

## **ABSTRACT**

*The rapid development of information technology, especially the internet, has made it easier for the public to access various types of information, including marketing and sales. This indicates a significant potential for utilizing digital technology to support businesses. Rasa Kopi coffee shop faces challenges in improving customer service due to the lack of a digital and efficient reservation system. This research aims to develop a web-based e-commerce application equipped with reservation and admin modules to enhance service at Rasa Kopi coffee shop. The system is expected to facilitate customers in making reservations and assist the shop owner in making better strategic decisions. The research method used is the Iterative Incremental method. In this method, the application development is carried out gradually by adapting the input and feedback received from users. Testing was conducted using Usability Testing and the System Usability Scale (SUS) to assess the effectiveness and efficiency of the developed system. The test results indicate that this web-based e-commerce application is capable of increasing customer satisfaction, as evidenced by an SUS score reaching 80%, demonstrating that the application is easy to use and efficient.*

*Keywords— E-commerce, Iterative Incremental, Reservasi, Website*