

## ***ABSTRACT***

This research implements a *website*-based self-service technology for ordering and payment purposes for customers at tenants or restaurants in the Hallway Space area using the prototype method. The objective of this research is to design a platform in the form of a *website* that facilitates customers in making reservations and payments. The research methodology used is quantitative with data collection through interviews. Implementation is carried out using the prototype method, and testing is conducted with usability testing and User Acceptance Testing (UAT). The research findings show that this self-service *website* receives positive evaluations from customers, with a Usability score of 88.2%, and the UAT results indicate that all tested criteria are well-received, demonstrating that the platform functions effectively and meets customer needs.

Through the utilization of self-service technology in restaurants, customers can make reservations and payments more easily, avoiding long queues, and reducing reliance on staff. The *website* platform is expected to provide a solution to enhance customer satisfaction and improve the performance of processes in tenants or restaurants. Furthermore, by optimizing features and expanding usability, this platform can contribute further to supporting micro, small, and medium-sized enterprises (MSMEs) in the food and beverages sector. The use of self-service technology *websites* at tenants or restaurants in the Hallway Space represents an innovative step in enhancing customer experiences and providing benefits to business owners.

Keywords - ***website*, self-service technology, reservation, payment, tenant.**