ABSTRACT

In an era of technological advancement, humans can exchange information quickly, even at distances. The Internet, as a result of the development of information technology, has become a repository of data and information needed by societies from various fields, including. The use of the website as a marketing, sales, and business service medium is becoming increasingly popular due to its low cost, ease of access, and time efficiency. According to data from the Directorate of Financial Statistics (2022), 66.48% of Indonesians have accessed the Internet by 2022, reflecting the openness of information and public acceptance of technology. However, with increasing Internet users, business competition, especially in the Food & Beverages industry, is becoming more stringent, especially for Coffee Shops.

The research aims to develop a web-based payment module on an e-commerce system for Rasa Kopi coffee shops. These modules are designed using incremental iterative methods to ensure that each iteration produces a significant improvement in terms of functionality and Customer satisfaction. The use of in the development of this system is expected to improve the quality of Customer interaction as well as optimize payment management.

The test results showed that the System Usability Scale (SUS) value on the first iteration was 73.5%. After the second implementation, the SUS value increased to 89.5%, which means there was an increase of approximately 21.69% in user satisfaction with the system. The payment system developed can improve the efficiency of transactions, reduce the waiting in the cashier, and overall improve the Customer experience.

Keywords— ***e-commerce, iterative incremental, payment module***