

ABSTRACT

This final project aims to address operational challenges in the food & beverage and retail sectors, particularly at Ngolab, which include manual transaction recording using Excel, miscommunication between the cashier and the kitchen, and non-real-time financial reporting. The study employs a case study method with a direct observation approach and documentation of business processes. The implemented solution includes digitalizing the ordering system, integrating a Point of Sale (POS) system with cashier functionalities, and developing automated reporting. The implementation results indicate increased transaction efficiency, improved data accuracy, and enhanced customer service quality. Testing carried out using the Maze platform demonstrated a 100% success rate and a high user-friendly rating by cashiers, with transaction times reduced to an average of 30 seconds per order. Therefore, the digitalization of the POS system can be considered an effective solution to support better operational management and more accurate business decision-making.

Keywords: Point of Sale, digital transformation, F&B startups, operational efficiency