

DEVELOPING USER PREFERENCE-BASED COFFEE BEAN ORDERING APPLICATION

VINA NETTY WAHYUNINGTYAS
Informatics Study Program, Faculty of Science & Technology
Yogyakarta University of Technology
Jl. North Ringroad Jombor Sleman Yogyakarta
E-mail: vinanetty1234@gmail.com

ABSTRACT

Understanding consumer preferences is a crucial factor in increasing coffee bean sales, as selecting the right coffee product can often be a challenge during the ordering process. This study aims to develop a coffee bean ordering application tailored to user preferences, enabling consumers to select products based on a completed survey easily. The research was conducted through interviews and literature reviews, followed by system design, development, and testing. The results indicate that the application can effectively recommend coffee beans based on user preferences. The testing involved 10 respondents, revealing that 70% felt the recommendations provided by the system closely aligned with their individual preferences, while the remaining 30% considered the recommendations to be reasonably appropriate.

Keywords: Application, Coffee Beans, Preferences