

INTISARI

Penelitian ini berjudul "Pengembangan Sistem Pemesanan Menu Berbasis Web dengan Fitur Rekomendasi pada *Cafe Kopi Naki Cepogo*". Tujuan penelitian ini adalah merancang dan membangun sistem pemesanan mandiri untuk mengatasi antrean panjang dan meminimalkan kesalahan pencatatan pesanan manual di *Cafe*. Batasan variabel dalam penelitian ini meliputi sistem pemesanan web berbasis *QR Code*, integrasi metode pembayaran digital, serta penerapan *Algoritma Apriori* untuk menghasilkan rekomendasi menu tambahan. Metode analisis yang digunakan mencakup analisis SWOT untuk memetakan kebutuhan operasional, serta metode *Rapid Application Development* (RAD) dalam tahapan pengembangan perangkat lunaknya. Hasil penelitian dan pembahasan menunjukkan bahwa sistem pemesanan berbasis web berhasil dikembangkan secara responsif menggunakan framework Laravel. Penerapan *Algoritma Apriori* terbukti mampu memberikan saran menu rekomendasi secara otomatis berdasarkan histori pola kombinasi pesanan pengunjung. Hal ini dibuktikan melalui kesesuaian hasil antara perhitungan manual dan kalkulasi sistem, di mana kombinasi menu tertinggi memperoleh nilai *Support* 33,33%, *Confidence* 83,33%, dan *Lift Ratio* 1,79 atau dalam Kategori Kuat. Pengujian fungsionalitas sistem menggunakan metode *Black Box Testing* juga menunjukkan persentase keberhasilan 100% pada seluruh fitur untuk level hak akses Admin, Kasir, dan Pelanggan tanpa adanya kendala. Kesimpulan dari penelitian ini adalah sistem pemesanan menu dan pembayaran digital berbasis web yang dikembangkan telah teruji kelayakannya dan siap diimplementasikan untuk meningkatkan efisiensi pelayanan di *Cafe Kopi Naki Cepogo*. Berdasarkan hasil pengujian tingkat kebergunaan menggunakan kuesioner *System Usability Scale* (SUS) yang melibatkan 36 responden, sistem ini memperoleh skor akhir sebesar 80,8. Angka tersebut masuk ke dalam kategori *Good*, yang merepresentasikan bahwa aplikasi ini sangat mudah digunakan, responsif, dan memuaskan bagi pengguna.

Kata kunci: *Algoritma Apriori*, Pemesanan Menu, *Rapid Application Development*, *System Usability Scale*, Website.

ABSTRACT

This research is entitled "Development of a Web-Based Menu Ordering System with a Recommendation Feature at Cafe Kopi Naki Cepogo". The purpose of this research is to design and build a self-service ordering system to overcome long queues and minimize manual order recording errors in the Cafe. The variable boundaries in this research include a QR Code-based web ordering system, digital payment method integration, and the application of the Apriori Algorithm to generate additional menu recommendations. The analysis methods used include SWOT analysis to map operational needs, as well as the Rapid Application Development (RAD) method in its software development stages. The results and discussion show that the web-based ordering system has been successfully developed responsively using the Laravel framework. The application of the Apriori Algorithm is proven to be able to provide automatic menu recommendations (cross-selling) based on the historical patterns of visitor order combinations. This is evidenced by the conformity of the results between manual calculations and system calculations, where the highest menu combination obtained a Support value of 33.33%, Confidence of 83.33%, and a Lift Ratio of 1.79, which falls into the Strong Category. System functionality testing using the Black Box Testing method also showed a 100% success rate on all features for the access right levels of Admin, Cashier, and Customer without any issues. The conclusion of this research is that the developed web-based menu ordering and digital payment system has been tested for its feasibility and is ready to be implemented to improve service efficiency at Cafe Kopi Naki Cepogo. Based on the usability testing results using the System Usability Scale (SUS) questionnaire involving 36 respondents, this system obtained a final score of 80.8. This score falls into the good category, which represents that this application is highly usable, responsive, and satisfying for end users.

Keywords: Apriori Algorithm, Menu Ordering, Rapid Application Development, System Usability Scale, Website.