

ABSTRAK

Penerapan sistem pemesanan berbasis QR code pada industri kuliner bertujuan meningkatkan efisiensi pelayanan dan memberikan kemudahan kepada pelanggan. Keberhasilan penerapan sistem tersebut dipengaruhi oleh tingkat kepuasan pengguna terhadap kualitas sistem yang digunakan. Penelitian ini bertujuan untuk menganalisis pengaruh dimensi *End User Computing Satisfaction* (EUCS) yang terdiri atas *content*, *accuracy*, *format*, *ease of use*, dan *timeliness* terhadap kepuasan pengguna sistem pemesanan QR code pada pelanggan Mie Gacoan Purwokerto. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada pelanggan Mie Gacoan Purwokerto yang pernah menggunakan sistem pemesanan QR code. Teknik pengambilan sampel menggunakan *nonprobability sampling* dengan metode *accidental sampling*. Analisis data dilakukan menggunakan uji instrumen, uji asumsi klasik, analisis regresi linear berganda, uji koefisien determinasi (R^2), uji F, dan uji t dengan bantuan aplikasi IBM SPSS Statistics. Hasil penelitian menunjukkan bahwa variabel *content*, *accuracy*, *format*, *ease of use*, dan *timeliness* berpengaruh positif terhadap kepuasan pengguna sistem pemesanan QR code pada pelanggan Mie Gacoan Purwokerto. Temuan tersebut menunjukkan bahwa kualitas informasi, ketepatan informasi, tampilan sistem, kemudahan penggunaan, serta ketepatan waktu penyajian informasi berperan dalam meningkatkan kepuasan pengguna. Hasil penelitian diharapkan dapat menjadi bahan masukan bagi Mie Gacoan Purwokerto dalam mengembangkan kualitas sistem pemesanan berbasis QR code.

Kata kunci: *End User Computing Satisfaction*, QR code, Kepuasan Pengguna, Sistem Pemesanan, Mie Gacoan.

ABSTRACT

The implementation of QR code-based ordering systems in the culinary industry aims to improve service efficiency and provide greater convenience for customers. The success of such systems is influenced by users' satisfaction with the quality of the inFormation system. This study aims to analyze the effect of the End User Computing Satisfaction (EUCS) dimensions, namely content, accuracy, format, ease of use, and timeliness, on user satisfaction with the QR code ordering system at Mie Gacoan Purwokerto. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to customers who had used the QR code ordering system at Mie Gacoan Purwokerto. The sampling technique applied was nonprobability sampling using the method accidental sampling. Data were analyzed using instrument testing, classical assumption tests, multiple linear regression analysis, the coefficient of determination (R^2), F-test, and t-test with the assistance of IBM SPSS Statistics. The results indicate that content, accuracy, format, ease of use, and timeliness have a positive effect on user satisfaction with the QR code ordering system at Mie Gacoan Purwokerto. These findings indicate that information quality, information accuracy, system interface, ease of use, and timely information delivery contribute to improving user satisfaction. The findings are expected to provide recommendations for Mie Gacoan Purwokerto in improving the quality of its QR code-based ordering system.

Keywords: End User Computing Satisfaction, QR code, User Satisfaction, Ordering System, Mie Gacoan.