PENGUJIAN *USABILITY* PADA APLIKASI RE-FOOD UNTUK MENINGKATKAN KUALITAS PELAYANAN DAN PENYAJIAN PRODUK MELALUI SISTEM REKAP ORDER OTOMATIS

Amalia Fitria Dewi
Program Studi Teknik Informatika PSDKU Nganjuk
Jurusan Teknologi Informasi
Email: E41210718@student.polije.ac.id

ABSTRACT

Amid the COVID-19 pandemic, restaurants face significant challenges adapting to digital food sales due to social distancing policies. Many restaurants, having never implemented a digital ordering system, incurred substantial losses, prompting them to learn online order management. Additionally, further challenges arose from the use of third-party delivery platforms, which often increase prices as service fees, thereby disadvantaging both restaurant owners and customers. As a solution, the Re-Food system, utilizing WhatsApp Business, was proposed and developed to connect restaurants directly with customers, enabling more effective and efficient communication and order management.

To enhance this system, the Unmoderate Usability Testing method was applied, facilitating user interaction analysis with the system in a real environment, uninfluenced by a moderator. This testing is crucial as it provides a more honest and accurate depiction of how the system operates and how users interact with its various features. It is anticipated that this testing will identify and rectify any interface issues that may trouble users and improve the system's response time. The ultimate goal is to create an intuitive and responsive system design that meets the daily needs of both customers and restaurant owners, making the Re-Food system an optimal solution for digital food ordering.

Keywords: COVID-19, digital food sales, online order management, third-party delivery platforms, Re-Food system, Unmoderate Usability Testing, user interaction, customer satisfaction.