

Fhtm2u

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Abstract—The Faculty of Hotel and Tourism Management (FHTM), UiTM Terengganu, offers food and beverage (F&B) practical classes. The Faculty operates three mock restaurants, namely Bayu Grill, Mock Restaurant, and Kafe Kreatif. These classes are open not only to the UiTM staffs and students but also to external customers. However, customers face difficulties searching for information about the menu, venue, price, and other details offered in the practical classes. Thus, the objective of this project is to invent a user-friendly application to assist customers to select the menu, venue, price, and time of choice from these restaurants. Moreover, this innovative systematic reservation application, *fhtm2U*, will also provide a list of tourist attraction places for the customers to get an idea for sightseeing while visiting the UiTM Dungun campus. Also, *fhtm2U* has the potential to be commercialized, as it will bring in more customers. Users can download this application via Android or iOS. This application could drive up student menu sales and marketing strategy. Indirectly, it will also promote FHTM programs to the public.

Keywords—Application, Menu, Reservation, Restaurant, Tourism

I. INTRODUCTION

Recently, online reservation systems have become more popular among both restaurants and consumers. These systems have been associated with increased revenue, improved capacity, improved management productivity, improved transactional marketing, and better customer relationship management [1]. On the other hand, in the food service/restaurant operations sector, very few studies have been done on this area [2] with most focusing on employees rather than customers. Understanding restaurant customers will help the industry to gain better insights into how their customers think about and use platforms such as these. It will also address the knowledge gap in understanding the consumer's usage of online reservation systems [3]. The Faculty of Hotel and Tourism Management, UiTM Terengganu, operates three mock restaurants that offer different student menus, venues, and a style of service every

week in every semester of study. These mock restaurants serve as training restaurants. Previously, the student menu sales and marketing strategy were based on manual practices where students would distribute flyers and receive reservations via phone call. However, the customers would face difficulties searching for information about the menu, venue, price, and other details offered in the practical classes. Hence, only a few external customers were aware of the student menu operated by the faculty and that it is open to outsiders.

Besides, in practical classes, there is a need to implement an efficient and effective system to control customer reservation. Such a system can indicate the effectiveness of the whole operation and could give a huge impact on the entire performance of the mock restaurant business. Therefore, it is necessary to develop an application that would enable people to reserve a table at the restaurant efficiently and conveniently. Managing increasing demand, price, and table utilization is critical to restaurant business profitability [4]. Therefore, this study aims to invent a user-friendly Web application to assist customers to select the menu, venue, price, and time of choice. Web apps have become more trendy and have increased the sales of products and services nowadays. These apps are multi-platform-supported, easy to develop, and are known to be stable [5]. According to a past study [6], the web application is a powerful medium for delivering information and software services over the Internet.

II. METHODS

This study used the wix.com website to create a *fhtm2u* website that is compatible with all devices. Wix.com was used because it is a functional website builder that incorporates features of advanced e-commerce tools [7]. Besides, the website builder does not require any programming skill [8] because it already has ready-made templates for consumers to choose from and mix and match accordingly. A website builder is much easier to use to build

a website compared to coding, i.e. the conventional way [8]. Figure 1 shows a snapshot of the wix.com website.



Figure 1. The *fhtm2u* website based on a template from wix.com.

This website builder is also the cheapest and most cost-effective way of developing a website. Consumers can manage and control the website themselves and maintain the website without hiring any programmers [8]. The view of *fhtm2u* on a mobile device is shown in Figure 2.

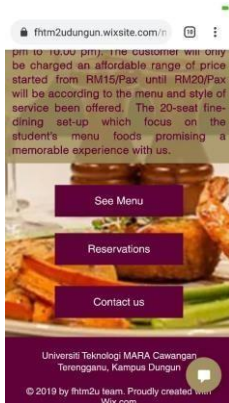


Figure 2. The view of the *fhtm2u* website from a mobile device.

The *fhtm2u* web app consists of a description about the restaurant, the menu of the week (Figure 3), and booking reservations, all of which are integrated into the website via Google Docs, Google Forms, and Google Sheets. This integration is an important part of the website, as it helps the customer to book reservations. First, the customers need to choose the menu and then book a table by filling up the Google Form, as shown in Figure 4.



Figure 3. Example of the menu of the week.



Figure 4. The booking reservation form.

After that, the booking reservation completed by the customer will appear in the *fhtm2u* database, which uses Google Sheets. This database, especially the number of

reservations for that particular day, will be monitored by the coordinator of services. The three restaurants can only cater to 20 people per session. Figure 5 shows the database that has been integrated with Google Forms.

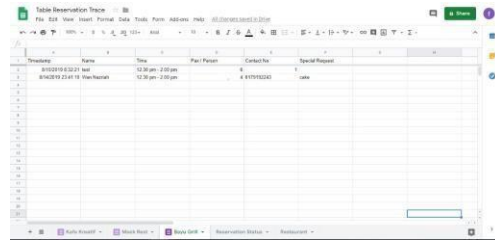


Figure 5. The database in Google Sheets

Next, this website was integrated with the *fhtm2u* application created using AppsGeyser.com, a free app creator that makes it easy to build an app platform. Through this app, a QR code that is compatible with all devices is generated, as shown in Figure 6.



Figure 6. The QR code generated by the *fhtm2u* app

III. RESULTS AND FINDINGS

A pilot test was conducted on 35 respondents (UiTM students, staffs, and external customers). The results obtained are shown interactively based on the highest item scored by the respondents. It can be seen that the respondents rated trust the lowest. The respondents agreed that the app was convenient, user-friendly, and functional with each having an equal number of respondents. Figure 7 below shows the user responses regarding the *fhtm2u* reservation website.

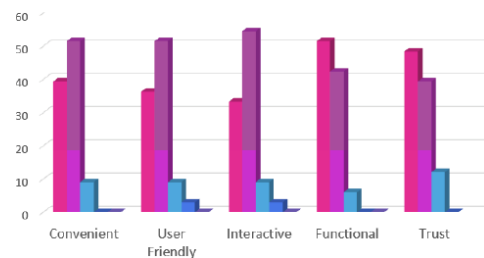


Figure 7. Responses to the survey regarding the *fhtm2u* reservation website.

The results show that the customers were able to search for quality information regarding the menu, venue, price, and other details offered in the practical classes on their own. Moreover, the Web app saved the customers' time in making decisions to dine in at the restaurant and reserve a table. It was also time-saving for the students to gain customers as potential guests. Besides, the app offers a cost advantage to students and lecturers because it is free to make while the flyer printing and transport cost money and are not guaranteed to reach potential customers.

IV. CONCLUSION

fhtm2u is an online reservation web app that displays the variety of student menus offered at three mock restaurants operated by The Faculty of Hotel and Tourism Management, UiTM Terengganu, namely Bayu Grill, Mock Restaurant, and Kafe Kreatif. This Web app displays the student menu of the week based on several menu types such as the Table D'hote/A la Carte/International Buffet. It also provides unique places of attraction for the customers to gain ideas for sightseeing on the campus. To date, many established restaurants have used websites and integrated apps for booking and reservations primarily for commercial usage. This study is an attempt to develop a basic mock restaurant reservation website, so it is hoped that the app and website will be a useful tool to reduce the issues regarding the mock restaurant reservations. In particular, it is hoped that it will be a useful tool to reduce the issues regarding mock restaurants reservation in UiTM Cawangan Terengganu. In conclusion, this initiative was developed to promote the student menu in the mock restaurants to the public whilst giving exposure to the students to experience actual restaurant reservation processes, operations, and dealings with real customers. Furthermore, this Web app also has the potential for commercialization by gathering external customers. Its continuous usage also aligns with the practical class lifetime, besides being a user-friendly application and offering valid information and procedures regarding student menus at the fingertips. Last but not least, with this Web app, the customers get to experience the services of the students, eat well, and spend less.

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