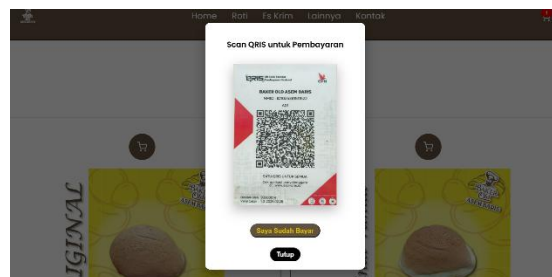


Figure 10: view makes a payment

Dashboard admin

In this section, admins can view, organize, and view revenue from products sold. The view is seen in Figure 11.

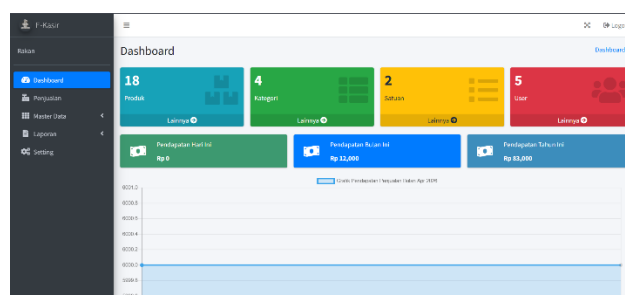


Figure 11: admin dashboard view

Sales

In sales, the cashier will enter the products that have been purchased by the customer and save the transaction. Display seen in figure 12

The screenshot shows a sales cashier interface with the following elements:

- Header:** "Transaksi Penjualan" and "Dashboard".
- Form Fields:**
 - No Faktur: 202604120001
 - Tanggal: 12 Apr 2026
 - Jam: 12:08:54
 - Kasir: Rakan
- Total Amount:** Rp. 6,000.-
- Search Bar:** Barcode/Kode Prod, Nama Produk, Kategori, Satuan, Harga, 1. Buttons: Add, Reset, Print/Save.
- Table:**

Kode/Barcode	Nama Produk	Kategori	Harga Jual	Qty	Total Harga
112	Original Vanilla	R05	Rp. 6,000	1 PCS	Rp. 6,000
- Footer:** Enam Ribu Rupiah

Figure 12: Display of sales cashier

Reports

In the report section, the admin can see the details of the order, as well as the purchase that has been filled in by the cashier. The view is seen in Figure 13

The screenshot shows a report view for "Baker Old Asem Baris". The report is titled "Laporan" and "Laporan Harian". It includes a date filter for 12/04/2026 and buttons for "New Laporan" and "Print Laporan". The report content is as follows:

Baker Old Asem Baris
Toko Roti Lembang, dan selalu fresh dari oven.
Jl. Asem Baris Raya No.157, RT.2/RW.11, Kb. Baris, Kec. Tegal, Kota Jakarta Selatan
082214243085

Laporan Harian Penjualan

No	Barcode/Kode	Nama Produk	Harga Jual	QTY	Total Harga
1	111	Original Coffee	Rp. 6,000	11	Rp. 66,000
2	113	Original Pandan	Rp. 6,000	4	Rp. 24,000
3	118	Kopi	Rp. 7,000	8	Rp. 56,000
4	222	Chocolate Ice Cream	Rp. 8,000	1	Rp. 8,000
5	999	4 Total	Rp. 27,000	1	Rp. 27,000

Figure 13: report view

Blackbox Testing

Blackbox testing is a testing method used to evaluate whether the system is running according to the set specifications. This test focuses on the functional aspects of the system, i.e. assessing whether the available features are functioning properly before the system is widely implemented (Abdillah et al., 2023). To test the system, a minimum device is required, namely a laptop with windows 10, 4GB of RAM, and a browser such as Google Chrome. The test results are presented in Table 1.

Table 1: Pengujian Blackbox testing

Test scenarios	Test cases	Expected results	Status
Bread menu	Click the bread menu button	The system goes to the bread menu	Valid
	Click the cart icon	The selected bread goes to the basket and a notification appears	Valid
Menu fencing	Click the ice cream menu button	The system goes to the ice cream menu	Valid
	Click the cart icon	The selected ice cream goes to the cart and a notification appears	Valid

Test scenarios	Test cases	Expected results	Status
Other menus	Click on the more menu button	System to other menus	Valid
	Click the cart icon	The other menu that is selected goes to the cart and a notification appears that it is in	Valid
Contact Now	Click the contact menu button	The system goes to the contacts	Valid
Payment cart	Interactive <i>maps</i>	The system displays <i>maps</i> around	Valid
	Click the cart button	System entry to order details	Valid
	Add and subtract purchase options	System adds or decreases purchase options	
	Filling in <i>customer details</i>	The checkout system is inactive if it is not filled in	Valid
	Click the checkout button	The system will go to the payment	Valid
	Click I've paid	The system will head to <i>WhatsApp</i> for payment confirmation	Valid
Login	Click close	The system will return to the initial menu	Valid
	Enter only your email or password, click login	The system rejects the request and displays an email notification or password must be filled in	Valid
	Enter the wrong email or password, click login	The system declines the request and displays a notification that the email or password is incorrect	Valid
Logout	Enter your email or password correctly, click login	The system accepts the request and the user logs in to the dashboard page	Valid
	Click the login button from the dashboard for admin	Session ends and returns to the login page	Valid
Sales	Click the sign-out button from sales for employees	Session ends and returns to the login page	Valid
	Click the search button, then select the menu	The menu appears the product name, category, unit, price, and <i>quantity</i>	Valid
	Click the add button	Menu appears in sales transactions	Valid
	Click the reset button	The menu in the sales transaction will be reset	Valid
	Click on the payment button	The menu will display the payment transaction	Valid
Master data	Click the <i>save</i> transaction button	A successful transaction appears to be saved	Valid
	Product click	Displaying products	Valid
	Click Category	Show categories	Valid
	Click units	Display units	Valid
Reports	Click user	Display user	Valid
	Click the daily report	View daily report details	Valid
	Click the monthly report	View monthly report details	Valid
	Click annual report	View the details of the annual report	Valid

System Usability Scale (SUS)

System Usability Scale (SUS) is a simple and effective usability evaluation method in measuring user perception of system usability (Asrori et al., 2024). The results of the SUS test

are divided into 3 parts: Not Acceptable, Marginal and Acceptable. For the SUS score assessment category, it can be seen in figure 14.

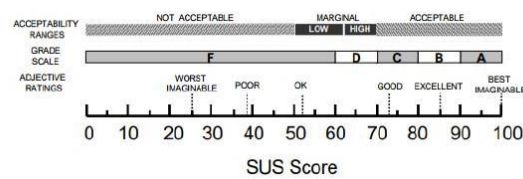


Figure 14: SUS score assessment

The System Usability Scale (SUS) testing stage has been carried out by involving 25 respondents with ten questions starting from the answer scale of Strongly Disagree (score 1) to Strongly Agree (score 5). In the process of calculating the score to calculate odd questions is calculated by subtracting the answer by 1 from the respondent's answer, while for even numbers it is obtained by subtracting the answer by 5. Furthermore, the score of each question will be added up and then multiplied by 2.5 to get the SUS score. The processing of SUS results is calculated using the formula $x = \sum x / n$, where x is the average score, is the total total SUS score and is the sum of the respondents. $\sum xn$ For a list of SUS question tables and SUS test calculation results, please see tables 2 and 3

Table 2: System Usability Scale (SUS) question list

Yes	Questions
1	I can understand the look of this website easily
2	I am having difficulty finding the product I want
3	Product information (name, price, and image) is clearly presented and easy to understand
4	I find it difficult to add products to cart
5	I can see the contents of the shopping cart easily
6	The checkout process on this website feels complicated
7	I can understand the payment method (QRIS) easily
8	This website is difficult to use on the device I am using
9	I can easily switch to other menus when shopping
10	Overall, the website is easy to use

Table 3: System Usability Scale (SUS) test results

Questions										Quantity	Total x 2.5
1	2	3	4	5	6	7	8	9	10		
4	3	4	3	4	3	4	3	4	1	33	82,5
3	3	4	3	3	3	4	3	3	0	29	72,5
3	3	4	3	4	3	4	3	3	0	30	75
4	3	4	3	4	3	4	3	4	0	32	80
3	3	3	3	4	3	4	3	3	1	30	75
4	4	4	3	4	3	4	4	4	0	34	85
4	4	4	3	4	3	4	4	4	0	34	85
3	3	4	3	3	3	4	3	3	0	29	72,5
3	3	4	3	3	3	4	3	3	0	29	72,5
3	3	3	3	4	3	4	3	3	0	29	72,5
4	4	4	3	4	3	4	3	4	0	33	82,5

Questions										Quantity	Total x 2.5
1	2	3	4	5	6	7	8	9	10		
3	3	4	3	3	3	4	3	3	0	29	72,5
4	4	4	3	4	3	4	4	4	0	34	85
3	3	3	3	4	3	4	3	3	1	30	75
3	3	4	3	3	3	4	3	3	1	30	75
4	3	4	3	4	3	4	3	4	0	32	80
4	3	4	3	4	3	4	3	4	0	32	80
4	3	4	4	4	2	4	3	4	0	32	80
3	3	3	3	4	3	4	3	3	0	29	72,5
4	3	4	4	4	3	4	3	4	0	33	82,5
4	4	4	3	4	3	4	4	3	1	34	85
3	3	4	3	3	3	4	3	3	1	30	75
3	3	4	3	4	3	4	3	3	1	31	77,5
4	3	4	3	4	3	4	3	4	0	32	80
4	2	3	4	4	2	4	4	4	1	32	80
Quantity										782	1955
Average											78,2

Table 3 is the result of the SUS test with an average result of 78.2. The value is included in the category of "Good" and is acceptable as seen in figure 14. This indicates that the digital payment-based order information system at the Baker Old Asem Baris outlet can be accepted by users.

CONCLUSION

The research concluded that the development of a digital payment-based ordering information system at Baker Old Asem Baris Outlet successfully provided a solution to overcome limitations in conventional ordering and transaction processes. The developed system integrated product catalog management, online ordering, digital payment facilities, transaction monitoring, and sales reporting features within a single web-based platform. The implementation of the Research and Development (R&D) method using the Waterfall model enabled systematic system development through requirement analysis, design, implementation, testing, and maintenance stages. Based on black-box testing results, all functional features operated according to the expected specifications, indicating that the system effectively supported ordering, payment, sales management, and reporting activities. Furthermore, usability evaluation using the System Usability Scale (SUS) involving 25 respondents produced an average score of 78.2, which was categorized as acceptable, demonstrating that users perceived the system as easy to use and beneficial for supporting business activities. Therefore, the developed information system contributed to improving operational efficiency, reducing transaction errors, accelerating customer services, and supporting the digital transformation of small-scale culinary businesses.

Future research should focus on further system development by expanding platform capabilities through the integration of advanced technologies and broader business management features. Future studies may consider developing mobile-based applications to improve accessibility, integrating artificial intelligence for personalized product recommendations, implementing inventory management systems, and utilizing data analytics

to support sales forecasting and strategic decision-making. In addition, future research may involve larger numbers of users and different types of culinary MSMEs to evaluate system effectiveness across diverse business contexts. Improvements in security features, payment flexibility, and customer relationship management functions should also be explored to ensure that digital ordering systems continue to adapt to evolving consumer needs and contribute to sustainable MSME growth in the digital economy era.

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