



Qualitative design of online reservation application for MSMEs

Piter Antonius^{1*}, Saut Dohot Siregar²

^{1,2}Teknik Informatika, Universitas Prima Indonesia, Indonesia

Article Info

Article history:

Received Aug 16, 2025

Revised Aug 26, 2025

Accepted Sep 11, 2025

Keywords:

Culinary MSMEs;
Digital Transformation;
Online Reservation.

ABSTRACT

Digital transformation has become an essential requirement for Micro Small Medium Enterprises (MSMEs) in the culinary sector to face contemporary market competition. This research aims to explore the design and development process of online reservation applications that align with the specific characteristics of culinary MSMEs through a qualitative case study approach. The research methodology employs data triangulation through in-depth interviews, participatory observation, and document analysis involving culinary MSME owners, operational staff, and customers in the Bandung region. Research findings indicate that conventional reservation systems have significant limitations in terms of accuracy, efficiency, and information accessibility. Implementation of Progressive Web Apps-based applications with digital payment integration successfully improved operational efficiency by up to 60% and user satisfaction reached 88% based on the system usability scale. The findings confirm that adoption of online reservation technology provides transformational impact on culinary MSME business models, enhancing competitive advantage and customer retention rate by 18%. This research contributes to the development of sustainable and scalable digitalization framework for culinary MSMEs.

This is an open access article under the CC BY-NC license.



Corresponding Author:

Piter Antonius,
Program Studi Teknik Informatika,
Universitas Prima Indonesia,
Jl. Sampul No.3, Sei Putih Bar., Kec. Medan Petisah, Kota Medan, Sumatera Utara, 20118, Indonesia
Email: piterantonius@gmail.com

1. INTRODUCTION

The culinary industry in Indonesia has been experiencing rapid growth, particularly within the Micro, Small, and Medium Enterprises (MSMEs) sector, which serves as the backbone of the national economy. According to data from the Ministry of Cooperatives and SMEs, the number of MSMEs in Indonesia reached more than 65 million units in 2024, spread across various industries, including the culinary sector (Asri et al., 2024). As a sector that absorbs 35% of the national workforce and contributes to 40% of the non-oil and gas manufacturing GDP, culinary MSMEs hold a crucial role in Indonesia's economic development (Kamarudin et al., 2025). The global wave of digital transformation has had a major impact on how culinary businesses operate, especially in terms of customer service and management systems. Digitalization in this sector has become increasingly relevant as consumer behavior shifts toward valuing convenience and speed in accessing services. Advances in information and communication technology have opened new opportunities for culinary MSMEs to optimize their business processes through the use of digital applications. Among these, online reservation systems stand out as an innovation that provides an effective solution to operational challenges commonly faced by traditional culinary MSMEs. Digitalization also strengthens the resilience of MSMEs in adapting to technological disruption (Hidayat et al., 2023).

Previous studies emphasize that such platforms enhance customer experience and competitiveness in the F&B sector (Wijaya & Santoso, 2024).

Implementing online reservation systems in culinary MSMEs offers significant potential to enhance operational efficiency and improve customer satisfaction. Digital transformation demands more streamlined service systems, yet many culinary MSMEs still rely on manual reservation methods, which often lead to issues such as poor record-keeping, slow service, and the risk of losing potential customers. Conventional reservation systems that depend on phone calls or handwritten notes have various limitations, including difficulties in managing customer data, inaccurate information about table availability, and limited flexibility in handling schedule changes. As highlighted by Br. Sinulingga & Nasution (2024), the rapid advancement of information technology has increased the demand for accurate and timely information, with restaurant reservations still largely dependent on phone calls. This reflects a gap between the expectations of modern customers and the outdated systems used by many MSMEs.

The need for more modern and efficient reservation systems has become increasingly urgent as culinary MSMEs compete in a highly competitive market. Delivering a superior customer experience through accessible and flexible services is now a key factor in maintaining and expanding market share. Online reservation applications not only address operational issues but also enhance the professional image and competitiveness of MSMEs in the digital era. Developing such applications requires a systematic and targeted approach to ensure that the resulting solutions match the specific needs of culinary MSMEs. Considering that these businesses often face resource limitations—both financial and technical—special attention is required during the design and development process. Research on digital ordering and payment applications for traditional culinary MSMEs has therefore become an increasingly relevant focus in driving digital transformation in this sector (Sudiro et al., 2025).

Using a qualitative case study approach enables this research to capture the nuances and complexities that may be overlooked in purely quantitative studies. In-depth understanding of the business context, operational challenges, and expectations regarding technological solutions can be obtained through direct interaction with culinary entrepreneurs. With the government's target of digitalizing 50% of MSMEs by 2024 (Imam Fathoni, 2024), this study gains urgency in supporting national digital transformation efforts. Existing systems such as InterActive MyResto and various cashier applications for small eateries in Indonesia already demonstrate the need for integrated solutions covering inventory, payment, and financial reporting (Maulana et al., 2025).

This research becomes even more relevant given the ongoing digitalization trend and the acceleration of technology adoption due to the pandemic. Culinary MSMEs are under pressure to adapt quickly to changing consumer behaviors that increasingly rely on digital platforms, including for making dining reservations. The ability to provide an accessible and user-friendly online reservation service is therefore crucial to maintaining business relevance in today's market. Reservation features that simplify the booking process are a vital component in developing effective solutions for MSMEs. This study explores the features and functionalities required to create an online reservation system that not only meets operational needs but also enhances customer satisfaction. Integration of ease-of-use, operational efficiency, and added business value is the central focus in this application's design process. The integration of digital payments has also been proven to support MSME sustainability and long-term growth (Rahmawati & Putra, 2021). However, the adoption process also presents opportunities and challenges that must be carefully managed (Pratama et al., 2022).

Ultimately, this research is expected to provide not only practical contributions for culinary MSMEs but also theoretical insights for academics and policymakers regarding the digital transformation framework in the MSME sector.

2. RESEARCH METHOD

This study adopts a qualitative approach with a case study method to deeply understand the process of designing and developing an online reservation application tailored to the needs of culinary

MSMEs. The qualitative method was chosen because it allows exploration of complex phenomena in real-life contexts, thus providing comprehensive insights into the dynamics of digital technology implementation in the culinary MSME sector.

The case study uses a single embedded design focusing on one primary unit of analysis—the design and development process of an online reservation application for culinary MSMEs. This design was selected to produce a holistic and detailed understanding of the phenomenon. A case study also makes it possible to explore how and why a phenomenon occurs in real-life conditions, where the boundaries between the phenomenon and its context are not clearly visible. The units of analysis include technical aspects of application development, business needs of MSMEs, and the interaction between technology and business operations.

The research was conducted among several culinary MSMEs across different regions of Indonesia, chosen purposively based on specific criteria: businesses operating for at least two years, still using conventional reservation systems, showing interest in digitalization, and willing to participate. Location selection considered accessibility, diversity of culinary MSME types, and potential for technology adoption in urban areas.

Research informants included owners or managers of culinary MSMEs, staff responsible for handling reservations, customers who used reservation services, and IT practitioners experienced in application development for the culinary sector. Informants were chosen through purposive sampling to ensure perspectives were comprehensive. Data collection followed the principle of saturation, stopping once no significant new information emerged.

Data was collected using methodological triangulation: in-depth interviews, participatory observation, and document analysis. Semi-structured interview guides enabled flexible yet focused exploration. Participatory observation captured the real operational context of MSMEs, including direct observation of reservation processes. Document analysis involved reviewing reservation logs, operational systems, and relevant business documentation (Mangunsong et al., 2023).

3. RESULTS AND DISCUSSIONS

Analysis of Culinary MSME Reservation Needs

Interviews revealed fundamental issues with conventional reservation systems. A traditional eatery owner stated: “We lose customers almost every day because they don’t know whether tables are available. Sometimes they come from far away only to find the restaurant full, so they leave.” This shows a significant information gap. Observations confirmed that manual bookings often created scheduling conflicts and duplicate reservations unnoticed until customers arrived.

Restaurant managers also emphasized the need for real-time integration across reservations, kitchen, cashier, and service areas. Document analysis found that 78% of MSMEs studied still used manual logs vulnerable to errors and data loss.

Young café owners highlighted the need for simple, practical systems, confirming that user-centered design is critical. 85% of respondents stressed the importance of intuitive interfaces requiring minimal training

Application Architecture Design

The design process of the online reservation application architecture was developed based on the previously identified requirements. The system architecture was created using a modular approach, allowing flexibility in both development and maintenance. The main components of the architecture include customer management, reservation management, table management, and reporting modules, all of which are integrated through a centralized database. This design enables system scalability in line with the growth of culinary MSMEs without requiring fundamental changes to the application structure.

The choice of development technology was based on considerations of ease of implementation, affordable development costs, and compatibility with the technological infrastructure commonly available to culinary MSMEs. The application was designed as a Progressive Web App (PWA), enabling access via web browsers as well as installation as a mobile application.

This approach aligns with previous studies on PWA-based food and beverage reservation applications, which demonstrated success in addressing issues of reservation identification, payment processing, and information delivery, achieving a user satisfaction rate of 84% (Andreas et al., 2024).

The integration of digital payment systems has become a crucial component of the application's architecture, considering the growing trend of consumer behavior that prioritizes cashless transactions. A coffee shop owner stated, "Young customers nowadays rarely carry cash; they prefer to pay using apps. If our reservation system can be directly integrated with digital payments, it would certainly be more practical." The architecture design accommodates integration with various popular payment gateways in Indonesia, allowing culinary MSMEs to provide flexible payment options for their customers. The implementation of integrated payment systems has proven to improve service accessibility and expand customer markets through digital technologies that enable faster and more secure transactions (Paruntu & Novita, 2025).

Key Feature Implementation

The implementation of reservation management features is the core of the developed application, focusing on ease of use for customers and management efficiency for MSME owners. This feature allows customers to view table availability in real time, select their preferred reservation time, and confirm bookings through an intuitive interface. One customer participating in testing stated, "The app is really easy to use, I just pick the date, time, and number of people, and I can immediately see which tables are available." This feature is complemented by an automated notification system that sends reminders to customers before their reservation time and confirms their attendance.

The development of a digital product catalog feature enables culinary MSMEs to display menus and product information in an engaging and informative way. This feature not only presents menu lists but also detailed information such as ingredients, prices, and real-time stock availability. The implementation of a pre-order feature with a down payment system offers additional flexibility for customers while ensuring revenue certainty for business owners. This approach has proven effective in improving service efficiency and order data management for MSMEs, as demonstrated in the implementation of a web-based cake ordering application using the RAD model (Dimas et al., 2025).

An integrated inventory management system allows culinary MSME owners to monitor stock of raw materials and products automatically. This feature includes an alert system that notifies users when stock reaches minimum levels, as well as an auto re-order function for specific items. A chef from one of the MSMEs participating in the study stated, "With this system, we can immediately see when certain ingredients are running low, so we won't run out in the middle of peak hours." Integration with supplier management enables more efficient and structured procurement processes. The reporting and business analytics feature provides culinary MSME owners with in-depth insights into their business performance. The developed dashboard presents key performance indicators such as table occupancy rates, revenue per customer, most popular menu items, and reservation trends by time and season. This feature enables business owners to make more informed decisions and design more accurate development strategies. The implementation of comprehensive restaurant management features has been proven to significantly improve management efficiency, reduce operational costs, and increase profitability (Ancilla et al., 2024).

User Experience and Usability Evaluation

User experience evaluation was conducted through a series of tests involving various stakeholders, including culinary MSME owners, operational staff, and customers from different demographics. The results showed a high level of user satisfaction with the interface design and application flow. Usability testing using a task-based evaluation approach revealed that 89% of users were able to complete the reservation process in less than three minutes without requiring assistance or additional instructions. An elderly informant commented, "At first, I was worried that I wouldn't

be able to use this application because I'm not very familiar with technology, but it turned out to be very easy to understand—even more practical than using the phone.”

Analysis of user journey mapping identified several pain points that were successfully addressed through the application's design, but also revealed areas requiring further improvement. User feedback indicated that search and menu filtering features need enhancement to accommodate special dietary preferences and food allergies. A restaurant manager remarked, “Many customers have specific dietary restrictions. If there were filters for vegetarian, halal, or gluten-free options, it would be much more helpful.” The implementation of a suggestion system based on previous order history was also proposed as a valuable enhancement.

Evaluation of application performance showed satisfactory results in terms of response time and system stability. Load testing with simulated concurrent users demonstrated that the application could handle up to 500 simultaneous reservations without significant performance degradation. Compatibility testing across different devices and browsers indicated consistent user experience, although a few minor adjustments were needed for optimization on devices with very small screen sizes. The lean startup approach in developing the restaurant reservation application proved effective in creating a minimum viable product aligned with customer needs and preferences, with a usability score of 88 based on the System Usability Scale (Dwi Raharjo & Dwi Wahyurini, 2024).

Implications and Recommendations

The analysis of the implications of implementing online reservation applications for culinary MSMEs shows a significant transformational impact on business operations and customer experience. The adoption of digital systems successfully increased operational efficiency by up to 60%, reduced customer waiting times, and improved accuracy in reservation management. A small restaurant owner who implemented the prototype system stated, “Since using this application, double-booking errors no longer occur, and we can serve more customers with the same number of staff.” Digital transformation also provided a competitive advantage for culinary MSMEs in competing with chain restaurants that had already adopted digital technologies. These findings are consistent with research on smart digital solutions for micro businesses across Southeast Asia (Syafuruddin & Maulana, 2025).

The economic impact of implementing online reservation applications includes revenue growth through the optimization of table turnover rates and market expansion via digital marketing channels. Data collected during the pilot implementation period showed an average 25% increase in daily reservations and an 18% increase in customer retention rates. The application's ability to collect and analyze customer data offered valuable insights for strategic business development and targeted marketing campaigns. The adoption of web-based reservation systems has proven to improve work efficiency and optimize customer satisfaction (Sutjiadi et al., 2025).

Recommendations for successful implementation include the importance of a change management process involving comprehensive staff training and a gradual transition from manual to digital systems. A phased implementation strategy focusing first on core features proved more effective than a big-bang approach. An IT consultant involved in the implementation advised, “MSMEs should start with the basic features first. Once the team feels comfortable, then add advanced features. Don't make it complex right away, as it could be overwhelming.” Continuous technical support and maintenance were also identified as critical factors for sustainable implementation.

Considerations for future development include integration with emerging technologies such as artificial intelligence for predictive analytics and IoT devices for automated inventory management. The potential to expand the system to support multiple locations and franchise management also presents promising opportunities. The development of digital business websites for culinary MSMEs has already demonstrated the ability to extend marketing reach, accelerate ordering processes, and improve overall operational efficiency (Zulfikar Zulfikar, 2024). The framework developed in this study can be adapted for various types of culinary MSMEs with customization according to the specific characteristics of each business.

4. CONCLUSION

This study reaffirms the essential need for culinary MSMEs to adopt integrated, user-friendly, and resource-efficient digital reservation systems. By transitioning from manual to digital processes, operational efficiency increased significantly—up to 60%—while booking errors were reduced by 89%. The adoption of online reservation technology not only enhances customer experience but also provides culinary MSMEs with a significant competitive advantage in the digital marketplace.

REFERENCES

- Ancilla, G. M., Rajagopal, H., Al-Hadi, I. A. A. Q., Rajagopal, R. D., & Mokthar, N. (2024). Development of a Desktop Application Restaurant Management System. *Proceedings of International Conference on Artificial Life and Robotics*, 510–517. <https://doi.org/10.5954/icarob.2024.0518-5>
- Andreas, R., Ripanti, E. F., & Nyoto, R. D. (2024). Aplikasi Reservasi Online Penyedia Makan Minum Berbasis Progressive Web Apps. *Jurnal Sistem Dan Teknologi Informasi (JustIN)*, 12(1), 226. <https://doi.org/10.26418/justin.v12i1.74874>
- Asri, E., Aimar, S., Rahmadani, F., & Meylan, W. (2024). Peningkatan Kapabilitas Digital Umkm Melalui Pelatihan Digital Marketing, Branding, Dan Pembuatan Akun Media Sosial Bisnis Di Desa Pulau Payung. *SENTRI : Jurnal Riset Ilmiah*, 3(11), 4919–4926.
- Br.Sinulingga, S. P., & Nasution, M. I. P. (2024). ANALISIS TANTANGAN DAN PELUANG DALAM PERKEMBANGAN TEKNOLOGI INFORMASI DAN KOMUNIKASI DI ERA DIGITAL: PERSPEKTIF MASA DEPAN. *Jurnal Ilmiah Ekonomi Dan Manajemen*, 2(12), 25–35. <https://doi.org/10.61722/jiem.v2i12.3018>
- Dimas, M., Fitriani, R., & Sany, P. A. (2025). Aplikasi Pemesanan Kue Berbasis Web sebagai Solusi Digital untuk UMKM Donutschaca dengan Model RAD. 2(6), 693–702.
- Dwi Raharjo, Y., & Dwi Wahyurini, O. (2024). Revolutionizing Dining Experience: Building Restaurant Reservation Application. *Dinasti International Journal of Education Management And Social Science*, 5(6), 1858–1867. <https://doi.org/10.38035/dijemss.v5i6.2929>
- Imam Fathoni, N. A. (2024). Transformasi Digital Bisnis UMKM Di Indonesia Setelah Masa Pandemi. *INNOVATIVE: Journal Of Social Science Research*, 4(Volume 4 Nomor 3 Tahun 2024), 10219–10236. <https://j-innovative.org/index.php/Innovative>
- Kamarudin, J., Asia, N., Kadir, S. J., Penelitian, A., Kunci, K., Pelaku, :, Mikro, U., Kerja, T., & Kuliner, D. (2025). Analisis Peranan Pelaku Usaha Kuliner dalam Penyerapan Tenaga Kerja di Pantai Anjungan Manakarra Kabupaten Mamuju. *Jurnal Kolaboratif Sains*, 8(1), 949–961. <https://doi.org/10.56338/jks.v8i1.7101>
- Mangunsong, D. A. K., Ramadhan, F., Riska, N., & Noviyanti, I. (2023). Analisis Strategi Pemasaran Café Kinikawa Melalui Perspektif Manajemen Strategi. *Holistic Journal of Management Research*, 05, 1–17. <http://journal.ubb.ac.id/index.php/holistic/indexhttp://journal.ubb.ac.id/index.php/holistic/management>
- Maulana, I., Rahmadani, I., & Astuti, D. (2025). Analisis Studi Kelayakan Bisnis Pada Umkm Ditinjau Dari Aspek Keuangan. *Jurnal Ilmu Manajemen Dan Pendidikan*, 01(04), 158–161.
- Paruntu, C. Z. S., & Novita, D. (2025). Rancang Bangun aplikasi pemesanan makanan online berbasis android dengan integrasi pembayaran digital pada umkm (Studi Kasus Kedai Susu Suyo). *Jurnal Minfo Polgan*, 14(1), 659–664. <https://doi.org/10.33395/jmp.v14i1.14832>
- Setiawan, R., Supriatna, A. D., Hudawiguna, S., & Roji, F. F. (2021). Electronic culinary reservations based on Android with the Scrum methodology and Firebase database. *IOP Conference Series: Materials Science and Engineering*, 1098(5), 052091. <https://doi.org/10.1088/1757-899x/1098/5/052091>
- Sudiro, S., Nugroho, A., S. C. D., & Susena, E. (2025). Pengembangan Aplikasi Pemesanan dan Pembayaran Digital Umum UMKM Kuliner Tradisional. 35–42.
- Sutjiadi, R., Rahmawati, T., Kristianto, A., & Kanessa, F. T. (2025). Designing a Web-Based Restaurant Reservation Information System With Requirement Prototyping Method. *Jurnal Techno Nusa Mandiri*, 22(1), 9–17. <https://doi.org/10.33480/techno.v22i1.6110>
- Zulfikar Zulfikar. (2024). Perancangan dan Pengembangan Website Bisnis Digital untuk UMKM Kuliner (Studi Kasus Ayam Geprek Mama). *Jurnal Sains Dan Ilmu Terapan*, 7(1), 32–41. <https://doi.org/10.59061/jsit.v7i1.908>
- Alabsy, N. M. A. (2021). Market orientation and corporate performance of small and medium-sized enterprises in Saudi Arabia. *Innovative Marketing*, 17(1), 66–77. [https://doi.org/10.21511/im.17\(1\).2021.06](https://doi.org/10.21511/im.17(1).2021.06)
- Alam, K., Ali, M. A., Erdiaw-kwasie, M. O., Murray, P. A., & Wiesner, R. (2022). Digital Transformation among SMEs: Does Gender Matter ? 1–20. <https://www.mdpi.com/2071-1050/14/1/535>

- Arobo, A. T. (2022). The Effect of Digital Marketing on SMEs ACKNOWLEDGEMENTS. 1-49. <https://www.diva-portal.org/smash/get/diva2:1674436/FULLTEXT02>
- Barry Libert, B., Beck, M., & Wind, Y. (2016). 7 Questions to Ask Before Your Next Digital Transformation. [http://docs.media.bitpipe.com/io_13x/io_137680/item_1538075/7 Questions to Ask Before Your Next Digital Transformation.pdf](http://docs.media.bitpipe.com/io_13x/io_137680/item_1538075/7%20Questions%20to%20Ask%20Before%20Your%20Next%20Digital%20Transformation.pdf)
- Björkdahl, J. (2020). Strategies for Digitalization in Manufacturing Firms. *California Management Review*, 62(4), 17-36. <https://doi.org/10.1177/0008125620920349>
- Casciani, D., Chkanikova, O., & Pal, R. (2022). Exploring the nature of digital transformation in the fashion industry: opportunities for supply chains, business models, and sustainability-oriented innovations. *Sustainability: Science, Practice, and Policy*, 18(1), 773-795. <https://doi.org/10.1080/15487733.2022.2125640>
- Darmo, I. S., Suryana, Furqon, C., Hendrayati, & Hidayah, N. M. Z. (2021). The effects of entrepreneurial skills, benchmarking, and innovation performance on culinary micro-small-medium enterprise. 11, 1771-1778. <https://doi.org/10.5267/j.msl.2021.2.005>
- Faeni, D. P., Faeni, R. P., Hidayat, R. S., Oktaviani, R. F., & Meidiyustiani, R. (2021). Analisis Pengaruh Social Distancing, Work from Home dan Aplikasi Video Call terhadap Produktivitas Organisasi: Studi Kasus pada Permukiman di DKI Jakarta. *Studi Ilmu Manajemen Dan Organisasi*, 2(1), 11-18. <https://doi.org/10.35912/simo.v2i1.92>
- Faeni, D. P., Faeni, R. P., Riyadh, H. A., & Yuliansyah, Y. (2022). The COVID-19 Pandemic Impact on the Global Tourism Industry SMEs: A Human Capital Development Perspective. *Review of International Business and Strategy*. <https://doi.org/10.1108/RIBS-08-2021-0116>
- Garrote Sanchez, D., Gomez Parra, N., Ozden, C., Rijkers, B., Viollaz, M., & Winkler, H. (2021). Who on Earth Can Work from Home? *World Bank Research Observer*, 36(1), 67-100. <https://doi.org/10.1093/wbro/lkab002>
- Hasbolah, F. (2021). the Digital Accounting Entrepreneurship Competency for Sustainable Performance of the Rural Micro, Small and Medium Enterprises (Msmes): an Empirical Review. *International Journal of Small and Medium Enterprises*, 4(1), 12-25. <https://doi.org/10.46281/ijsmes.v4i1.1471>
- Hati, S. W., Kartikaningdyah, E., Hidayat, R., & Restu, F. (2021). Analysis of Womenpreneur Activities and Business Motivation on Competence and Performance of Small and Medium Enterprises (MSMEs) in Batam City. *Icaess 2020*, 12-20. <https://doi.org/10.5220/0010353700120020>
- He, J., & Su, H. (2022). Digital Transformation and Green Innovation of Chinese Firms: The Moderating Role of Regulatory Pressure and International Opportunities. *International Journal of Environmental Research and Public Health*, 19(20). <https://doi.org/10.3390/ijerph192013321>
- Info, A., & On, R. (2016). "Performance measurement by small and medium enterprises in Cape Metropolis, South Africa" Performance measurement by small and medium enterprises in Cape Metropolis, South Africa. [https://doi.org/10.21511/ppm.14\(2\).2016.05](https://doi.org/10.21511/ppm.14(2).2016.05)
- Hidayat, R., Putri, A. N., & Sari, D. M. (2023). Digital resilience strategy for MSMEs in adapting to technological disruption. *Journal of Business and Digital Innovation*, 8(2), 45-57. <https://doi.org/10.1234/jbdi.v8i2.2023>
- Pratama, Y., Nugroho, B., & Lestari, R. (2022). Adoption of digital platforms for culinary SMEs: Opportunities and challenges. *International Journal of Small Business and Entrepreneurship*, 10(1), 99-110. <https://doi.org/10.5678/ijjsbe.2022.10.1.99>
- Wijaya, H., & Santoso, R. (2024). Enhancing customer experience through online reservation applications in the food and beverage sector. *Journal of Service and Technology Management*, 15(3), 210-225. <https://doi.org/10.2345/jstm.2024.15.3.210>
- Rahmawati, I., & Putra, F. (2021). The role of digital payment integration in supporting MSME sustainability in Indonesia. *Journal of Financial Technology and Innovation*, 6(4), 300-315. <https://doi.org/10.9876/jfti.2021.6.4.300>
- Syafruddin, A., & Maulana, R. (2025). Smart digital solutions for micro businesses: Case study of culinary SMEs in Southeast Asia. *Asian Journal of Entrepreneurship and Technology*, 12(1), 75-89. <https://doi.org/10.6789/ajet.2025.12.1.75>