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## WEB-BASED FOOD ORDERING TRANSFORMATION WITH CONTROLLING MANAGEMENT FUNCTIONS

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### ABSTRACT

The ordering process is something that supports the quality of service in a place to eat or a restaurant. We know a lot in the ordering process that places to eat are used manually (must write in inputting orders) so that it requires transformation to keep up with the times. Mbak Yuyun's stall, which is located in Malang City, Mbak Yuyun Is the name of a bamboo stall that is the location or object for research. still uses a manual system in its service, so that a problem arises, namely a very long queue that will trigger the loss of taste or interest in the purchasing power of consumers in the shop. In addition, there is a double order problem so that the order is often out of order when the waiter delivers the food. Therefore, in this study, an online website was created via a smartphone by scanning the barcodes available at each dining table. In addition, it is not only the website, but the researchers will also implement other elements, namely the controlling management function so that over time this website will continue to be monitored. The method that the researcher uses is descriptive qualitative which is deductive in nature. And the results of this study are that almost 60% of the answers to the questionnaire have agreed and supported the existence of this Marwan Click the website.

**Keywords:** Control Management Function; Transformation; Websites

### INTRODUCTION

Advances in technology make everything in this world easy and practical. This convenience has been felt by all humans, especially in big cities such as the Metropolitan City. Humans actually want what they are facing can be resolved easily. Various innovations are created with the presence of technology that is growing rapidly. Currently, smart phones (smartphones) are one of the technologies that are developing very quickly. The rapid development of smartphones makes mobile-based technology seen as very effective and efficient. This is because the mobile system does not require a cable. According to Hendini (2013), the application of media without cables or which usually uses the internet network is one of the services in the form of a client server. The application of the client server on the mobile is for data exchange. This is what can provide solutions to daily service needs. In its use, the client server requires a web page from a special server to request information.

According to (Bowo, 2014) a web server is a software or software on a server that functions to receive requests in the form of web pages via HTTP or HTTPS from clients known as web browser and sends back (response) the results in the form of web pages in the form of HTML documents. It can be concluded that when the food comes faster and the service is faster, the satisfaction level of visitors will increase and it will have the opportunity for visitors to become regular customers. Apart from long queues, all customers want to save time because on average everyone wants to streamline their time, so that their time is not wasted because of trivial things such as waiting in line at a restaurant, but they have their own busy lives. In the problems we face, it is important for us who are in the academic world to find solutions and alternative ways to solve this problem.

The solution that the researcher created is to create an internet web that contains several menus provided for customers where the customer just sits and operates his smartphone and then waits for the food to be served in front of him. but they have their own business. "Marwan klik" is a website service created by researchers to provide solutions for restaurants that have difficulty in recording visitor orders and on this website, there are 2 links for sellers and buyers just by scanning the barcode available at each visitors. In the problems we face, it is important to

for us who are in the academic world to find solutions and alternative ways to solve this problem. researchers took the restaurant as the object of research because in that restaurant the visitor always felt queued and often confused in ordering food in addition to providing innovations in the process of ordering food menus. And the informant of this study is Mr. Yuda as the owner and at the same time the son of mbak yuyun, giving the name of the mbak yuyun stall is the name of the father of yuda, this is so that the father of juda always remembers the struggle of his mother who can usher in the success of his stall known to many people in malang city, especially among students (source from mr. yuda, June 2022). therefore, the researcher in raising this problem takes the object in the restaurant and in this study will provide a solution and as a reference source for readers to overcome the same problem in this study. The solution that the researcher created is to create an internet web that contains several menus provided for customers where the customer just sits and operates his smartphone and then waits for the food to be served in front of him. but they have their own business. In the problems we face, it is important for us who are in the academic world to find solutions and alternative ways to solve this problem. The purpose of this study is to see or take the response of visitors when this yuyun mbak stall applies the website from marwan klik.

In addition, in taking visitor responses, researchers also socialize how to operate the website. The solution that the researcher created is to create an internet web that contains several menus provided for customers where the customer just sits and operates his smartphone and then waits for the food to be served in front of him. The hope is that this research can be an innovation on how to apply the Marwan restaurant system to the perception of visitors who are queuing to order food at Ms. Yuyun's bamboo stall, then how buyers and sellers know how to operate the Marwan Klik website at Ms. Yuyun's stall, and the last is the implementation controlling management function and monitoring the continuation of this system when it has been implemented in several restaurants.

## LITERATURE REVIEW

### **Transformation Is A Change In One Thing In A Situation.**

Transformation is usually formed due to the development of digital technology which is increasingly advanced. There are 4 factors driving the formation of digital transformation, namely:

Rule changes; Changing competitive landscape; Shift to digital form of industry; Changes in consumer behavior and desires (K. Osmunden, et al (2018).

### **Booking**

Reservation in a general sense is an agreement to reserve a place between two or more parties, it can also be interpreted that the reservation agreement can be in the form of an agreement for the reservation of a room, room, seat and others, it occurs at a certain time and is accompanied by its service products. . (Edwin and Chris, 1999:1).

### **Website**

Website is a place to store data and information by using a particular topic. This web is like a book that contains a certain subject (Kirana, 2013).

According to Simarmata (2010:56), "A web application is a system information that supports interaction users through a based interface web".

### **Bootstrap**

Bootstrap is a ready-to-use application for creating the Front-end of a website. Bootstrap is used to simplify the web design process for users, from experienced to new learners (beginners). Bootstrap can be used only with basic knowledge of HTML and CSS.

### **Personal Home Page (Php)**

According to Anhar (2010:03), PHP which stands for Page Hypertext The preprocessor is a script that integrated with HTML and located on the server (server side HTML embedded scripting). PHP is a programming interpreter, which is the process of interpreting source code

lines into machine code that the computer understands when the line of code is operated (Sibero, 2011). PHP is a scripted language that is stored on the server side and processed on the server, the results will be sent to the customer, where the user uses a browser (Adelheid, 2012).

### **MYSQL**

Is a software that is classified as a database server and is Open Source. MySQL can be used for free and fast because it is open source. PHP (Personal Home Page) is also very supportive with MySQL databases so that both can be used (Kadir, 2009). According to Rudyanto (2011:151), MySQL is wrong one type of database server that is very famous and widely used for build web applications that using the database as a source and data management". MySQL is open source and using SQL (Structured Query Language). MySQL is running normally on various platforms such as windows Linux, and so on.

### **Controlling**

Controlling is the process of monitoring employee performance based on standards to measure performance, assess performance, ensure performance quality and retrieve information that can be used as feedback on results that have been communicated to employees (Mathis and Jackson, 2006). According to Sumarsono (2010) Supervision is all activities and actions to ensure that activity managers do not deviate from the goals and plans that have been prepared. Supervision is an activity to get certainty whether the implementation of activities has been carried out in accordance with the rules, plans, and goals that have been set (Soeradi, 2014). Siswanto (2009), defines controlling (controlling) means monitoring (monitoring) plans to ensure that they are properly controlled. Supervision is the process of determining performance measures when taking actions that can support the acquisition of desired results in accordance with predetermined measures (Saefullah & Ernie, 2005).

## **METHODS**

The data analysis technique in this study uses descriptive qualitative analysis with the use of deductive, namely by conducting an analysis based on the data obtained, then developing certain relationship patterns and also the purpose of deductive, namely the transfer of the concept of this ordering system framework to the example or implementation in reality. There are several steps that we have to go through, namely data display, data reduction and conclusion drawing. This research was conducted by researchers at one of the restaurants located on Jl. Mertojoyo Blk. E No.1a, Merjosari, Lowokwaru District, Malang City, most of whose consumers are students from various kinds. Universities include UIN Malang, Brawijaya University, Unisma and State University of Malang. And the subjects include students, local people and online motorcycle taxis, most of whom dominate.

## **RESULTS**

### **The effect of applying this Marwan system to restaurants**

Data display in presenting this data it helps to understand something that is happening then to make a further analysis based on an understanding of the data presented. Figure 1 show that respondent was happy when booking food was right off the dining table without having to queue in place of booking 68 answers. Then, Figure 2 show that respondent don't have to bother writing down the order to be ordered.

*"Answers or responses from students when it will be launched Marwan website Click here".*

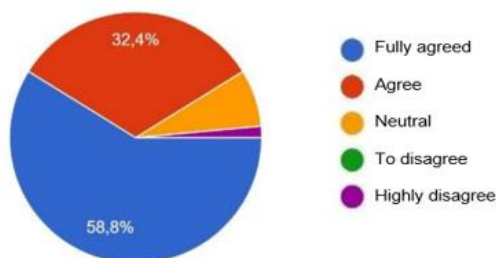
### **Data reduction**

In this activity the raw data that has been collected from the results of observations and questionnaires is classified, that it can be seen in Figures 11 and 12 that almost 60% of students agree if the Marwan Klik website is applied and almost 50% of students agree if the manual system is no longer applied or notes in the process. Booking

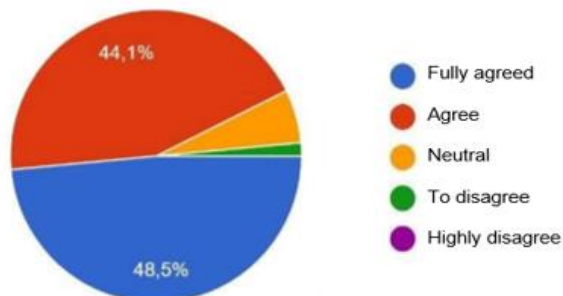
### Conclusive Drawing

In this last step, a conclusion and comparison will be drawn. The initial conclusions put forward are temporary and will change from time to time if no valid evidence is found that supports the next stage of data collection. In what follows, there will be a discussion regarding how this website was implemented or tested at Ms. Yuyun's stall.

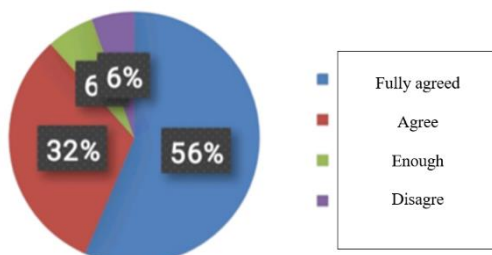
Researchers use google form to find and get research respondents. This questionnaire contains criticism and suggestions regarding this website. A total of 47 answers were obtained from a questionnaire and distributed to each campus such as UIN Maulana Malik Malang, University of Malang, University of Brawijaya, and University of Muhammadiyah Malang. However, most respondents came from the management department of the 2019 UIN Maulana Malik Ibrahim Malang.



**Figure 1. Respondent Response**  
Source: Data from Research (2022)



**Figure 2. Respondent Response**  
Source: Data from Research (2022)



**Figure 3. Respondent Response**  
Source: Data from Research (2022)

In the questionnaire, this website received many positive reviews such as "In terms of appearance it looks simple and minimalist to look at, in terms of function it is easy to apply". Also "Hopefully the choices can be more complete, such as promos etc". As for other opinions such as "The color of the web display is boring, try another color. There is no payment system yet." From these results, it can be concluded that the problem with the appearance on the Marwan Klik website looks simple and minimalist, but in terms of color, it does not only use white which looks basic, and in the future, apart from adding a favorite menu on the website page, in the future promos and others can also be added. and can work with e-wallet. And also this website gets positive reviews because with Marwan Klik they don't have to queue long when ordering, or can avoid feeling lazy or tired when queuing.

### Marwan Prototype Design Click on Buyers and Sellers

Access the Marwan website, click on the seller and Figure 4. Show the buyer access. Access the buyer's website. Can access via browser and barcode <http://marwanklik.com/>. This is the appearance of the buyer, this display can be seen when the buyer has scanned the available barcode, then there will be several menus and pictures, both food and drinks. On the first page display, the buyer will be presented with several menus and there is also a favorite menu, after the buyer selects the food menu he wants, there will immediately be a column explaining that the food has entered the basket. And after fixing to choose the food, the buyer will be presented with the total price he must pay and immediately click order food then the data will be sent at the cashier

Access the Marwan website, click on the seller and buyer (Figure 5). Access the seller's website Can access via browser and barcode or <http://marwanklik.com/cashier>. Display on the seller or cashier guard, that is, there will be several order numbers where there is data or information from the buyer what they ordered and the seller will choose the finish order column when serving the meal. And on the other hand there is a display of completed orders where there is data or information about the time, date, and order from whom it will be displayed on one page.



**Figure 4. Buyer Barcode**

**Source: Data from Research (2022)**



**Figure 5. Seller Barcode**

**Source: Data from Research (2022)**

Marwan Operation Flow Click. In the operation of the click marwan, the first step is that the buyer scans the barcode that is available then enters the old website and will display several food

menus. Then the buyer is directed to choose the food menu he wants to order, after that enter the basket and do not forget to input the name and seat at what number then the last one is the food order, and the data will be sent on the seller's website page or cashier's guard.

Description related to Website Creation Marwan Klik. On Buyer, In creating a website, click this through coding with the help of java manuscripts so that in making or compiling this can be a good website. The language used is also as common as the same as other website coding. It remains only to lay down or design how the desired order is.

On the seller. Just like creating a buyer's website, creating a website on the seller also uses the help of java masukrip to make coding properly and correctly. It's just that on the appearance of the seller, the food menu is not displayed. It's just that the food menu and the data or information received from the buyer.

Explanation of Seller's Opinion. In this study, researchers immediately interviewed sellers, both owners and cashier guards, according to the cashier guard after operating this website has a higher convenience and efficiency and in recapitulating data or information is more maintained and guaranteed the validity of the data. And one more thing, the owner also likes and is happy with the research that researchers do because it can create new products or media to facilitate transactions at the stall. In the trial process, Marwan Klik, the seller or owner of the restaurant, Ms. Yuyun, namely Mr. Tunggul Prayudha, felt that this website was helpful. The trial process is carried out to find out and measure the response to orders from buyers.

Marwan Klik's website has listed the amount/total shopping ordered, so there is no need to calculate using a calculator or manual system. Explanation regarding Consumer Opinion. Researchers conducted trials with several consumers as well as directing how to operate food orders through the Marwan Klik web. Consumers just sit at the table that has been provided by Warung Mbak Yuyun, then scan the image that has been provided at the table. The scan is connected to the web and can be applied easily. Consumers are happy because with this website they no longer need to stand in line to order food.

The display menu of Ms. Yuyun's stall on Marwan Klik is designed to be as attractive as possible so that consumers don't get bored looking at the existing menu lists. If the consumer wants to reorder the food menu, then the consumer only needs to open the Marwan Klik website and then place an order.

Flow of the Food Menu Ordering System Before and After Using the Marwan Website Click Before buying process. Warung Mbak Yuyun is a stall that is crowded with people so if you want to order, you must be queuing, the flow when ordering starts from coming, queuing, ordering the menu, then sitting in the space provided. When the buyer comes in large quantities, there will be a very long queue. We need to know that queuing is not something that is delicious, but many people have the nature of not wanting to queue. With the emergence of emotion according to (APA dictionary, 2020) emotion in psychology is a complex reaction pattern that can be characterized by experience, behavior, and physiology that is used by a person to deal with problems or events experienced personally. From here, when the emotion arises, the action or behavior taken by the buyer is to leave the restaurant. So with this website can prevent this.

After buying process. Before the existence of Marwan Klik consumers "Come, Queue, Order and Sit down but after using Marwan Klik consumers only need to "Come, Sit and Order". After the presence of this website, researchers found opinions and input from customers who usually queue and eat at Ms. Yuyun's stall. The statement is that they feel a very positive impact in the sense that it is very profitable both from the seller's and buyer's side. Buyers only need to scan and order and wait for the food to come so it doesn't make the series of waiting 2x only become 1x. but on the other hand this website is very useful for restaurants that use wifi or there is free wifi service so that everyone who wants to eat here can access the website without any reason not being able to access because they don't have a data package or internet package.

Implementation of the controlling management function? In the discussion in point b, there are three substances, namely as follows:

The discussion related to the controlling management function is a part of a series of processes where *leader* want to know whether the results of the implementation of each job or work carried out by subordinates are in accordance with what has been planned, orders, goals or policies that have been determined (Rivai, 2015).

Simons (1991) defines the management control function as a formal routine and strategy that uses information to change or maintain patterns in organizational activities. Control is the measurement of performance as a normal process, which aims to analyze, obtain, and convey information about an aspect of a process, a person, or an activity (Micheli and Mari, 2014). Then the implementation of the controlling management function is when a restaurant implements the Marwan Klik website, then owner or the owner of this shop only controls the activities carried out by employees, especially at the cashier. In addition, when cashier employees experience problems or obstacles, this is the moment of the function of controlling management. According to Hasibuan (1997), explaining that controlling or supervision is a function that a manager should perform to provide certainty that the employee is carrying out activities or activities that will take the company towards its expected goals. In this click marwan strongly emphasizes the principle of controlling management to regulate the course of activities in the company.

According to Yudhistira (2022), there are four important things that must be done in controlling, namely: 1. Having standards or benchmarks in work performance, in which work performance is applied to Ms. Yuyun's restaurant where every employee has skills or abilities in each part. Then the second is that there is a stage of measuring work results using predetermined standards and Mas Yuda as the owner of Ms. Yuyun's restaurant always controls the work of each employee in their daily lives. The third equates achievement with the reference in the restaurant. And the last one always evaluates when there is work that is not in accordance with the reference results

## DISCUSSION

Technological advances make activity in the world easy and practical. Various innovations are created with the presence of technology that is developing rapidly. Mobile phones (smartphones) are one of the technologies that are developing very quickly. The rapid development of smartphones makes mobile-based technology seen as very effective and efficient. This is because the mobile system does not need cables. According to Hendini (2013), the application of media without cables or those that usually use the internet network is one of the services in the form of a client server. The application of a client server on mobile is for data exchange. This is what can provide solutions to daily service needs such as the process of ordering food at one of the restaurants. The order process (order) is something that supports the quality of service (Handoko, 2022). Currently, there are still restaurants that use the process of ordering food manually, one of which is Warung Mbak Yuyun which is located in Malang City. Warung Mbak Yuyun is one of the restaurants that is classified as crowded with visitors, causing a slow process of ordering food and a long queue. From the results of interviews conducted on several visitors and conducted trials, researchers found that almost 60% of visitors felt very helped by the existence of the Marwan Klik Web. With the implementation of Web Marwan Klik at Mbak Yuyun stall visitors do not need to queue and wait for a long time. Only by doing a coded scan of the available dining table visitors can choose and order anything according to their wishes. How will this system continue when it has been implemented in several restaurants? This research is not only focused on finding solutions by creating a website, but researchers will continue to monitor, control, guide as the implementation of the controlling management function. With this marwan forum as a place to convey their innovations and creative ideas so that this program continues and can be applied to all existing restaurants. In addition, there will be tutors as companions to increase knowledge about sales promotions for the restaurants they run.

## CONCLUSION

This research is intended to overcome common problems that occur in the midst of society. Even more so at restaurants where there are often very long queues. So that the impact of this alternative is very significant, in addition to the existence of a forum for discussion and delivery of innovation, it is a different thing from previous research. The existence of this transformation of

food menu ordering makes it an updater and is also balanced with the controlling management function, which will oversee this system when it is running. Then the presence of a trainer as an educational tutor how to promote their food will be the main attraction for restaurant owners to join Marwan Klik.

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