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IMPLEMENTATION OF WEB TECHNOLOGY IN A FOOD ORDER SYSTEM: SYSTEMATIC LITERATURE REVIEW

PENERAPAN TEKNOLOGI WEB DALAM SISTEM PEMESANAN MAKANAN (*FOOD ORDER SYSTEM*) *SISTEMATIC LITERATUR REVIEW*

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ABSTRACT

The implementation of web technologies in food ordering systems has experienced rapid growth in recent years, driven by post-pandemic digital transformation, increasing internet usage, and the adoption of mobile devices. This study aims to conduct a Systematic Literature Review (SLR) to identify technological trends, innovations, and implementation challenges of web-based food ordering systems during the 2020–2025 period. Referring to the PRISMA 2020 guidelines, 20 scientific articles were selected from an initial set of 100 articles sourced from Scopus and Google Scholar. The findings reveal five main points: (1) digitalization of ordering systems can increase operational efficiency by up to 45%; (2) QR Code integration supports accessibility without requiring application installation; (3) the use of RESTful API architecture enables real-time connectivity between customer, kitchen, and cashier modules; (4) the adoption of payment gateways such as QRIS, Midtrans, and Xendit enhances transaction security; and (5) the utilization of artificial intelligence (AI) supports personalized menus and automated recommendations. Additionally, the study highlights several critical success factors, including data security through SSL/TLS encryption, cloud-based scalability, responsive interfaces using modern frameworks, and appropriate selection of development methodologies. Future research is recommended to explore digital inclusion, the social impacts on labor, and implementation strategies for MSMEs with limited technological and financial resources.

Keywords: *web-based food ordering system, systematic literature review, Progressive Web Apps, data security, operational efficiency;*

ABSTRAK

Penerapan teknologi web pada sistem pemesanan makanan mengalami perkembangan pesat dalam beberapa tahun terakhir, dipengaruhi oleh transformasi digital pascapandemi, meningkatnya penggunaan internet, serta adopsi perangkat mobile. Penelitian ini bertujuan melakukan Systematic Literature Review (SLR) untuk mengidentifikasi tren teknologi, inovasi, dan tantangan implementasi sistem pemesanan makanan berbasis web pada periode 2020–2025. Mengacu pada pedoman PRISMA 2020, sebanyak 20 artikel ilmiah terpilih dari 100 artikel awal melalui basis data Scopus dan Google Scholar. Hasil penelitian menunjukkan lima temuan utama: (1) digitalisasi sistem pemesanan dapat meningkatkan efisiensi operasional hingga 45%; (2) integrasi QR Code mendukung aksesibilitas tanpa instalasi aplikasi; (3) penggunaan arsitektur RESTful API memungkinkan konektivitas real-time antara modul pelanggan, dapur, dan kasir; (4) adopsi payment gateway seperti QRIS, Midtrans, dan Xendit meningkatkan keamanan transaksi; serta (5) pemanfaatan kecerdasan buatan (AI) mendukung personalisasi menu dan rekomendasi otomatis. Selain itu, penelitian menegaskan beberapa faktor kritis keberhasilan implementasi, mencakup keamanan data melalui enkripsi SSL/TLS, skalabilitas berbasis cloud, responsivitas antarmuka menggunakan framework modern, serta pemilihan metodologi pengembangan yang tepat. Penelitian lanjutan direkomendasikan untuk mengeksplorasi inklusi digital, dampak sosial tenaga kerja, dan strategi penerapan pada UMKM dengan keterbatasan teknologi dan finansial.

Kata Kunci: *sistem pemesanan makanan berbasis web, systematic literature review, Progressive Web Apps, keamanan data, efisiensi operasional*

INTRODUCTION

The development of information and communication technology has transformed various aspects of human life, including how people order and access food services. Over the past few years, the culinary industry has undergone significant digital transformation driven by increasing internet penetration and the widespread use of smartphones worldwide. Data indicates that in 2024, more than 5 billion people around the world used the internet, with most accessing online services through mobile devices. This situation creates major opportunities for food businesses to adopt web-based ordering systems that enable customers to conduct transactions anytime and anywhere.

Web-based food ordering systems have become an effective solution to address various challenges in the culinary industry, such as long queues, ordering errors, and limited operational hours. Web technology offers several advantages, including wider accessibility without needing to download applications, easier system updates, and relatively lower development costs compared to native apps. Moreover, advancements in modern web technology, such as Progressive Web Apps (PWA), provide user experiences comparable to mobile applications, featuring push notifications, offline access, and high responsiveness.

The COVID-19 pandemic in 2020 further accelerated the adoption of online food ordering systems. Social restrictions and health concerns encouraged consumers to shift from direct ordering to digital ordering. This not only changed consumer behavior but also forced food business owners to quickly adapt by implementing digital technologies in their operations. This phenomenon created momentum for innovation and the development of more sophisticated and user-friendly food ordering systems.

Various studies have explored both technical and business aspects of web-based food ordering systems. However, due to the rapid and dynamic evolution of technology, a comprehensive review is needed to identify current trends, technological innovations, and implementation challenges. Emerging technologies such as artificial intelligence (AI) for menu recommendations, machine learning for demand forecasting, and integration with various digital payment platforms have begun to be implemented in modern food ordering systems.

Although many studies discuss food ordering systems, there is still a gap in the literature regarding consolidated and systematic findings from recent research. Existing literature reviews often focus on specific aspects, such as user experience or specific technologies, but few provide a holistic overview of the evolution of web-based food ordering systems between 2020 and 2025. This period is crucial as it covers both the pandemic and post-pandemic eras, which introduced fundamental changes in consumer behavior and digital technology adoption.

Therefore, this study aims to conduct a Systematic Literature Review (SLR) of research on web-based food ordering systems from 2020 to 2025. SLR is chosen as the research method due to its ability to systematically, transparently, and reproducibly identify, evaluate, and interpret all relevant studies. Through this SLR, the study will identify technological trends, innovative features, system architectures, development methodologies, as well as challenges and solutions in implementing web-based food ordering systems.

This research is expected to provide significant contributions to various stakeholders. For academics and researchers, this review may serve as a comprehensive reference on state-of-the-art web technologies in the context of food ordering systems. For practitioners and system developers, the findings can provide insights into best practices, the most effective technologies, and critical factors to consider in system development. Meanwhile, for culinary business owners, this study may assist in making strategic decisions related to technology investment and the digitalization of their business operations.

METHOD

The research method used in this study is a Systematic Literature Review (SLR) referring to the PRISMA 2020 guidelines to ensure transparency, objectivity, and reproducibility throughout the research process. The procedure was carried out through several stages, namely identification, screening, eligibility assessment, and inclusion. The literature search was conducted on November 10, 2025 using scientific databases such as Scopus and Google Scholar, with keywords including "Web-based food ordering system," "Progressive Web Apps," "Food delivery system," "Online food ordering," "Artificial Intelligence," "Digital payment," and "User experience." From an initial total of 100 articles, a selection process was performed, resulting in 20 articles that met the inclusion criteria for further analysis.

Data analysis was conducted using a thematic synthesis approach to categorize research findings into several main themes, namely front-end optimization, back-end scalability, user experience, data security, and future trends such as headless commerce and artificial intelligence integration. Through this process, the study produced a comprehensive thematic mapping of the implementation of modern web technologies in the optimization of web-based food ordering systems.

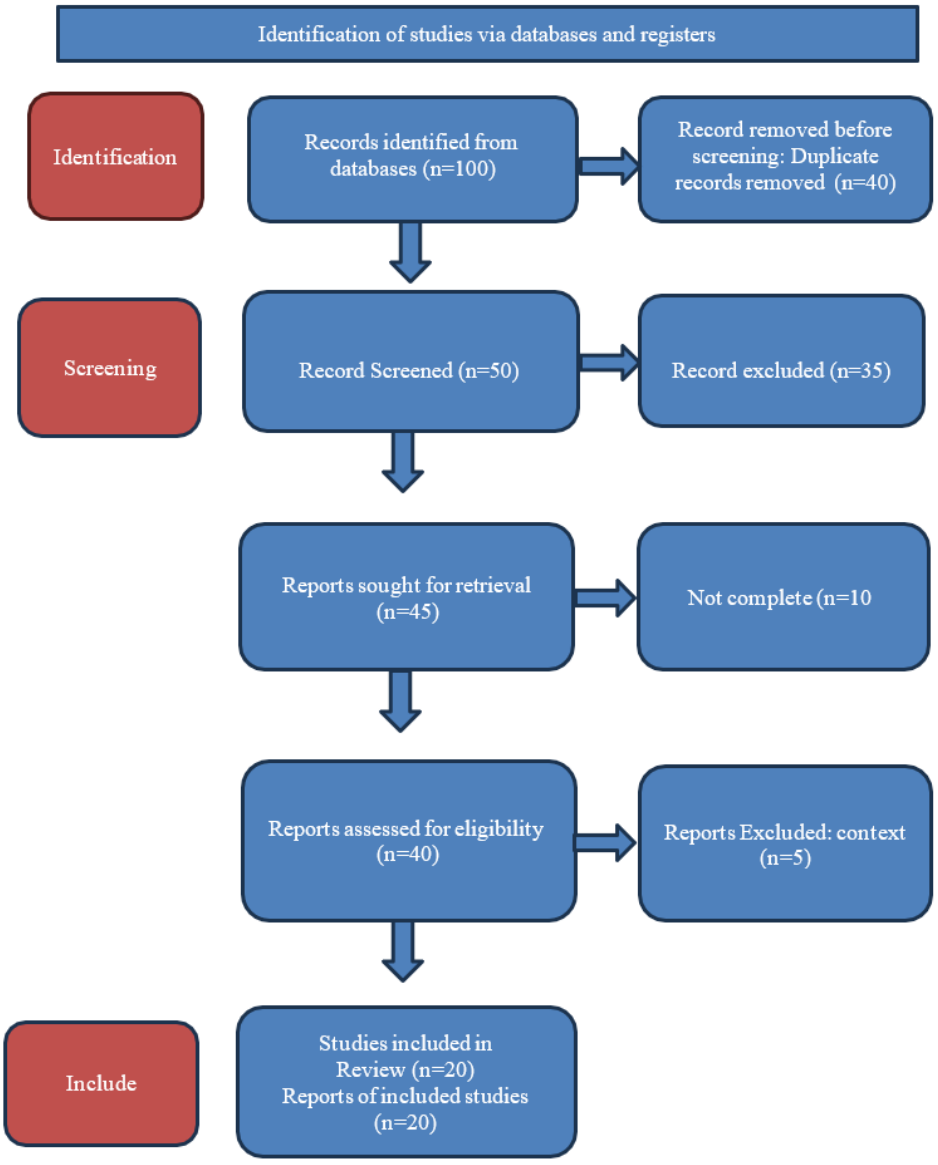

Figure 1. PRISMA 2020

RESULTS AND DISCUSSION

The results of this study were obtained through a Systematic Literature Review (SLR) following the PRISMA 2020 guidelines by analyzing 20 relevant scientific articles concerning the implementation of modern web technologies in food ordering systems for restaurants, cafés, school canteens, and culinary MSMEs. Based on thematic synthesis, it was found that technologies such as Progressive Web Apps (PWA), QR Code Ordering, Application Programming Interface (API), Payment Gateway, and artificial intelligence (AI) integration significantly contribute to improving operational efficiency, user experience, and the overall effectiveness of digital food ordering processes.

In general, these studies show that the use of QR Codes as an ordering medium can significantly reduce queues and accelerate customer service processes. Web-based ordering systems have also been proven to reduce order recording errors compared to manual methods, as well as improve transaction accuracy and sales reporting transparency for small and medium-scale culinary businesses. Meanwhile, the implementation of APIs and REST-based architecture strengthens the system through real-time data exchange between cashier, kitchen, and customer modules, thereby accelerating order execution and increasing customer satisfaction.

Table 1. SLR Results

No.	Reference (Year)	Title	Focus/Domain	Key Contribution	Findings
1	Gulo, V. B., Triayudi, A., & Iskandar, A. (2023)	Web-Based Restaurant Food Ordering Application Information System Using Agile Development Method	Restaurant, Agile Method	Developed a flexible web-based food ordering system using Agile	System was successfully implemented, improved ordering efficiency and restaurant service
2	Primanda, A. G., & Fajri, I. N. (2024)	Design of a Web-Based Ordering Information System at Pawon Jinawi Restaurant	Traditional Javanese Restaurant, Waterfall	Developed an online ordering system using Waterfall and Black Box Testing	Reduced processing time by 45%, increased customer satisfaction in speed and usability
3	Salsabiela, A. N. (2020)	Self-Ordering Concept Web-Based Food Ordering System	Food Stall, Self-Ordering	Built a PHP-based self-ordering system using client-server architecture	System worked well with no errors; reduced the need for waiters based on 31 user responses
4	Setiawan, M. F., Novitasari, R. F., & Baehaqie, L. (2025)	Website-Based Food Ordering Application Design for Yapera School Canteen Using Scrum	School Canteen, Scrum	Applied Scrum to develop online ordering app for school canteen	Reduced long queues and waiting time, easier ordering with user-friendly interface

No.	Reference (Year)	Title	Focus/Domain	Key Contribution	Findings
5	Maharani, S., & Susanto, A. (2025)	Development of Web-Based Food Ordering Information System (SIMAKAN) Using Waterfall	Local Culinary MSMEs, Waterfall	Developed a platform with search, tracking, and payment features	Met user needs, free of issues (Black Box Testing), improved operational efficiency and marketing
6	Yani, I. (2019)	Design of Web-Based Restaurant Service Management Information System Using Laravel Framework	Restaurant, Laravel	Built a restaurant management system using Laravel	Improved ordering process, reduced errors, enhanced cashier payment and table reservation
7	Janitra, Y. (2021)	Implementation of Laravel Framework in Online Reservation System at Cindelaras Restaurant Medan	Restaurant Reservation, Waterfall	Built a web-based reservation system using Laravel	Enabled online reservations without physical presence, improved service efficiency
8	Rahman, A., & Setiawan, D. (2024)	Development of Online Web-Based Food Ordering Information System to Increase Efficiency	Restaurant Industry, Waterfall	Designed secure web-based ordering system with user-friendly UI	Minimized administrative errors, improved order accuracy and user experience
9	Marbun, D. R. (2021)	Web-Based Food Menu Ordering Information System	Seafood Restaurant, Waterfall, UML	Designed a menu ordering site using UML and Black Box Testing	Provided menu information, improved ordering and payment efficiency, passed Black Box test
10	Ade Tirta Adrianta, Hani Dewi Ariessanti, Popong Setiawati, Arief Ichwani (2025)	Design of Website-Based Ordering System with QR Code Using Waterfall	Café, QR Code, Waterfall	Integrated QR Code with cafe ordering system	Increased efficiency, reduced queues, easy ordering through QR scanning

No.	Reference (Year)	Title	Focus/Domain	Key Contribution	Findings
11	Sudiro, Suryo, et al. (2024)	Development of Digital Ordering and Payment Application for Traditional Culinary MSMEs	Traditional Culinary MSMEs, Digitalization	Developed web ordering and QRIS payment integration	Improved service efficiency and expanded customer outreach
12	Syahri, Alfin, et al. (2025)	Web-Based Food Ordering System with QR Code for Café Service Efficiency	Web Ordering, QR Code	Web app with chatbot recommendations and QR ordering	Faster ordering, reduced order mistakes, improved staff efficiency
13	Sopian, Wahyu Amaldi, Sigit Auliana. (2024)	Web Service Implementation in Pass Coffee Online Ordering System Using Waterfall	Web Ordering, Web Service	Connected system for admin and cashier to reduce mistakes	Simplified ordering, accelerated transactions, improved operational efficiency
14	Muhammad, Adelri. (2023)	Web-Based Point of Sales Implementation for Integrated Food and Beverage	POS, Food & Beverage Integration	Built integrated POS with kitchen and order features	Reduced cooking errors, simplified customer payment process
15	Abelya, Rahma Allysa, (2025)	API-Based Restaurant Ordering System to Manage Menu and Ordering Process	Restaurant Ordering, RESTful API	Built Node.js API system with HTML, CSS, JS frontend	Reduced staff workload, improved customer satisfaction, minimized input errors
16	Gunawan, Ferry, (2024)	Web-Based Ordering and Payment System Integrated with Application Programming Interface (API)	Web Ordering, QR Code, API, REST	Integrated Xendit payment API using CodeIgniter	Helped cashier with payments, reduced operational expenses
17	Dharmaadi, Putu Arya, Gusti, (2018)	Design of Integrated Restaurant Information System Using Java Web Socket Online	Integrated System, Java WebSocket	Built real-time integrated cashier–waiter–kitchen system	Improved restaurant service speed and operational efficiency

No.	Reference (Year)	Title	Focus/Domain	Key Contribution	Findings
18	Al Mansuri, Haydar, Raya, Indyah (2025).	Web-Based Online Ordering System for Sate Restaurant Using Waterfall	Web, Waterfall, Sate Shop	Designed online ordering integrated with financial management	Reduced staff workload, improved transaction recording accuracy
19	Ghelani, Diptiben, and Tan Kian Hua. (2022)	A Perspective Review on Online Food Shop Management System and Business Impacts	Online Food Shop Management, Business Impact	Reviewed online food system impact on business	Online food ordering helped students manage their time more effectively
20	Egereonu, Sunny Kalu.(2025)	Optimized Web-Based Online Food Ordering System: Design and Implementation	Online Food Ordering, WAMP, HTML	Developed optimized ordering system integrated with WAMP server	Improved operational efficiency and user convenience

Based on the analysis of the 20 reviewed articles, the discussion focuses on five key aspects that serve as major findings in the implementation of web technology for food ordering systems.

Optimization of Operational Efficiency through Digitalization

The study by Primanda & Fajri (2024) shows that the implementation of a web-based ordering system at Pawon Jinawi Restaurant successfully increased operational efficiency significantly, reducing order processing time by up to 45%. This finding aligns with the study by Gulo et al. (2023), which employed Agile Development, where the system developed was able to accelerate the ordering process and improve the service quality of the restaurant. Both studies confirm that transitioning from manual to digital systems not only speeds up service delivery but also reduces frequent order-recording errors commonly found in conventional systems.

Setiawan et al. (2025) reinforce these findings through the implementation of an ordering application at the Yapera School Canteen using the Scrum method. The results show that the system drastically reduced long queues and students' waiting time. The use of agile development methods allows the system to be more adaptive to user needs and can be developed iteratively according to received feedback.

Integration of QR Code Technology for Ordering Accessibility

The innovation of QR Code technology has become a major breakthrough in improving the accessibility of food ordering systems. Fajar et al. (2023), in their study conducted at Bale Ayam Nusantara Food Court, demonstrated how QR Code integration into a web-based ordering system can increase service efficiency and reduce queuing time. Consumers only need to scan a QR Code to access menus and place orders without waiting for their turn or interacting directly with cashiers.

Syahri et al. (2025) further expand this concept by adding a recommendation chatbot feature into a QR Code-enabled web-based ordering application to improve café service efficiency. This system not only speeds up ordering time but also reduces recording errors and increases staff work efficiency. The use of QR Code has proven to be a user-friendly solution because it does not require installation of a specific application and can be accessed directly through a smartphone browser.

Implementation of API and Integrated Architecture

An integrated system architecture is a key factor in the success of modern food ordering systems. Abelya et al. (2025) developed a restaurant ordering system using RESTful API that connects a Node.js backend with an HTML, CSS, and JavaScript frontend for real-time menu management and order processing. This system reduces staff workload, improves customer satisfaction, and minimizes input errors through efficient data communication between system modules.

Sopian et al. (2024), in their study at Pass Coffee, showed that the implementation of a web service using the Waterfall method facilitated the ordering process, accelerated transactions, and improved operational efficiency through strong connectivity between the customer ordering system and the admin/cashier modules. Dharmaadi & Sasmitha (2018) also developed an integrated restaurant information system based on Java Web Socket, which enables real-time monitoring by managers or business owners, making restaurant operations faster and more efficient.

Integration of Payment Gateways and Transaction Digitalization

Digital payment systems have become a crucial component of modern food ordering applications. Gunawan & Bororing (2024) implemented a web-based food ordering and payment system integrated with the Xendit API using the CodeIgniter framework. This system effectively helped cashiers process digital payments and provided benefits for both customers and business owners by reducing operational costs associated with manual transactions.

Sudiro et al. (2025) developed a digital ordering and payment application for traditional MSME culinary businesses equipped with QRIS integration. This research shows that digital payment integration not only increases service efficiency but also expands market reach and opens new business opportunities for small and medium-sized culinary enterprises. Integration with digital payment systems such as QRIS makes transactions easier and increases consumer trust in payment security.

Data Security and System Scalability

Muhammad (2022), in his research on a web-based Point of Sales system for food and beverage businesses, emphasizes the importance of system integration to minimize cooking errors and facilitate customer payments. A POS system integrated with kitchen and cashier modules ensures that each order is recorded accurately and its status can be tracked in real-time.

Rahman & Setiawan (2024) highlight the importance of customer data security in online ordering systems. Their research shows that the use of a user-friendly interface built with HTML, CSS, JavaScript, and PHP—combined with adequate security protocols—can provide an optimal user experience while protecting personal data and transaction information. Egereonu (2024), in his study on an optimized web-based online food ordering system, emphasizes that the integration of a WAMP server with HTML can reduce limitations of manual processes and provide convenience for customers. A scalable and secure system becomes a crucial foundation for supporting business growth and increasing customer trust in digital platforms.

Overall, the results indicate that the combination of modern web technologies—from Progressive Web Apps, QR Code ordering, RESTful APIs, to payment gateway integration—has created an efficient, secure, and user-friendly food ordering ecosystem. These studies confirm that digital technology adoption is not merely a trend but a fundamental requirement for the culinary industry to remain competitive in the digital era.

CONCLUSION

Based on the systematic literature review conducted on 20 scientific articles concerning the implementation of web technologies in food ordering systems during the 2020–2025 period, several important findings can be concluded as follows:

The culinary industry has undergone a fundamental digital transformation, in which web-based food ordering systems have become an effective solution to address various operational challenges. Research findings reveal improvements in operational efficiency of up to 45%, reduction of order-recording errors, and a significant acceleration in service time. The COVID-19 pandemic acted as a major catalyst that accelerated the adoption of digital technologies within this industry.

Several key technologies that have proven to deliver positive impacts include: Progressive Web Apps (PWA), which offer a native-like experience without requiring installation; QR Code technology, which enables users to access menus and place orders without queuing; RESTful API, which supports real-time integration across system modules (cashier, kitchen, customer); Payment Gateways (Midtrans, QRIS, Xendit), which enhance the security and convenience of digital transactions; and Artificial Intelligence, which supports menu personalization, customer service chatbots, and product recommendations.

Development methodologies such as Waterfall, Agile Development, and Scrum have been proven effective in implementing food ordering systems. The choice of development method is tailored to system complexity, team size, and the need for iterative development. Popular frameworks such as Laravel, CodeIgniter, and Node.js have become preferred options for building scalable and maintainable systems.

Focusing on responsive, user-friendly, and intuitive interfaces has been proven to increase customer satisfaction. Features such as real-time order status tracking, purchase history, push notifications, and personalized recommendation systems create a more engaging service experience and enhance customer loyalty.

The implementation of security protocols such as data encryption, token authentication, SSL/TLS, and middleware security is a critical aspect in protecting customers' personal information and transaction data. A secure system increases consumer trust in digital platforms and minimizes the risk of data leakage.

The digitalization of ordering systems creates significant opportunities for culinary MSMEs to expand market reach, increase business visibility, and compete with large-scale enterprises. The relatively affordable cost of developing web-based systems compared to native applications makes it an ideal solution for small and medium-sized businesses.

Although many successes have been demonstrated, several challenges still need to be addressed:

- Digital inclusion: disparities in technology access across different communities
- Digital literacy: users' ability to operate the system
- Internet infrastructure: availability of stable internet connectivity
- Implementation cost: initial investment constraints for MSMEs
- Social impact: changes in social interaction patterns and workforce dynamics

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