

The Role Of Technology In Simplifying Operations To Strengthen Customer Relationships In The Culinary Industry

*Technology and
Customer
Relationship*

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ABSTRACT

With the advancement of technology, the culinary industry continues to evolve. Technology not only makes businesses easier to run, but it can also strategically help enhance customer engagement. The purpose of this research is to determine the role of technology in streamlining operations and strengthening customer relationships in the culinary industry. Business operators can optimize efficiency, reduce costs, and enhance customer experience by using online ordering applications, digital inventory management systems, and social media platforms. This study also discusses the implementation of digital payment systems and the use of data analytics to understand customer preferences. The research results show that the effective use of technology can increase customer satisfaction by up to 25% and operational efficiency by up to 30%. Thus, technology is not just a helpful tool, but also a catalyst for building a competitive culinary business. Technology offers many opportunities to make culinary businesses easier and enhance customer engagement. Research results show that the adoption of the right technology can provide significant efficiency in business operations, such as cost reduction, improved service speed, and better data management. In addition, technology also plays a crucial role in enhancing customer experience through personalization, ease

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of access to information, and more interactive interactions. Thus, the strategic use of technology can be the key to the success of culinary businesses in the digital era, creating more efficient operations and more engaged customers.

Keywords: Technology, Customer Engagement, Culinary Industry, Digital Transformation, Business Efficiency.

INTRODUCTION

In the modern era like today, the development of internet technology is becoming increasingly sophisticated. With the existence of internet technology, humans can do many things such as socializing, obtaining various information, and even shopping. This has led to an increase in internet technology users as well as social media users from various backgrounds, including in the business world. Technology also provides convenience for its users to perform or carry out activities without having to travel.

The Internet is a global network that connects millions of computers and other devices around the world, enabling instant information exchange and communication. The internet has created a digital economy that encompasses e-commerce, online services, and other data-driven economies. The utilization of technology in the business world includes competing for customers. Similarly, in the culinary business, technology has changed the way culinary businesses operate. In enhancing technology, the culinary business can improve operational efficiency and quickly adapt to market changes, one of the technologies that can help expand reach.

The culinary industry is one of the sectors that continues to grow in line with changes in lifestyle and societal needs. In this digital era, technology has become an important tool that can change the way culinary businesses operate and interact with customers. The use of technology allows for the simplification of operations, process efficiency, and enhanced customer engagement in a more personal and effective manner. Technologies such as online ordering applications, cloud-based restaurant management systems, and social media platforms have opened new opportunities for culinary business operators to enhance their productivity and competitiveness. By utilizing automation systems, restaurants can manage orders, raw material stocks, and employee schedules more efficiently. On the other hand, the use of technology in marketing, such as digital advertising and app-based loyalty programs, can enhance customer satisfaction and loyalty. However, this digital transformation also demands business operators to quickly adapt to changes in technology and consumer behavior. Therefore, it is important for culinary businesses to understand and implement technology strategically, in order to create a better customer experience while maintaining business sustainability.

In the current digital era, technology has transformed the business landscape across various sectors, including the culinary industry. The use of technology is no longer just an option, but a necessity for culinary business operators to remain competitive and relevant. Technology offers various solutions to simplify business operations while simultaneously enhancing customer engagement. Why is technology important in the culinary business?

- **Efficiency and Productivity:** Technology can automate various processes, from ordering, and payment, to inventory management. This reduces the potential for human error, saves time and costs, and overall increases operational efficiency.
- **Better Customer Experience:** Technology enables more personal and interactive interactions with customers. Features such as online ordering, interactive digital menus, and app-based loyalty programs can enhance customer satisfaction and loyalty.
- **Data and Analysis:** Technology-based systems can collect important data about customer preferences, sales trends, and operational efficiency. This data is very valuable for making more accurate decisions and developing effective business strategies.

- **Wider Market Reach:** Online platforms and social media allow culinary businesses to reach a broader audience, even beyond their geographical area. This opens up opportunities to increase sales and expand market share.

The application of technology in the culinary business is an online ordering system and an app to make it easier for customers to order food from anywhere and anytime, whether for dine-in, takeaway, or delivery. The interactive digital menu displays the menu in an attractive digital format, complete with images, descriptions, and nutritional information. Allows customers to order directly from their devices and facilitates real-time menu changes. The POS (Point of Sale) system manages sales transactions, inventory, and customer data in an integrated manner. Accelerating the payment process and providing accurate sales reports. Loyalty applications and programs reward loyal customers with points, discounts, and special offers. Increasing customer retention and encouraging repeat purchases. Social media and digital marketing are promotions for culinary businesses through social media platforms, online ads, and engaging content. Increase brand awareness and reach a wider target market. The Kitchen Management System helps manage orders in the kitchen efficiently, reducing errors and speeding up service times. By utilizing technology appropriately, culinary businesses can streamline operations, enhance customer engagement, and achieve greater success in this digital era. Therefore, it is important for culinary business operators to continuously adapt and adopt the latest technology to compete and thrive in an increasingly dynamic market.

By leveraging technology, restaurants can not only streamline their operations but also enhance customer engagement. Automatic ordering systems and integration with e-commerce platforms are some examples of how technology can provide a competitive advantage in the increasingly tight culinary market. The proper implementation of technology will help culinary businesses remain relevant and meet customer expectations in this digital era.

RESEARCH METHOD

This research aims to analyze how technology can be utilized to simplify operations and enhance customer engagement in the culinary industry. To achieve this goal, the research was conducted using a qualitative descriptive approach, which allows the researcher to delve deeply into the data regarding the phenomenon being studied.

1. Research Approach

This research uses a case study and survey approach to understand the impact of technology on operations and customer engagement. This approach was chosen to gain a holistic understanding of the role of technology in the culinary business.

2. Data Source

- **Data Primer**

Data was obtained through in-depth interviews with restaurant owners, operational managers, and digital marketing staff in the culinary sector. Additionally, surveys were conducted with customers to measure their perceptions and experiences in using technology related to culinary services.

- **Secondary Data**

Secondary data is obtained from scientific journals, industry reports, news articles, and relevant previous studies.

3. Data Collection Techniques

- **Interview**

Semi-structured interviews are used to obtain detailed information about the implementation of technology, the challenges faced, and its impact on operations and customer engagement.

- **Observation**

Direct observations were conducted in several restaurants that have adopted technology to monitor the effectiveness of its implementation in daily operations.

4. **Data Analysis Techniques**
Qualitative data is analyzed using thematic analysis methods to identify relevant patterns, themes, and relationships from interviews and observations.
5. **Location and Research Subjects**
This research was conducted on restaurants and cafes in urban areas that have adopted technologies such as online ordering applications, restaurant management systems, and digital marketing platforms. The subjects of the research include culinary business operators (owners and staff) as well as customers.
6. **Research Limitations**
This research is limited to culinary businesses that have utilized technology in their operations and marketing. External factors such as regulations and economic conditions are also not discussed in depth, although they can affect the research results.

RESULTS AND DISCUSSION

Integrated technology is the use of software and systems that work together to simplify restaurant operations. This includes order systems, Point of Sales (POS), payments, inventory management, performance monitoring, and analytical tools that help restaurant owners understand overall sales, such as service, employee performance productivity, and customer behavior.

The advantage of integrated technology is its ability to simplify complex processes and enable various business functions to be automated. Without integrated technology, many restaurants might have to manage orders, payments, inventory, or service manually, where the process is time-consuming, less efficient, and prone to errors.

The benefits of integrated technology include:

1. **Improving Service Quality**
The influence of integrated technology on the F&B business is indeed quite significant, including in the restaurant business. If previously customers had to call a waiter to place an order or queue at the cashier to make a payment, with the integration of technology into the ordering system, such as self-service systems, it makes it easier for customers to place orders and pay directly through tablets, digital kiosks, or QR codes available in the restaurant. Customers in today's era want more than just good food—they also seek convenience. Integrated technology helps add value to the customer experience, create excellent service, and enhance satisfaction.
2. **Operational Efficiency**
Besides the delicious taste of the food, in the restaurant business, time is everything. In a manual system, it often takes longer due to communication barriers between the waiter, cashier, and kitchen. Errors in recording orders and delays in serving are also common, which can lead to customer dissatisfaction. This is the main reason why restaurant businesses must adopt integrated technology to improve operational efficiency. Integrated technology allows employees to process orders quickly and accurately. Orders inputted by waiters through the digital system or orders that come in through the self-service system are automatically forwarded directly to the kitchen. Meanwhile, the inventory or product management system helps restaurants avoid running out of stock during peak hours and provides reports that make it easier to predict stock needs.
3. **Ensuring Accuracy**
Human error often occurs and can certainly harm a business. For example, in recording orders or transactions, order notes can be lost or damaged, miscommunication between waitstaff and the kitchen, calculation errors, and many more. When the POS system is integrated with the order system, customer orders are automatically printed in the kitchen, so waiters no longer need to go back and forth

between the kitchen and the cashier. The risk of errors is reduced, and it can even prevent fraud.

This is because integrated technology has been designed in such a way that employees only need to learn the system, and the system will perform tasks automatically, such as recording and calculating transactions. In transactions with conventional machines, cashiers are prone to making mistakes, such as inputting the type of transaction or inputting the transaction amount. If a mistake occurs, it is not only the restaurant that suffers the loss but also the customer's satisfaction with the service provided.

4. Faster Business Decision-Making

In the digital era, data has become an important asset. Integrated technology allows restaurant owners or managers to monitor and analyze various data or reports in real time, such as total sales and transactions, service level, top menu, peak restaurant hours, and waiter performance.

5. More Productive Employee Performance

With integrated automated technology, restaurant employees can focus more on their work, thereby improving customer service. Employees no longer have to spend a long time, such as taking orders on paper, going back and forth between the kitchen and the cashier, managing stock, and counting transactions manually. All these tasks can be done faster and more efficiently using integrated technology.

6. Improving Customer Experience

In this fast-paced era, customers expect quick and efficient service. Integrated technology allows restaurants to offer self-ordering, online ordering, digital payments, and real-time order tracking. These systems not only enhance customer satisfaction but also help restaurants maintain customer loyalty.

Integrated technology is becoming increasingly important for restaurant businesses in this digital era. By adopting interconnected and automated systems, restaurants can improve operational efficiency, reduce errors, monitor operational performance productivity, and offer a better customer experience, as well as create excellent restaurant service. The long-term benefits are very significant. Restaurants that invest in integrated technology will have a competitive advantage and be better prepared to face future challenges. All the benefits of integrated technology can be obtained through just one application with Saji. Saji is a restaurant application that simplifies the order-to-payment process and provides various comprehensive reports. Saji is also equipped with a real-time monitoring system to track order status and operational performance productivity, helping restaurants create excellent service and a satisfying dining experience for customers.

In recent years, the whole world has been racing to develop various technological innovations to make human work easier. Not excluding the restaurant business. Now, technology developers are becoming increasingly innovative in creating various new restaurant technologies. So that restaurant owners can run their businesses more practically. Here are 5 (five) of the latest restaurant technology innovations, among others:

1. Utilizing Robots as Service Staff and Chefs

The first of the latest restaurant technologies is the use of robots. Japan and America are countries that have already utilized robots as waitstaff in some of their restaurants. There are even special robots that can serve as chefs to cook food. The dishes prepared are just as delicious as those made by real chefs. Now, such robots are starting to be widely implemented in various countries. One of them is Hajime, a restaurant in Bangkok, Thailand. If you buy food at this restaurant, you just need to touch the screen on the robot's body. Then, the order will be prepared by another robot in the kitchen. While we wait for our order, another robot will dance to entertain us.

2. Food Service with Conveyor Belt

The next latest restaurant technology is food service using a conveyor belt that can operate automatically like a machine in a factory. This technology is also starting to be implemented in many restaurants around the world, and even in Indonesia, it has begun to emerge. When we buy food at a restaurant that implements this technology, there will be no waiter to deliver the food to our table. But, there will be a rail with various foods passing by the customers' tables. So, we just need to sit still and wait for the food to pass by our table.

3. Employee Training Using Virtual Reality Technology

The third latest restaurant technology is the use of VR (Virtual Reality) for employee training. This technology is implemented by the giant fast-food franchise network, KFC. This time, KFC launched a VR-based game specifically used to train new employees in frying chicken. Through the Facebook Oculus Rift headset, the game developed by Wieden+Kennedy only takes 10 minutes to complete the 5 steps of frying chicken KFC-style. In addition to VR training, manual training is still conducted. However, the presence of VR technology helps KFC in providing a new experience for its employees.

4. Interactive Table for Ordering Food

The latest restaurant technology is next implemented by Inamo restaurant in London, England. When ordering food at this restaurant, we don't need to queue at the cashier or wait to be served by a waiter first. However, we can directly order food from a table equipped with high-tech technology, which can display the menu items we can order. The interactive table will be directly connected to the kitchen, so our order list can be processed immediately by the kitchen team. While waiting for our order, we can also play games at the table.

5. Self-Order Kiosk, Tablet and QR Code

The fifth latest restaurant technology is almost the same as the interactive table that offers self-order convenience as discussed in number. However, this self-order technology tends to be more practical and its investment cost is more affordable. The self-order technology itself allows customers to order and pick up their food independently. So, there is no need for a waiter to deliver the orders. Currently, various types of self-order technology are available and commonly used in restaurants/cafes. Some of them include self-order kiosks, tablets, and QR codes. With the presence of self-order technology like this, it is certainly very beneficial for restaurant owners. Because they can run the business more efficiently. This technology can also provide a new experience for restaurant visitors. Thus, the likelihood of increased customer satisfaction also becomes greater.

Culinary business management can be a promising venture for those interested in the food and beverage industry. The culinary business offers attractive benefits, such as high growth opportunities and a diverse customer base. However, there are also challenges that entrepreneurs need to face in managing a culinary business. One of the advantages of the culinary business is its high growth potential. Food and beverages are basic human needs that cannot be avoided, so the culinary business always has a large market. In addition, the customers of the culinary business are very diverse. Starting from families, and friends, to companies, they can all be customers of the culinary business. This provides opportunities for entrepreneurs to develop their businesses by targeting various markets. In addition, the culinary business also has high-profit potential. Food and beverage products have higher profit margins compared to other products. In addition, culinary entrepreneurs can also develop their businesses by offering various new products, such as attractive packaging or adding menu variations. This will attract customer interest and increase the revenue of the culinary business. However, there are also challenges that entrepreneurs need to face in managing culinary businesses, including:

1. The competition in the culinary business is very fierce. Many culinary businesses are emerging with various unique and interesting concepts. This makes entrepreneurs

have to continuously innovate and improve the quality of their products to remain competitive in an increasingly competitive market.

2. Proper management of raw material inventory becomes a challenge in culinary business management. The quality of the produced products highly depends on the quality of the raw materials used. Entrepreneurs must ensure an adequate supply of raw materials, both in quantity and quality. In addition, entrepreneurs must also manage raw material inventory to prevent waste and reduce production costs.
3. Effective financial management becomes a challenge in culinary business management. The culinary business requires significant capital for the purchase of equipment and raw materials. Entrepreneurs must ensure that their business finances are well-managed, including the purchase of raw materials, employee salaries, and monthly bill payments. This can be done by managing the business's cash flow effectively and monitoring business expenses.
4. Good employee management becomes a challenge in culinary business management. The culinary business requires skilled and trained employees to produce quality products. Entrepreneurs must ensure that culinary business employees have sufficient skills and can work effectively. In addition, entrepreneurs must also ensure that culinary business employees work in a safe and comfortable environment.
5. Changes in lifestyle and consumer habits can pose a challenge in culinary business management. Consumers are increasingly aware of the health and hygiene of food and beverage products. This encourages culinary business entrepreneurs to adjust their products and services to meet consumer needs and preferences. Culinary business entrepreneurs must pay attention to consumer habits and ensure their products are healthy, fresh, and safe for consumption.
6. Government regulations and rules regarding food and beverages can be a challenge in managing a culinary business. Culinary business entrepreneurs must understand the regulations and requirements applicable to food and beverage products. They must ensure that their products meet the safety and quality standards set by the government. This is important to maintain the reputation of the culinary business and to retain customer trust.
7. Effective time management also poses a challenge in culinary business management. Culinary businesses often require a lot of time in the preparation and production of food and beverages. Entrepreneurs must ensure that the time used is effective and efficient, without sacrificing product quality. This can be done by creating a regular work schedule, estimating the time needed for production, and ensuring sufficient raw material stock.

In culinary business management, profits and challenges are always an inseparable part. Entrepreneurs must understand and prepare themselves to face challenges in culinary business management. They must be creative and innovative in creating products and services that attract customers, while also paying attention to consumer needs and preferences. Entrepreneurs must also ensure that their culinary business management is well-organized, including financial management, raw material inventory, employee management, and compliance with government regulations. By considering the advantages and challenges in culinary business management, entrepreneurs can successfully develop their businesses and provide quality products to customers.

Several advantages in culinary business management can help entrepreneurs develop their businesses:

1. The culinary business has a large and continuously growing market opportunity. Consumers are always looking for delicious and unique food and beverages to enjoy. By paying attention to consumer needs and preferences, culinary business entrepreneurs can develop products and services that are appealing to customers.
2. The culinary business can also provide attractive financial benefits. If managed well, the culinary business can provide significant profits for entrepreneurs. Entrepreneurs can leverage innovation and creativity to develop new products and services that

attract customers. This can help increase revenue and strengthen the business's position in the market.

3. Culinary businesses can also provide social benefits. Culinary businesses can become a gathering place for people from various backgrounds and cultures. Culinary business entrepreneurs can create a comfortable and enjoyable environment for customers, making them feel at home and want to return to the business. This can help build a positive relationship between the entrepreneur and the customers.
4. Culinary businesses can help promote local culture and traditions. Culinary business entrepreneurs can utilize their products and services to promote regional specialties and local culture and traditions. This can help preserve cultural diversity and introduce local products to a wider audience.

In managing a culinary business, entrepreneurs must pay attention to the advantages and challenges in culinary business management. Entrepreneurs must be creative and innovative in creating products and services that attract customers, as well as paying attention to consumer needs and preferences. Entrepreneurs must also ensure that their culinary business management is well-organized, including financial management, raw material inventory, employee management, and compliance with government regulations. By considering the advantages and challenges of managing a culinary business, entrepreneurs can successfully develop their businesses and provide quality products to customers. In the current digital era, culinary business entrepreneurs can also leverage technology to develop their businesses. Entrepreneurs can utilize social media and other digital platforms to promote their products and services to potential customers. In addition, entrepreneurs can also leverage technology to facilitate business management, such as using inventory management software or financial applications.

With the advancement of technologies such as AI, IoT, and Blockchain, businesses in 2024 will undergo significant transformations. Companies that can adopt and utilize these technologies will not only improve operational efficiency but also be able to provide better services to customers. Understanding and following these trends is key to success in an increasingly competitive digital era.

a. Artificial Intelligence (AI)

Artificial intelligence has become a major driver of innovation across various sectors. In the context of business, AI is used for:

- Process Automation: AI can automate routine tasks, such as customer service through chatbots, which increases efficiency and reduces operational costs.
- Data Analysis: AI enables deeper data analysis to understand consumer patterns and predict market trends, helping companies make better decisions.
- Service Personalization: With the ability to process large data, AI can offer a more personalized and relevant customer experience.

a. Internet of Things (IoT)

IoT refers to a network of devices connected to the internet, enabling communication and data exchange between devices. In the business world, IoT offers various benefits:

- Real-Time Monitoring: Companies can use IoT sensors to monitor inventory and production processes in real time, thereby increasing operational efficiency.
- Supply Chain Optimization: IoT helps in optimizing the supply chain by providing better visibility into logistics and inventory processes.
- Applications in the Healthcare Sector: In the field of healthcare, IoT devices can continuously monitor patients' conditions and send data to healthcare providers for quick action.

b. Blockchain

Blockchain is known as the foundational technology for cryptocurrency, but its applications are much broader in the business context:

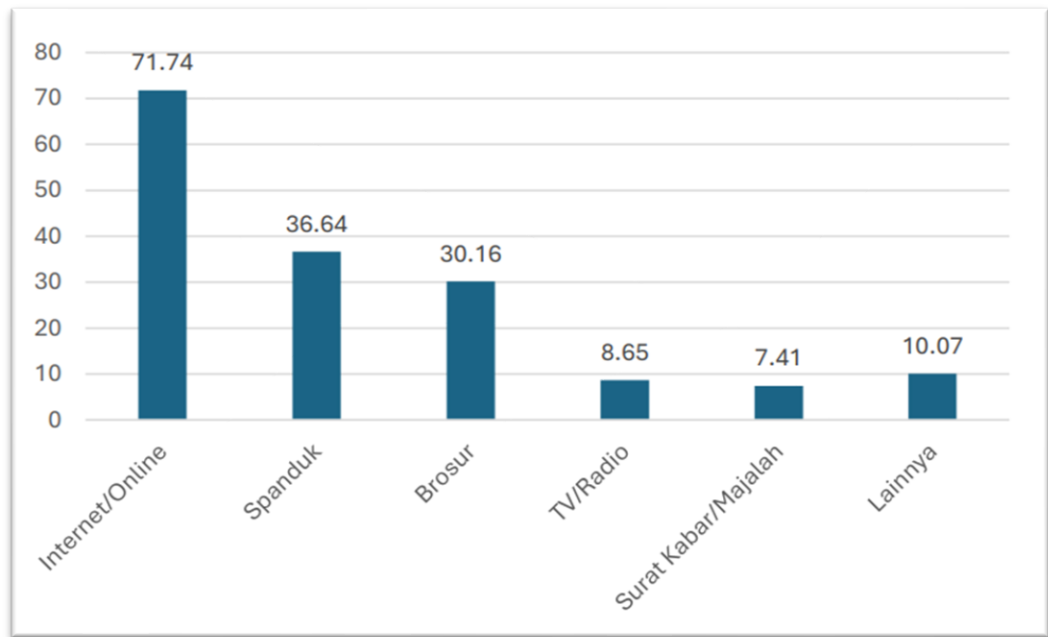
- **Data Security:** Blockchain provides a secure and transparent system for digital transactions, reducing the risk of fraud and increasing customer trust.
- **Smart Contracts:** This technology enables contract automation through code that is automatically executed when certain conditions are met, reducing the need for intermediaries.
- **Supply Chain Management:** The use of blockchain in supply chain management increases transparency and accountability, as well as reduces transaction costs.

The modern business world is experiencing a shift in values in all aspects, driven by technological advancements. This condition implements technology something that cannot be avoided by companies. The implementation of communication technology can also encourage companies to continuously adapt and grow. The implementation of technology in business has now become a solution to address business challenges in the digital era. Starting from customer service to business operations, companies now must be able to integrate technology into all business activities. The steps for technology implementation are as follows:

1. **Business Needs Evaluation**
 - **Identify Needs:** Understand areas that can be improved through technology, such as inventory management or digital marketing. Evaluate the current operations management system and determine the business goals to be achieved.
 - **Risk Analysis:** Identify risks or obstacles that may exist in the IT infrastructure that could affect business continuity.
2. **Planning and Budgeting**
 - **Plan Thoroughly:** Create an implementation plan that includes short-term and long-term goals, as well as specific steps to achieve those goals. Determine a realistic budget for technology investment.
 - **IT Vision Setting:** Establish a clear vision of how technology will support business growth and align with the Company's strategy.
3. **Selection of Technology Solutions**
 - **Research Available Options:** Evaluate various technology solutions available in the market, and compare their features, prices, and quality to choose the solution that best fits the business needs.
 - **Technology Integration:** Ensure that the chosen technology can be integrated with existing systems and supports overall business objectives.
4. **Team Involvement and Training**
 - **Build the Implementation Team:** Form a team consisting of internal and external members with the necessary technical skills. Ensure the team has good communication and problem-solving skills.
 - **Employee Training:** Conduct training to ensure employees understand and can effectively use new technology. This also helps improve operational efficiency.
5. **Implementation and Testing**
 - **Implement Implementation:** Apply the technology as planned, and ensure all parties are involved in this process. System testing must be conducted to ensure everything runs as expected.
 - **Restructuring Work Processes:** Adjust workflows to maximize the benefits of the newly implemented technology.
6. **Evaluation and Adjustment**
 - **Implementation Results Evaluation:** Conduct a thorough evaluation of the implementation results to understand the strengths and weaknesses of the applied solution. This includes performance measurement using relevant KPIs.
 - **Strategy Adjustment:** Based on the evaluation results, make adjustments to the implementation strategy if necessary to improve the effectiveness of technology use.

The implementation of information technology has become the main key for companies to keep up with the ever-evolving business dynamics. This is done so that the company can improve its competitiveness and operational efficiency.

Horeca (Hotel, Restaurant, and Café) is an industry sector that operates in the food and beverage field and is one of the fastest-growing industry sectors in the world. After tourism, especially the economic growth of the country. Horeca, as a provider of food and beverages, can attract customer interest when presented in a modern way and supported by *technological advancements* (BPS, 2022).



Sources; Central Bureau of Statistics, 2020

Various promotional means are used by food and beverage providers to market their services and products to increase sales. As time goes by, online media has become the most widely used promotional tool. As many as 71.74% of businesses utilize online media to promote their business or food products. Other media that are quite effective include using banners/billboards (36.64%) and brochures/leaflets (30.16%). Some businesses also still use television/radio (8.65%), newspapers/magazines (7.41%), as well as other media (10.07%), to promote their business. According to the BPS statistical report (2020), the composition of companies that have conducted online sales is 85.55%. The remaining 14.45% of companies have not yet engaged in online sales. Meanwhile, the most commonly used means in online sales are third-party ordering services at 61.69%, and social media at 49.69%, while through websites at only 17.62%. The implementation of digital marketing strategies allows companies to communicate with their potential consumers across various online platforms such as websites, social media, email, search engines, and mobile applications. Companies can reach customers worldwide, strengthen relationships with customers, increase brand awareness, achieve marketing targets, and boost sales. Based on the presentation, further analysis is needed on how digital marketing strategies can help Horeca sales. The goal is to analyze and understand digital marketing strategies in helping to increase sales in Horeca. Can provide an in-depth understanding of various effective digital marketing strategies in increasing sales. On the other hand, it can provide insights and effective strategy guidelines for the field of digital marketing.

CONCLUSION

The development of technology grows rapidly from year to year. This is evidenced by the growth in the number of internet users in Indonesia in 2021, which reached 202.6 million people. This number increased by 15.5% or 27 million people compared to January 2020. The development of technology impacts all aspects of life, including the culinary world. Nusantara cuisine is a traditional cuisine that embodies the cultural richness of a country, which is not possessed by other countries. That development is something we cannot avoid. With the advent of technology, there are now many platforms that provide online food ordering services such as Go food, Grab food, and others. Many international cuisines have entered Indonesia, such as tacos, pizza, and others. However, the existence of domestic cuisine is no less impressive than international cuisine such as rendang, gulai belacan, and others. Culinary arts in Indonesia, especially the archipelagic cuisine, are increasingly developing with the advancement of technology, making them competitive with contemporary culinary trends. While maintaining its authentic taste, the selling method must adopt modern approaches, such as using platforms for food delivery services.

The presence of technology certainly brings positive changes in terms of business efficiency in the culinary aspect, as the use of this technology makes it easier for people to sell and buy food and beverages through applications. For buyers, we no longer need to go out to buy food because there are already several applications that offer food delivery services. For sellers, the existence of ordering applications makes promoting their business easier. Business owners register their businesses on food delivery apps and wait for orders to appear on the app. However, with the presence of technology like this, the competition will become even tougher. Every day, new culinary businesses emerge that become competitors to your business. For that reason, it is necessary to innovate the food being sold so that the business remains popular. Technology can also enhance the quality of service and customer experience in restaurants. Like an application that can reserve a table along with the menu to be ordered and pay before coming to your restaurant. Technology can provide a new experience so that they will share information about their experience, and eventually, your restaurant can become known to the public.

Technology enables more efficient operational processes in the culinary industry, such as automation in ordering, inventory management, and financial record-keeping. The use of Point-Of-Sale (POS) systems, inventory management applications, and demand forecasting tools can reduce human errors, speed up service, and save operational costs. Through technology such as mobile applications, social media, and online ordering platforms, culinary businesses can interact directly with customers. Personalization features, digital loyalty programs, and online reviews allow customers to feel more engaged and valued, which impacts increased satisfaction and loyalty. Technologies such as self-service kiosks, digital payments, and food delivery apps provide a more convenient and faster experience for customers. In addition, the integration of technology such as artificial intelligence (AI) can provide menu recommendations that match customer preferences. Technology enables the collection of more structured data on customer behavior and preferences. The analysis of this data helps restaurant owners make more precise decisions, such as menu development, effective promotions, and market targeting. In a competitive environment, adopting technology becomes a necessity to remain relevant. Culinary businesses that leverage technology can expand their market reach and attract more customers more quickly compared to those that do not adopt it.

By strategically leveraging technology, players in the culinary industry can not only streamline operations but also create a better customer experience, enhance engagement, and gain a competitive advantage. However, the implementation of technology must be carried out with careful planning to ensure maximum benefits.

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