

ANALYSIS OF "JUANG TECH" ONLINE ORDERING APPLICATION USING QR CODE IN COFFEE SHOP IN BIREUEN REGENCY, ACEH

By

T. Irfan Fajri^{1*}, Muazziss Najmi²

¹Universitas Islam Kebangsaan Indonesia, Indonesia

²Universitas Muhammadiyah Mahakarya Aceh, Indonesia

Email: ¹teukuirfanfajri.sister@gmail.com, ²muazzissnajmi@gmail.com

Article History:

Received: 07-04-2024

Revised: 15-04-2024

Accepted: 10-05-2024

Keywords:

QR Code, Coffee Shop, Qriviti

Abstract: The aim of this research is to analyze "Juang Tech" online ordering application using QR Code in Coffee Shop in Bireuen Regency, Aceh. The method used in this research uses descriptive qualitative methods. The research results show that Qriviti provides a more complete point of sale system that can be accessed via smartphone, tablet and personal computer. By using the available point of sale applications, cafe or restaurant owners can easily manage transaction processes, sales recording, stock management, and financial reports from any device chosen. The business to business offering includes integration of a QR Code based ordering system and advanced point of sale solutions with existing operations in restaurants, cafes, and other eating places. Digital marketing strategies are key for Qriviti in expanding the reach and strengthening brand awareness. Through the use of social media, search engine optimization, relevant content, segmented email campaigns, and collaboration with influencers

INTRODUCTION

Smartphone use has experienced a significant increase in recent years. Smartphones are not only a means of communication, but also a means of quick and easy access to information. With smartphones, users can easily access various information, such as the latest news, social media and other online services. The wider availability of the internet and more affordable smartphone prices have encouraged people to adopt this technology as part of their lifestyle.

In Aceh, the growth of coffee shops, cafes, and restaurants has also increased significantly. The increasing number of coffee shops, cafes, and restaurants popping up shows a trend of increasing public interest in visiting these places to relax, hang out with friends or work. This growth can be an important indicator in showing changes in the lifestyle and social habits of the Acehnese people.

In the context of increasingly tight competition among cafes and restaurants, entrepreneurs are required to improve their services. Customers are not only looking for

delicious food and drinks, but also a pleasant experience and quality service. Therefore, entrepreneurs must try to improve services as much as possible to retain and attract more customers (Kotler, 2001).

However, many cafes and restaurants in Aceh still face problems in order management. The order process is still manual and unstructured, making menu management difficult and less flexible. Menu changes or adding new items become complicated and time consuming. Apart from that, the money inflow and outflow system at the cashier is still messy because it uses manual paper receipts, which can cause confusion and errors in financial recording.

Not only that, in the context of the COVID-19 pandemic, safety and cleanliness are important aspects that cafes and restaurants in Aceh must pay attention to. Visitors must feel safe and comfortable when visiting these places. Strict hygiene protocols and preventative measures must be properly implemented to protect the health of customers and staff.

In order to face challenges and competition in this digital era, cafes, and restaurants in Aceh need to innovate and utilize technology to improve the efficiency and quality of their services.

Order management systems are usually often used to automate service processes in a business that always has quite large orders every day (Sumarwan, 2015). That way, the work process will be greatly helped, efficiency, and accuracy will also increase.

The use of a structured and automated order management system can help overcome existing obstacles, while the use of more sophisticated payment technology can increase the speed and accuracy in the cashier's cash flow. Apart from that, serious attention to safety and cleanliness will be an added value in building customer trust during this pandemic.

The aim of this research is to analyze "Juang Tech" Online Ordering Application Using QR Code in Coffee Shop in Bireuen Regency, Aceh.

RESEARCH METHODS

The method used in this research uses descriptive qualitative methods. Qualitative is a research method used to examine a natural object (Alimuddin et al., 2023; Pandiangan et al., 2023). The object in qualitative research is a natural object, as it is, in a normal situation that is not manipulated either by circumstances or conditions, so this method is called descriptive, which is a method that aims to describe the problem as it is (Pandiangan, 2024; Yoppy et al., 2023). The descriptive method is a method for researching the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present. The aim of this descriptive research is to create systematic, factual, and accurate descriptions, images, or paintings regarding the properties, facts, and relationships between the phenomena being investigated. The descriptive method is a search for facts with appropriate interpretation. This research studies problems in society, as well as the procedures that apply in society and certain situations, including relationships, activities, attitudes, views, as well as ongoing processes and the influences of a phenomenon (Pandiangan et al., 2024; Tambunan et al., 2024).

RESULT AND DISCUSSION

About Qriviti

Food ordering system services that use QR Code technology and integration with point of sale systems provide convenience and efficiency in cafe and restaurant operations. With this system, customers can easily order food and drinks using their smartphones by scanning the QR Code available on the table or menu. This eliminates the need to take orders manually and reduces the potential for errors in recording orders.

Integration with the point of sale system allows orders received via QR Code to be sent directly to the kitchen and recorded automatically in the system. This speeds up the order processing process and reduces customer waiting time. Apart from that, the point of sale system also manages the flow of money in and out in a structured manner, replacing the use of manual paper receipts which are prone to errors and the complexity of recording.

Another advantage of this ordering system service is the flexibility in updating the menu. Cafe and restaurant owners can easily update and change menus in real time through the system, without the need to reprint or make manual changes to the physical menu. This allows for more dynamic menu variations, the addition of new items, or the removal of items that are no longer available, which can provide a fresh experience for customers.

With a QR Code based food ordering system service and integration with point of sale systems, cafes and restaurants can increase their operational efficiency, reduce errors in recording orders, and provide a smoother and more comfortable experience for customers. In addition, the use of this technology also supports hygiene and safety efforts in the context of the COVID-19 pandemic, by reducing physical contact and minimizing the risk of spreading the virus through touch which often occurs during the traditional food ordering process.

Product Features

The Qriviti application for customers can be accessed via iOS and Android. One of the features provided is the ability for users to browse a list of partner restaurants, view more interactive menus, and place orders online. In addition, this application is also equipped with a bell feature that allows users to call the waiter remotely, providing extra convenience in the restaurant dining experience.

Figure 1. QR Code



Each of partner restaurant tables is equipped with a unique QR Code, allowing customers to easily scan it using their smartphone camera. This QR Code connects customers directly to the integrated food ordering system, allowing to browse the menu, select order, and have it delivered directly to the kitchen. This way, customers can enjoy a more efficient, fast, and contact-free experience when ordering food at partner restaurants.

Figure 2. Point of Sale



Qriviti provides a more complete point of sale system that can be accessed via smartphone, tablet and personal computer. By using the available point of sale applications, cafe or restaurant owners can easily manage transaction processes, sales recording, stock management, and financial reports from any device chosen. With this flexible access, business owners can monitor their operations in real-time, even when they are away, making it possible to make faster and more effective decisions. These advantages provide convenience and efficiency in managing food and beverage businesses, as well as allowing easy adaptation to the device that best suits the user's needs.

In addition, the point of sale system offered is also equipped with features that can increase operational efficiency, such as integrated inventory management, real-time sales tracking, integration with electronic payment systems, and the ability to manage special promotions or discounts. By utilizing this technology, cafes and restaurants can increase productivity, reduce errors in recording, and provide a better experience for customers through a faster and more efficient payment process.

Qriviti provides integration with WhatsApp services for customers and admins, which allows restaurant and cafe owners to receive real time transaction notifications via the WhatsApp bot service. With this feature, business owners can easily monitor and manage orders, confirm payments, and provide immediate feedback to customers through this popular and easily accessible platform. Integration with WhatsApp services provides better connectivity between business owners, admins, and customers, strengthening communication and providing a more interactive and responsive experience in managing orders and services.

Target Market

The main core of Qriviti's sales lies in the business to business sector. Qriviti specializes in providing comprehensive solutions and services tailored to business needs. The business to business offering includes integration of a QR Code based ordering system and advanced point of sale solutions with existing operations in restaurants, cafes, and other eating places. By working with business to business clients, Qriviti aim to increase operational efficiency, simplify the ordering process, and increase customer satisfaction. A focus on business to business sales makes it possible to meet the unique needs of businesses, provide leading technology, and empower them to thrive in the competitive food service industry.

Figure 3. Restaurant or Cafe



Marketing Strategy

1. Digital Marketing Strategy

Digital marketing strategies are key for Qriviti in expanding the reach and strengthening brand awareness. Through the use of social media, search engine optimization, relevant content, segmented email campaigns, and collaboration with influencers. Qriviti can reach a wider audience, build credibility and gain the trust of potential customers. Thus, the digital marketing strategy will become a strong foundation in developing and promoting Qriviti's innovative services and solutions in the business to business market.

2. Collaboration with Potential Customers and Business Community Collaboration with partners who have the same loyal user base as Qriviti's target market. So it can help increase awareness about Qriviti and expand marketing reach.

3. Conduct Competitor Research

Conducting competitor research is an important step for Qriviti in identifying and understanding competitors' strengths, weaknesses, and strategies in the market. By

conducting careful research, Qriviti can gather information about the products, services, and marketing approaches used by their competitors. This allows Qriviti to identify the competitive advantages it can offer, as well as discover opportunities that competitors are not yet exploiting. With these insights, Qriviti can develop more effective marketing and product development strategies, take appropriate steps to differentiate itself from competitors and respond to market changes more quickly and efficiently.

4. Direct Prospecting and Selling

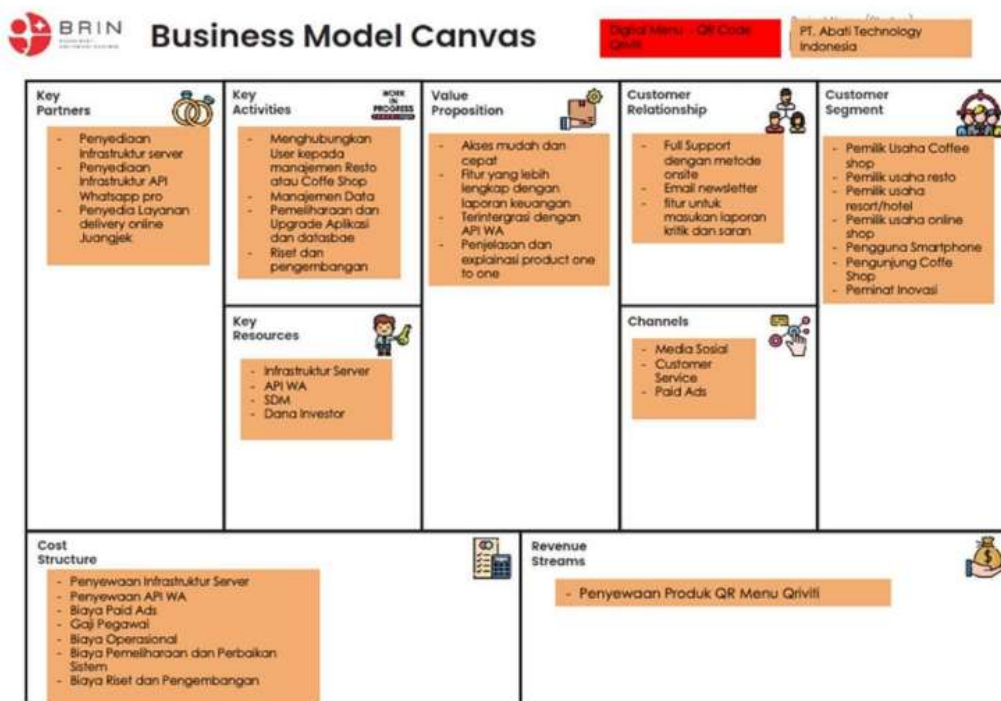
Conduct cold calling, cold emailing, and cold contacting through database marketing. As well as carrying out product development based on customer input.

Service Price

The service fee is Rp1,000/receipt or transaction, several considerations in determining the price:

1. Review the market price, each competitor offers varying prices, some are 3% of the transaction, some use a monthly rental system but with an annual contract, there are also those who offer a price of 1% of the transaction with a payment system that is held for a week before the funds are disbursed. using the payment merchant provided by the service.
2. Market segmentation, the target customer profile is people with middle economic income.
3. Production costs consist of graphic design costs, QR Code development, maintenance and renewal costs, etc.
4. The prices listed are still in the test price stage, and it is likely that prices will adapt over time.

Business Model Canvas



CONCLUSION AND SUGGESTION

The research results show that Qriviti provides a more complete point of sale system that can be accessed via smartphone, tablet and personal computer. By using the available point of sale applications, cafe or restaurant owners can easily manage transaction processes, sales recording, stock management, and financial reports from any device chosen. The business to business offering includes integration of a QR Code based ordering system and advanced point of sale solutions with existing operations in restaurants, cafes, and other eating places. Digital marketing strategies are key for Qriviti in expanding the reach and strengthening brand awareness. Through the use of social media, search engine optimization, relevant content, segmented email campaigns, and collaboration with influencers.

Qriviti is committed to continuing to develop innovative solutions, improving customer experience, and being a reliable partner for businesses in the food and beverage sector. By focusing on collaboration with customers and the business community, as well as through thorough competitor analysis, Qriviti is ready to face existing challenges and explore new opportunities in the market. In an effort to provide significant added value for customers, Qriviti continues to strive to be a leader in this industry and become a reliable and trusted partner for businesses in the face of intense competition.

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