

## ***ABSTRACT***

*In the digitalization era, businesses must quickly adapt to technological changes to maintain their competitiveness. Rasa Kopi, a coffee shop, faces similar challenges with intense competition in the beverage industry. This research aims to develop a website-based e-commerce platform using the iterative incremental method. This method involves developing the system in stages, with each iteration delivering feature enhancements that can be tested and refined based on user feedbacks. The research results show that implementing a website-based e-commerce system can reduce customer wait times, improve order accuracy, and facilitate customer access to product and promotion information. Analysis of survey results indicates a 22.4% increase in customer satisfaction after the system was implemented. The conclusion of this research is that the appropriate application of information technology can significantly enhance operational efficiency and business competitiveness. This research provides practical contributions for coffee shop entrepreneurs in improving service quality through technology, as well as academic contributions in developing the iterative incremental methodology for e-commerce applications.*

*Keywords—e-commerce, information system, iterative incremental, technology*