

ABSTRACT

The number of culinary business such as restaurants and cafes are developing rapidly in Bandung city. This is also supported by the needs of self-socialization in teen's relationships which commonly hang out to restaurants and cafes. The quality of service and food contribute a significant influence on customer satisfaction. Most restaurants or cafes still use manual systems in ordering food such as by queuing directly in front of the cashier or waiting for the waiter. Along with time the development of technology and information in culinary industry in Indonesia is increasingly very fast and rapid. One of the developing technologies is self-ordering services found in middle-class restaurants such as fast food restaurants. However, this technology is difficult to apply by MSME restaurants due to high development costs. The application of EatAja is an alternative to ordering food on the spot via QR Code that can be implemented by MSME restaurants which require an affordable implementation cost. The method used for developing the EatAja application was user-centered design and the method used to evaluate the design was the system usability scale (SUS). Based on this evaluation, design recommendations were generated in order to implement the EatAja application. The evaluation results obtained a SUS score of 84 with grade B which has excellent ratings. This result indicate that the implementation of QR Codes might improve the customer experience when ordering food on the spot, therefore it fulfil the necessity of users.

Keywords: *User interface, User Experience, QR Code, user-centered design, system usability scale*