
Optimizing Food Business Operations Through Web-Based Systems: The Case of Bakso Bytes

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Abstract

The food and beverage industry faces numerous operational challenges that require innovative solutions to ensure sustainability and growth in an increasingly competitive environment. In this context, web-based systems have emerged as a technological solution with the potential to optimize operations, improve customer satisfaction, and expand market reach. This study aims to develop a web-based system, Bakso Bytes, specifically designed to assist food businesses in managing order operations and enhancing user experience through efficient and innovative order processing. The research employs a system development approach, focusing on the phases of planning, design, development, testing, and feedback, guided by the Agile methodology. The study integrates user needs analysis, intuitive user interface (UI/UX) design, and order processing technologies to develop a system that meets the operational requirements of food and beverage businesses. The findings indicate that Bakso Bytes not only accelerates the order processing workflow but also provides customers with the convenience of making quick and efficient reservations. Furthermore, the research highlights that web-based systems like Bakso Bytes can minimize delays in order processing and help business owners manage inventory and customer feedback more effectively. However, challenges such as data security risks and the ability to accommodate increasing user demand were identified as critical aspects requiring attention in this solution. Overall, this study demonstrates the immense potential of web based systems in enhancing operational scalability and efficiency within the food and beverage industry. Through this research, Bakso Bytes is expected to serve as a model for other businesses in embracing digital transformation to ensure sustainability and competitiveness in a rapidly evolving market.

Keywords : *Web based system; Ordering system; inventory*
