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Scan, Pay, and Eat: Digitalization Service to Enhance Customer's Experience at Goemerot Restaurant

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ABSTRACT

The Industrial Revolution 5.0 is encouraging businesses in the culinary industry worldwide to transform from traditional, human-centric restaurants into smart restaurants that apply technological innovations to their services. These smart restaurants are expected to enhance the digital experience for customers, thereby increasing service efficiency, speeding up table turnover, minimizing errors, and improving data accuracy. This research aims to identify the technological innovations implemented by Goemerot Restaurant to improve customer experience. A qualitative approach was used for the research method. The data obtained is both primary and secondary. Primary data was obtained through direct observation and interviews using the purposive sampling method. Interviews were conducted with supervisors, waiters, and customers. Secondary data was obtained through a literature study. The data is presented using the data triangulation method with a thematic approach. The research results show that Goemerot Restaurant has implemented the following innovations: self-ordering via QR code, digital payment, integration with online delivery services, and wireless call buttons. This restaurant's customers have not fully accepted the transformation that began in mid-2025, so waiter assistance is needed if customers have trouble adapting to the digitalization of these services.

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1. Introduction

The era of the Fourth Industrial Revolution forces humans to coexist with technology, with a focus on automation, artificial intelligence (AI), and data connectivity (Salsabila & Rehnaningtyas, 2024). Technological innovation makes it easier for people to access the information they need. This is because modern humans fundamentally want things to be practical and fast. Technological innovations are implemented in various fields, including transportation, healthcare, information technology, education, research, tourism, hospitality, and restaurants.

In order to survive, businesses must adapt to technological innovations (Panjaitan & Lupiana, 2023). In the restaurant business, adapting to digital technology can improve the customer experience with features like online ordering, mobile payments, self-service ordering kiosks, social media, and digital loyalty programs. Implementing digital menus and online ordering systems can enhance the customer experience. Using QR code technology

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and digital applications can simplify the ordering process, speed up service times, and reduce ordering errors (Lukita & Muslikhah, 2025). These changes have created a new customer experience, allowing customers to access the menu directly, select items, and pay without going through a waiter.

In Indonesia, several restaurants and cafés are transitioning from manual to digital services. This transformation has become widespread as a result of the pandemic, during which time services were expected to minimize physical contact to prevent the spread of the virus. This transformation into smart restaurants has become a trend, turning the food on the table into positive digital memories. This transformation starts with the development of digital menus using QR codes, digital payments, and integration with online delivery services.

In fact, food service in Bali emphasizes Balinese hospitality. The service concept in Bali centers on the principles of "*Tri Hita Karana*" (harmonious relationships with God, others, and the environment) and "*Suka dan Duka*" in presentation. Friendliness extends beyond service to encompass respect and warmth (Wulandari et al., 2024). This warmth is demonstrated through direct interaction with Balinese culture and by creating an authentic, personalized gastronomic experience.

The Goemerot Restaurant is one of the most technologically advanced restaurants in Denpasar. The restaurant consistently strives to enhance customer satisfaction by using technology to optimize service. Few restaurants in Denpasar have the courage to do so, partly due to the high maintenance costs of procuring programs and their reluctance to improve and adapt to technological developments.

However, customers did not fully accept the application of technology at the Goemerot Restaurant because it required them to adapt to the changes. Thus, this research is useful for describing customers' reactions and experiences with technological innovations at the restaurant.

Customer experience is an important factor for consumers when assessing satisfaction with a restaurant. It is a key factor that differentiates successful culinary businesses from their competitors. Today, consumers are looking not only for delicious food, but also for a memorable experience. Therefore, the ability to create a positive customer experience has become increasingly important.

2. Literature Reviews

2.1. Smart Restaurant

A smart restaurant is a modern restaurant's concept that integrates digital technology innovations to improve operational efficiency and the customer experience. These innovations include automated ordering systems, inventory management, kitchen automation (IoT), and data analytics, which provide faster, more accurate, and personalized service (Katagri & Balavald, 2025). Smart restaurants simplify interactions between consumers and technology (Jakhete & Mankar, 2015). The innovation began with the use of PDAs (personal digital assistants) to replace paper and pens for ordering food via tablets. Then, innovation moved to web updates and QR code integration, further enhancing the smooth, interactive, and contactless customer experience. Customers can now browse digital menus, customize their orders, and pay directly via smartphone.

Several restaurants around the world have adopted smart technology to improve operations and provide a better customer experience. Robots can be used for cooking and serving food, while digital touchscreen menu boards facilitate ordering

As technology advances, smart restaurants that offer a modern, tech-driven experience with faster, more engaging service are no longer just a futuristic concept. They are already accessible to many restaurants worldwide. Therefore, to survive amidst fierce competition,

every restaurant is expected to adopt the latest digital trends, such as artificial intelligence, kitchen automation, and data-driven management systems.

Thanks to technological advancements, smart restaurants that offer modern experiences and technology for faster, more engaging service are no longer just a futuristic concept. They are already accessible to many restaurants worldwide. Therefore, to survive amidst fierce competition, every restaurant is expected to adopt the latest digital trends, such as artificial intelligence, kitchen automation, and data-driven management systems.

Smart restaurants are changing consumer behaviour by offering fast, efficient, personalized, and contactless experiences. Customers are accustomed to ordering and paying via tablet or app, which reduces wait times and lines. As they value digital and unique experiences to share, customers are becoming more focused on the experience beyond food and drink. They are also becoming more discerning about sharing their experiences online, which helps them become referrals for other potential customers.

Smart restaurants in Indonesia are undergoing significant digital transformation, leveraging technology to create better dining experiences and more efficient operations. This transformation is driven by the need to compete in the digital era. Smart restaurants in Indonesia are rapidly developing a comprehensive digitalization system to improve customer experience, including ordering via applications, interactive digital menus, and the use of robot waiters and AI-based data analysis.

2.2. Digitalization

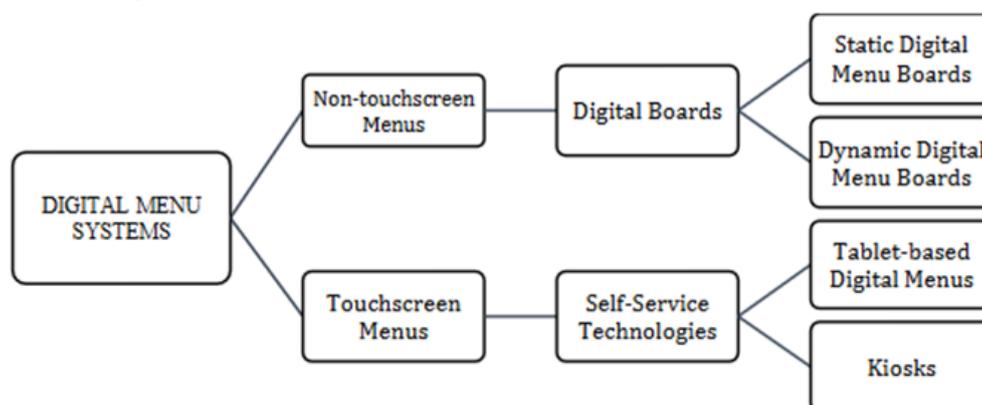
Digitalization is the process of transitioning from analog to digital technology (Triana et al., 2023). Therefore, digitalization can be defined as the application of digital technology to develop new business models and innovations. In restaurants, digital services can increase customer satisfaction by speeding up the ordering process, reducing errors, and improving the customer experience. Digital service also improves order accuracy and service efficiency (Lukita & Muslikhah, 2023).

2.3. Digital Menu

Digital menus are a modern innovation that replaces traditional printed restaurant menus. They can be accessed via tablets, LCD screens, or smartphones (Oktavia et al., 2023). Customers can view and select menu items directly, eliminating the need to wait for a waiter. Digital menus are considered more practical and interactive because restaurants can display photos of the food and drinks they serve, along with descriptions of ingredients or pairings (Sahin, 2020).

Sahin (2019) classifies digital menus as follows:

Figure 1. Digital Menu System (Sanin, 2019)



According to Sahin (2019), there are two types of digital menus: touchscreen and non-touchscreen. Non-touchscreen menus are digital boards that still require staff assistance for ordering. These menus are further divided into two types: static and dynamic digital menu boards. Touchscreen menus, on the other hand, are self-service technologies that fall under two categories: tablet-based digital menus and kiosks.

Digital menus offer various benefits to both customers and restaurants. For customers, digital menus offer easy access via QR code, complete details (photos and descriptions), independent ordering, and direct payment, increasing convenience. For restaurants, digital menus increase operational efficiency by reducing the burden on waiters, speeding up the ordering and payment processes, reducing human error, and automatically recording transaction data. This increases customer satisfaction. (Hartono & Danang, 2021).

Since the pandemic, the use of digital menus in Indonesia has increased rapidly. This is driven by consumers' new habits of using smartphones to place dine-in orders via QR code scanning. This replaces physical menus and reduces direct contact. Digital menus can increase operational efficiency, speed up service, minimize order errors, and provide an interactive customer experience with attractive visuals, such as photos and videos, as well as digital payment integration, such as QRIS and e-wallets. They can be an effective solution for the culinary industry in the digital era (Lukita & Muslikhah, 2025).

2.4. QR Code

A QR code (*quick response code*) is an image that stores information in the form of a code or serial number. They are intended to provide information without the need to type or search for it. Masahiro Hara of Denso Wave in Japan created QR codes in 1994 for managing auto parts inventories. Inspired by the game of Go, he designed them to store more data and be scanned more quickly than traditional barcodes. Originally intended for use in the automotive industry, QR codes became popular after smartphones were widely adopted and their features were integrated into camera apps, making them easier to use for digital payments, marketing, logistics, and more. They became an international standard in 1997.

In the culinary industry, QR code technology is used to access photos of food and beverage menus, ingredient lists, and prices, which can be transferred via a customer's mobile phone. Ordering with QR codes makes purchasing food from various platforms easier for customers, who can easily view their purchase information (Nikose et al., 2023). Additionally, QR codes are considered more environmentally friendly because they reduce paper waste (Öztürkcan & Kitapçı, 2023) and can improve customer experience and satisfaction (Ashrafi et al., 2025).

In Indonesia, especially in Bali, the use of QR codes has increased since the start of the pandemic in 2021. This innovation has become a striking transformation. To reduce the risk of virus transmission, customers can safely and efficiently access menus by using QR codes at several cafes and restaurants in Bali (Rasmi et al., 2024).

Rasmi et al. (2024) studied the use of QR codes on restaurant and cafe menus in Panjer, South Denpasar. The study revealed that consumers in South Denpasar positively received the implementation of QR code technology in food and drink menus because it made the menus more accessible and convenient. However, some consumers are not accustomed to using QR codes, especially when experiencing technical difficulties with their cellphones, such as internet connectivity issues.

However, this innovation has not been evenly distributed throughout Denpasar, despite its efforts to become a smart city — a creative and advanced city. It is hoped that more restaurants will adopt this technology to support the city's vision and improve customer experience.

2.5. Customer's Experience

According to Schmitt (as cited in Fauziyah, 2011), experience is a personal event that occurs in response to various stimuli. Experiences are integral to every aspect of life. In other words, marketers must create the right environment for customers and ensure that customers truly desire what marketers offer. Experiences are generally persuasive, not self-generated. Psychologically, experiences occur unintentionally. Customer experience refers to a customer's actual experience with a brand, product, or service in order to increase sales and brand awareness.

A customer's experience at a restaurant encompasses their emotional, physical, and psychological interactions with the restaurant, influencing their satisfaction and intention to return. This experience involves product/service quality, atmosphere, price, and complaint handling. According to Amaliah et al. (2024), factors that can improve customer experience in restaurants must be considered. These factors include product and service quality, such as food taste, presentation, cleanliness, speed of service, and friendliness of staff; atmosphere, including interior design, music, lighting, and overall comfort; emotional interactions, such as feelings of happiness, comfort, or disappointment; price and value, including customer perceptions of whether the price is commensurate with the experience gained; and problem handling, as the way restaurants handle customer complaints greatly influences final perception.

Previous research has revealed the influence of customer experience on satisfaction and the desire to revisit. Positive experiences create satisfaction and loyalty, encouraging customers to return and recommend the restaurant to others. Therefore, management must provide adequate access for customers to share their opinions about products and services because customer feedback can serve as a reference for business owners and managers to improve their operations.

Customer experience is measured using five dimensions: sense, feel, think, act, and relate. Customer experience is evident in how customers consume products and their involvement in the consumption process (Dewi & Hasibuan, 2016). The customer experience at restaurants can be evaluated by analyzing direct feedback (criticism and suggestions), monitoring social media, and assessing service, price, cleanliness, atmosphere, and the ease of the ordering and access process (Wulandari & Seprini, 2025). Management is considered successful in improving customer experience when there are no complaints, consumers are satisfied with products and services, and expectations are met.

Improving the customer experience in restaurants involves creating personalized interactions, implementing strategic loyalty programs, providing exceptional service, and cultivating an inviting atmosphere. Together, these elements transform a meal into a cherished memory and establish the restaurant as an unmissable destination. Improving the customer experience includes implementing an online ordering and reservation system for customer convenience, optimizing customer feedback collection, and implementing a loyalty program.

3. Research Methods

This study uses a qualitative approach to identify technological innovations in restaurant service at Goemerot Restaurant. This approach provides assessment procedures that generate descriptive written or verbal data about observed behaviors and objects, or visual data (Moleong, 2003). This research take place from August to December of 2025. Data were collected through observations of consumers and their behavior, interviews, and literature studies. Interviews were conducted with supervisors, two waiters, and five customers, each representing a different generation. Respondents were selected using

purposive sampling based on certain criteria, including age, work background, and educational background. Data processing was carried out using data triangulation techniques. The data were analyzed using thematic analysis to identify patterns and themes that emerged from the respondents' responses.

The Goemerot Restaurant was chosen as the subject of this study because it is one of the restaurants in Bali that uses technology throughout the service process, from menu selection to bill payment. The restaurant actively strives to improve the customer experience, which influences customer satisfaction and the frequency of visits.

4. Discussion

Goemerot was chosen as the research subject because it is one of the smart restaurants in Denpasar that implements technological innovations in its service. Since its inception in 2016, the restaurant has used wireless call buttons to improve operations and service. Furthermore, Goemerot has developed technology to enhance customer satisfaction and the customer experience.

The Gomerot Renon Restaurant is a family-friendly culinary destination that combines a traditional concept with modern, artistic touches. Its facilities include a playground, a spacious parking area, and a non-smoking room. Managed by PT Gotama Jhaya Sejahtera, this restaurant has several branches in Bali, including locations in Renon (Denpasar), Gatot Subroto (Denpasar), Jimbaran, Trans Studio Mall (TSM), Living World Mall, and Icon Mall. Gomerot recognizes the importance of incorporating technological innovations into its services. Initially, waiters used tablets to take orders; later, wireless call buttons were introduced to facilitate communication. As innovations evolved, the restaurant added features to speed up service and minimize errors.

4.1. Implementation of Technological Innovation at the Goumerot Restaurant-Denpasar

The Goemerot Restaurant is one of the restaurants in Bali that actively develops technology to improve its services. Goumerot Restaurant's digitalization system utilizes digital POS technology at the cash register. This system is designed to simplify and expedite service and transaction processing while achieving a high level of accuracy.

The following are examples of technological innovations implemented at Goumerot Restaurant:

1. Self Ordering

In restaurants, self-ordering gives customers full control over their menu selection and allows them to customize their orders according to their preferences. Upon arrival, servers will seat customers based on the number of people in their party and their preferences. Then, customers are given a QR code to select their menu items and order food and drinks without going through a server. The order is then sent to the kitchen and cashier in real time for processing. This process can speed up order processing, minimize menu order errors, streamline communication with the kitchen, and personalize the ordering experience. Furthermore, restaurants benefit from reduced operational costs, increased staff efficiency, and accelerated table turnover.

Figure 2. Scan Barcode



Customers will be directed to scan a barcode to select their menu item. The barcode scan is performed when customers arrive and are seated, indicating that the barcode is located at a specific table.

Barcode scanning has only been operational at Goemerot Restaurant since June 2025, so not many customers are aware of the change. Waiters reported that some customers responded immediately, while others were confused when asked to scan barcodes to order. Therefore, waiters will assist customers with these transactions. The following are some of the results from interviews with customers.

Edi, a 56-year-old Gen X customer, said, *"I felt confused when I was asked to scan the barcode. My phone doesn't have a barcode scanning app. So, I asked my child to scan it and place the order. Furthermore, the image on the phone is small and not very clear to me."*

In contrast, Sari, a 39-year-old millennial, said, *"At first, I was confused because I wasn't given a physical menu. I was given a piece of paper and told to scan a barcode. But when I scanned it, images of the food and drinks appeared, and I was able to place my order and add to it. Luckily, the waiter was there to show me how to do it."*

Twenty-one-year-old Rafael, a Gen Z member, expressed his preference for ordering by scanning a barcode.

"When I'm asked to scan a barcode to order, I can do it immediately. It's even more convenient because I can order directly without going through a waiter. Sometimes it takes a long time to get a waiter, especially when the restaurant is busy. There are also sometimes miscommunications regarding orders. But scanning the barcode is more practical, and my order is more accurate."

Al-Amin et al. (2025) categorize consumer responses to technology implementation as either customers who can use services independently or those who still require assistance. This classification is based on educational background, type of work, and social environment. Those with higher educational backgrounds, as well as those familiar with technology and digital environments, are usually more adaptive and independent. Therefore, service personnel will assist generations unfamiliar with innovation in ordering.

Figure 3. First Display after scanning the Barcode



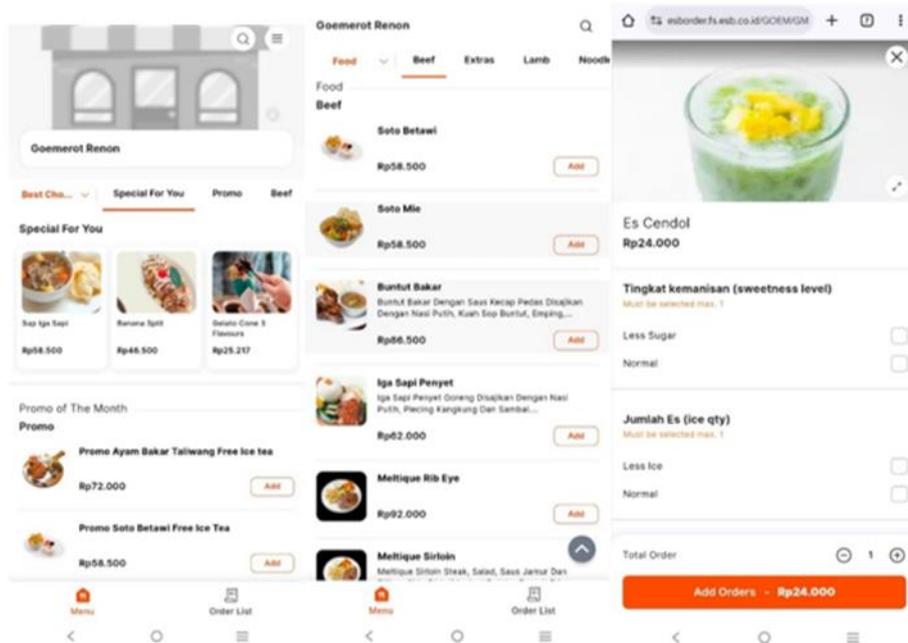
After scanning the barcode, a display will appear on the figure. They will be given the option to log in as a guest or via WhatsApp. If they choose to log in via WhatsApp, they will receive ongoing notifications about promotions. If they choose to log in as a guest, they will only receive notifications while they are in the restaurant using the service. This management effort is to maintain relation with customer.

In the ever-evolving digital era, customer interactions can occur through various communication channels. Effective customer relationship management enables restaurant management to personalize every interaction, understand customer needs, and respond more quickly than ever before. Collected customer data becomes a valuable company asset that improves the customer experience.

The goals of restaurant management's customer relationship management system are to increase customer loyalty, optimize customer retention to encourage repeat purchases, maximize customer lifetime value to enable upsells and cross-sells, enhance the customer experience, and reduce marketing costs.

From a customer's perspective, some people feel uncomfortable when contacted by management because it can invade their privacy. These consumers find marketing and promotional notifications annoying and consider them spam. Too many promotional messages can be annoying, especially when the offers don't align with customers' preferences or needs. Even when customer data is used for marketing purposes, some customers find it annoying. Customers appreciate professional service. To do so, they can select the guest login option and continue conducting online transactions.

Figure 4. Digital Menu



The digital menu features images of food and beverages, along with their ingredients, so customers can easily identify dishes that suit their tastes. The menu displays are designed to closely resemble the original to manage customer expectations.

With this digital menu, customers can select and customize dishes. They can add or subtract food quantities and provide additional information to personalize their orders.

This menu is particularly useful for foreign customers with language barriers because it provides a clear overview of the options.

Advantages of a digital menu include easy access and ordering via smartphone, eliminating the need to wait for a waiter; instant updates related to prices, stock, and promotions, eliminating the need for reprinting; a more attractive appearance with quality photos to facilitate customer imagination; increased operational efficiency because orders go directly to the kitchen, reducing physical contact; and increased sales through interactive promotions.

However, digital menus have drawbacks, including reliance on technology (internet and devices), high initial investment costs for devices and system maintenance, risk of technical disruptions, lack of customer familiarity, and potential data security issues.

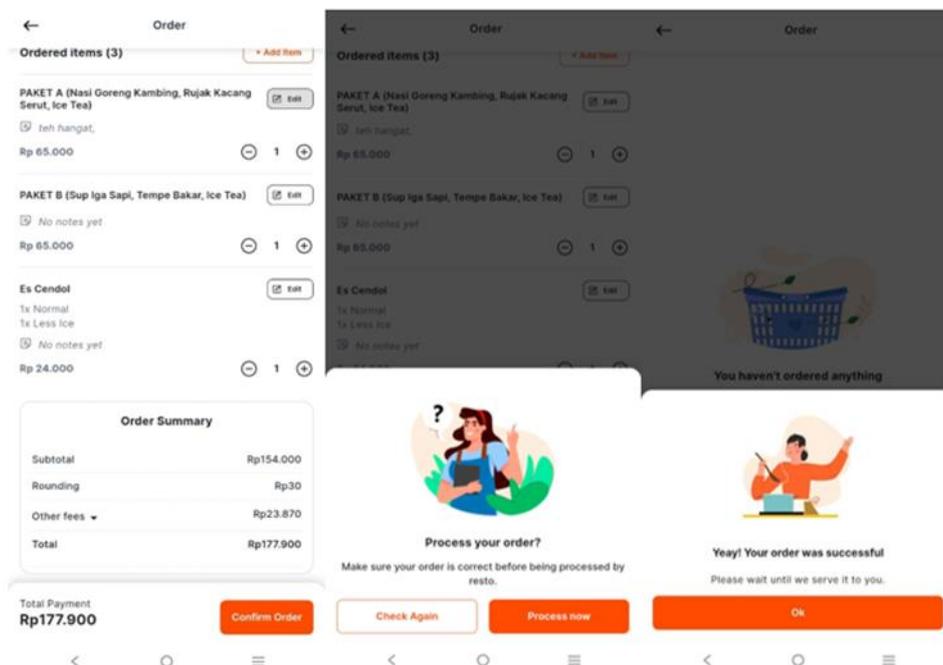
From a customer perspective, the disadvantages of digital menus include the following: Some customers prefer physical menus because they are more reliable and easier to store. Technological dependency requires a smartphone and a stable internet connection. Customers without devices or internet access may have difficulty accessing the menu, difficulty navigating menus on small screens. Some customers require interaction with waiters or staff for a human connection. For some customers, physical menus serve as a communication tool, enabling them to interact with waitstaff to make informed choices

Business owners consider the disadvantages of digital menus to include the high initial investment required for development and maintenance, susceptibility to technical issues such as slow connections or device failure, and difficulty with customer adoption, as some customers may reject them due to technical incompetence.

Although digital menus are expected to offer convenience, they also present challenges related to infrastructure, user experience, and operations. Effective management is required to minimize these drawbacks.

According to research by Purnamasari and Noviadi (2025), Millennials and Generation Z are highly responsive to digital menus because they are practical, fast, and interactive. They also appreciate the interesting photos and videos, as well as the personalization options that align with their digital lifestyles. However, they still consider price and social media reviews when making decisions. They have a high preference for convenience and visual experiences that are easy to share.

Figure 5. Processing Transaction Bills



After the customer has finished selecting their menu items, the next step is to create the bill. The bill is then sent to the kitchen and wait staff, who can immediately process the customer's order. This saves time because the customer places their order without going through a waiter. The display informs customers of the order progress.

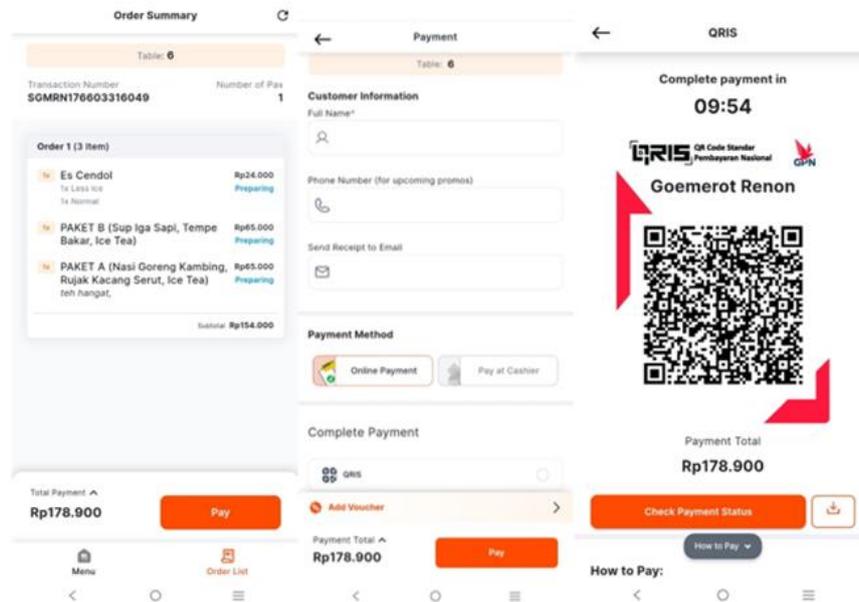
Restaurants process billing transactions through a POS (point-of-sale) system, which has three types: open bill, closed bill, and split bill. An open bill occurs when an order is recorded on a single bill and paid for at the end. A closed bill occurs when payment is made immediately after the order is placed or completed, typically before the customer leaves the restaurant. A split bill divides the total into smaller portions for each person or item in a group.

Interviews with waiters revealed that this restaurant uses a closed bill system with a QR code service for payment transactions. Split bill transactions can only be done manually at the cash register. This is a weakness of the system, as it requires assistance from the cashier.

2. Digital Payments

Previously, customers would request a bill from the waiter, who would bring them a bill printed by the cashier so they could pay. The downside was that, when the restaurant was busy, this process could lead to long lines.

Figure 6. Seamless Payment



Now, through the app, customers can estimate their costs, including tax and service charges. There are two payment options: online or at the cash register. To avoid queues, customers can pay online using QRIS (Quick Response Code Indonesian Standard). If customers have difficulty paying online, they can pay manually at the register with cash, a card, or the provided QRIS. This speeds up transactions and improves calculation accuracy compared to manual transactions, increasing customer satisfaction.

Digital payments are financial transactions carried out via electronic devices without the need for physical cash. Types of digital payments include mobile banking, internet banking, digital wallets (e-wallets), QRIS (*Quick Response Code Indonesian Standard*), virtual accounts, and online credit/debit cards and contactless payments. Digital payments are advantageous because they are practical, fast, safe, and flexible. They do not require physical cash and can be used anytime, anywhere with a mobile phone. They are equipped with multi-layered security features, such as one-time passwords (OTPs) and biometrics. They are transparent, offering automatic transaction histories that help track expenses and manage finances better. They also increase business efficiency by saving time and energy handling cash and reducing the risk of counterfeit or lost money. Additionally, they follow consumer behavior trends and offer a modern shopping experience.

Online payments are growing in popularity in Indonesia as people become accustomed to using applications like QRIS. The spread of the novel coronavirus has led to the expectation that payments will be made without contact, resulting in a surge in cashless payments and driving the growth of online payments. Digital or cashless payment methods are becoming increasingly popular, especially among the younger generation or Generation Z, due to the rapid development of technology in everyday transactions. With this development, digital wallets, also known as e-wallets, have become "faithful companions" for various transactions, including online shopping, coffee breaks, and transportation. (T.marwan, 2025)

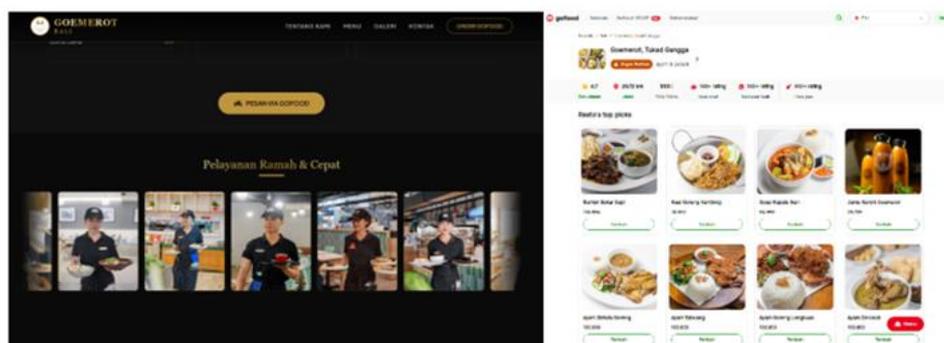
Rafael (21 years old- gen Z) state: *"Usually, I stand in line at the register to pay, especially if the restaurant is busy. If I don't receive the correct change, it can be a huge hassle. With online payments, though, I just sit back, open the app, and pay the bill."*

Respondents had positive feedback about the digital payment options at Gomerot Restaurants. The absence of lines at the register indicates good service innovation at this restaurant. From an entrepreneurial perspective, these online payments allow for immediate tracking of real-time income at various Gomerot restaurant counters and branches in Bali.

However, digital payments have weaknesses, such as dependence on the internet and technology, cybersecurity risks (e.g., hacking and fraud), administrative fees for certain services, a consumptive lifestyle due to the ease of transactions, and consumer protection issues if problems occur. Therefore, the Goemerot Restaurant business must be able to overcome these weaknesses and prepare alternative payment methods in case of problems with online payments.

3. Integrated with Online Delivery

Figure 7. Online Delivery Integration- Go Food



This restaurant offers dining options and integrates with online delivery services, allowing customers to enjoy their meals at home. The food delivery service uses the third-party app GoFood, which allows customers to check their delivery status and choose their preferred payment method. Some popular food delivery apps in Indonesia include GoFood (Gojek), GrabFood, and ShopeeFood. According to the website, however, GoFood is the official reference for online food delivery.

The advantages of online food delivery integration include convenience and efficiency for consumers and businesses, an improved customer experience with features like real-time tracking and notifications, and business optimization through integrated data management and order automation. It can even connect directly with POS and logistics systems to speed up the process. From a customer's perspective, this ordering method is more practical and efficient. Customers don't need to wait in line; they can simply click on their phone, and their food will be delivered. Various payment options are also available, as well as attractive promotions. The customer experience is positive because the application is easy to use and has interactive menus and live order tracking.

However, online food delivery has drawbacks from the restaurant's perspective. These include a lack of control over the customer experience, such as the quality of the food upon arrival, the risk of food quality deterioration (e.g., cold or damaged food), potential order misunderstandings, and high commission fees. Third-party delivery involves an additional party, so restaurants cannot control the customer experience. This includes travel conditions, food condition upon arrival, and packaging. These factors can negatively impact the restaurant's reputation. Food that does not meet customer expectations or appears damaged upon arrival can disappoint customers, even if the problem lies with the delivery party. This issue is further compounded by the costs of special packaging for delivery and

managing online orders. To avoid these negative impacts, restaurants must manage packaging better, use a restaurant management system for better integration, offer a menu that can withstand delivery, and focus on maintaining good food quality despite the distance traveled.

4. Wireless Call Buton

Figure 8. Wireless Call Buton



Even though services have been digitized, customers still need human interaction during the service process. Restaurants provide wireless call buttons so customers can summon waiters if they need assistance. These buttons function to quickly and efficiently call staff or officers without cables, using radio signals to send notifications to receiving devices (such as monitors or watches) worn by staff. They are commonly used in restaurants to improve customer satisfaction and service efficiency. In restaurants, wireless call buttons are mainly used to order, request bills, and address other needs.

The wireless call button system was the first technology used by Goemerot Restaurant when it opened in 2016. This system provides fast and efficient wireless communication, allowing staff to be called without the need for loud voices or shouting. Staff receive notifications via pager or watch when assistance is needed, thereby increasing the speed and quality of service.

The use of this tool demonstrates Goemerot Restaurant's commitment to providing fast and responsive service. However, there will still be delays in service if the restaurant is very busy, even if customers use this tool. It is hoped that using other technologies will increase customer satisfaction by eliminating the need to wait for a waiter, eliminating lines at the cashier, and preventing problems with incorrect change.

5. Conclusion

The Goemerot Restaurant was chosen as the subject of this study because it is one of the restaurants in Bali that uses technology throughout the service process, from menu selection to bill payment. The restaurant actively strives to improve the customer experience, which influences customer satisfaction and the frequency of revisit intention.

The Gomerot Restaurant is one of the restaurants in Bali that recognizes the importance of using technology to improve customer service. At Goemerot Restaurant, customers have access to digital menus for self-ordering, seamless payment, and online delivery integration. They can also use wireless call buttons for efficient service. This digital customer experience is expected to increase satisfaction and encourage repeat visits. Recognizing that transformation is an ongoing process, the restaurant's waiters are prepared to assist customers who are not yet accustomed to using technology or who are facing obstacles.

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