ABSTRACT

The rapid development of technology demands businesses, especially Food and Beverages or restaurant-related Micro, Small, and Medium-sized Enterprises (MSMEs), to enhance their quality and competitiveness. This also applies to the tenants or restaurants located in the Hallway Space, a creative space where various MSMEs gather. However, many tenants still use manual transaction management methods, leading to various issues such as recording errors and difficulties in the ordering process. Therefore, this research aims to implement a website-based Self-Service Technology (SST) as a solution to improve the efficiency and quality of business processes for the tenants in the Hallway Space area.

The research utilizes the prototype method by collecting data through quantitative research and testing the application through usability testing and user acceptance testing (UAT). The results from usability testing show a usability score of 86.8%, and the UAT results on nine criteria indicate that this website application has achieved good quality and is well-accepted by end-users. The application can help address payment issues arising from customer errors or fraud.

It is expected that the implementation of this website-based SST application will provide significant benefits in improving the quality of business processes and user experience for the tenants in the Hallway Space area. Additionally, this research can contribute to the development of self-service technology in other business environments. Through the use of more efficient and independent technology, the tenants in the Hallway Space can effectively compete in an increasingly competitive business era.

*Keywords - **website, self-service technology, transaction management***