

## ABSTRACT

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*In the competitive coffee industry, efficiency and ease of ordering are critical factors in providing a satisfying customer experience. A Self Service Menu Ordering Information System using a website-based QR Code has emerged as an innovative solution to meet these needs, especially in busy cafe environments. This study examines the implementation of this system in coffee shops, allowing customers to access menus, order food and drinks, and pay via their own mobile devices. QR codes placed on coffee shop Tables connect customers to the ordering website, opening access to a complete and informative menu list. With just a few clicks on your phone screen, you can order food without waiting for the waiter. Apart from providing benefits for customers, this system also helps coffee shop owners manage orders more easily. Real-time data about customer orders and preferences can help optimize menu delivery and ensure customers receive more personalized service.*

*Keywords: Coffee Shop, Ordering, QR Code, Self-Service Website.*