Analysis of Point of Sale System Implementation in Coffee Shop

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Abstract: They were utilizing technology as a strategic step that SMEs of a coffee shop can take to improve services, profits and financial reporting. This article discusses implementing a point of sale (POS) system in a coffee shop business through a case study method and SWOT analysis. The data collection method uses interviews and direct observation of the coffee shop. This article discusses the results of a SWOT analysis on using a POS system in a coffee shop. Based on the analysis, the coffee shop is placed in the ST (Strengths-Threats) quadrant, which indicates solid internal strengths but also faces external threats. Internal strengths include improved operational efficiency, real-time inventory management, in-depth sales analysis, easy financial reporting, and integration with loyalty programs. Meanwhile, the threats are intensified competition, changing consumer habits, data security issues, and technological dependence. In the face of this situation, this article suggests some strategies coffee shops can implement. These strategies include focusing on innovation, employee training, collaboration with suppliers, and utilization of customer data. By optimizing its internal strengths, coffee shops can overcome these threats, maintain a competitive advantage, and create a satisfying customer experience. This article provides insights and guidance for coffee shop owners and managers facing dynamic market changes. By adopting the suggested strategies, coffee shops can stay relevant, adapt to changing consumer habits, and achieve long-term success in a competitive industry.

Keywords: Point of Sale, Coffee Shop, SWOT

Abstrak: Memanfaatkan teknologi sebagai suatu langkah strategis yang bisa dilakukan oleh UKM sebuah kedai kopi untuk meningkatkan layanan, keuntungan serta pelaporan keuangan. Artikel ini membahas tentang penerapan sistem *point of sale* (POS) pada bisnis kedai kopi melalui metode studi kasus dan analisa SWOT. Metode pengumpulan data menggunakan wawancara dan observasi secara langsung ke kedai kopi. Artikel ini membahas hasil analisis SWOT pada penggunaan sistem POS dalam sebuah kedai kopi. Berdasarkan analisis tersebut, kedai kopi ditempatkan di kuadran ST (Strengths-Threats), yang mengindikasikan adanya kekuatan internal yang kuat namun juga menghadapi ancaman eksternal. Kekuatan internal yang diidentifikasi meliputi peningkatan efisiensi operasional, pengelolaan inventaris real-time, analisis penjualan mendalam, pelaporan keuangan yang mudah, dan integrasi dengan program loyalitas. Sementara itu, ancaman yang dihadapi adalah persaingan yang semakin ketat, perubahan kebiasaan konsumen, masalah keamanan data, dan ketergantungan pada teknologi. Dalam menghadapi situasi ini, artikel ini menyarankan beberapa strategi yang dapat diterapkan oleh kedai kopi. Strategi tersebut meliputi fokus pada inovasi, pelatihan karyawan, kolaborasi dengan pemasok, dan pemanfaatan data pelanggan. Dengan mengoptimalkan kekuatan internalnya, kedai kopi dapat mengatasi ancaman tersebut, mempertahankan keunggulan kompetitif, dan menciptakan pengalaman yang memuaskan bagi pelanggan. Artikel ini memberikan wawasan dan panduan bagi pemilik dan pengelola kedai kopi dalam menghadapi perubahan pasar yang dinamis. Dengan mengadopsi strategi yang disarankan, kedai kopi dapat tetap relevan, beradaptasi dengan perubahan kebiasaan konsumen, dan meraih keberhasilan jangka panjang dalam industri yang kompetitif.

Kata kunci: Point of Sale, Coffee Shop, SWOT

INTRODUCTION

The coffee shop is one of Malang's most popular businesses today. Although it had fallen during the Covid-19 period, as the current economic conditions improve, the coffee shop industry's growth is also increasingly showing a positive direction. Intenesty (2022) mentions that the growth of new coffee shop outlets in Malang has reached 2,950, not including traditional shops and mobile coffee shops. Instragramable coffee shop concepts are mushrooming in Malang. The vast consumer potential strongly supports this coffee shop business, especially Malang as a student city with schools and universities.

The coffee shop business is one of the growing businesses in Indonesia. However, like any other business, the coffee shop business is also influenced by several factors that can affect the growth of the business. Many people are eager to take advantage of the prospects for business expansion presented by changing shopping trends, yet doing so comes with difficulties (Ferreira & Ferreira, 2018). Here are some factors that affect the growth of the coffee shop business:

1. Location: A strategic location is essential for a coffee shop business. Coffee shops in easily accessible areas, close to the workplace, or in the centre of a crowd usually have a more extensive potential customer base.

2. Product and service quality: Good product and service quality are essential in building a coffee shop's business image. Poor product and service quality can make customers disappointed and potentially not return to the coffee shop.

3. Competition: Intense competition among coffee shops can affect business growth. The high level of competition requires coffee shop businesses to continue to innovate and improve the quality of the products and services they offer.

4. Price: Product and service prices are also essential in coffee shop business growth. Too high prices can discourage customers from buying the products or services offered.

5. Changes in trends and lifestyles: Changing trends and lifestyles can also affect the growth of a coffee shop business. For example, the growing number of people who love speciality coffee and want to have a different experience in enjoying coffee can be an opportunity for coffee shops to offer new products.

The coffee shop business needs to develop effective strategies to maintain and increase its market share in the increasingly fierce competitive situation. Customer satisfaction might rise, which might help draw in or hold onto devoted customers (Lee et al., 2018). Although the proliferation of coffee shop businesses shows that business opportunities in the coffee industry are still wide open, the increasingly fierce competition also requires coffee shop businesses to develop the right strategy to compete effectively. The increasing number of cafes and coffee shops that have sprung up means that the level of competition among them is also getting higher. POS or Point of Sale system requires coffee shop businesses to innovate and improve the quality of their products and services. In addition, coffee shop businesses face challenges in managing business operations, especially inventory management and business decision-making. Since coffee shop businesses usually offer many products with different supplies, good inventory management is essential to maintaining the quality of products and services provided. In addition, making the right and quick business decisions is also essential in the face of increasingly fierce competition. For well-established international chain firms, transaction records in point of sale (POS) and customer relationship management (CRM) systems can represent massive amounts of data (Chiang, 2021).

One way is to keep up with the times and technology. Small businesses, including coffee shops, also keep up with environmental developments, including changes in knowledge, business, and technology that can affect the business. (Christauskas & Miseviciene, 2012). One effective strategy is to implement a POS system that can help improve the business's operational efficiency and financial management, as well as provide an easy and efficient payment experience for customers. Through POS systems, coffee shop businesses can strengthen customer relationships and maximize business profits. In order to preserve customer segments, customer relations must be improved (Rahardjo et al., 2019). The practicality provided by POS can facilitate cashiers who no longer need to count individually and make reports manually (Zada & Sopiana, 2021). This is one of the information technology innovations in the era of Society 4.0 with a faster, systematic process in accounting work (Kadek et al., 1012; Kartika et al., 2021; Spilnyk et al., 2022).

POS is a system businesses use to organize and process sales transactions. A POS system consists of hardware such as computers, barcode scanners, printers, and software that manages the business's sales process and financial management. POS systems allow businesses to efficiently and accurately manage the sales process, monitor merchandise inventory, and generate accurate financial and sales reports. According to studies, using digital accounting systems can boost the efficacy and efficiency of accounting tasks, enhancing decision-making and competitive performance (Lutfi et al., 2022).

The importance of using a POS system in business cannot be underestimated because it can improve operational efficiency, strengthen inventory management, speed up the transaction process, and obtain accurate financial and sales reports. Good quality financial statements can be a reference for investors or banks in providing capital (Pamungkas, 2022).

In addition, using a POS system also helps coffee shop businesses maximize business profits by avoiding financial errors and fraud. A POS system can also strengthen customer relationships through an easy and efficient payment experience and give coffee shop businesses a competitive edge in an increasingly tight market. Therefore, a POS system is an essential and effective solution for optimizing a coffee shop business's operations and financial management. The benefits of cloud computing systems such as reducing costs, increasing profits, analyzing big data and responding effectively to customer requests (Yu & Ni, 2013). Technology and information simplify business processes, making better use of communication by using online channels (Kumar et al., 2017).

This POS refers to the location where customers complete transactions for the goods or services they receive from a business. Using E-Commerce is expected to increase profits and as a form of innovation to advance the cafe (Prayoga & Mubarok, 2021). The term can also refer to the software and hardware systems used to process such transactions. Using this system, customers can make payments using cash, credit/debit cards, or other payment methods and receive a receipt as proof of purchase. In the digital or online context, POS can be a website or mobile app where customers can make purchases and complete transactions using digital payment methods. Appropriate and effective utilization of technology and communication will help small businesses overcome challenges and become more competitive and productive (Kumar

et al., 2017). In addition, the Internet network can also invite customers, especially students, and students to come (Maryatmo & Pamenta, 2023), eventhough does not automatically lead to cost savings (Stieninger & Nedbal, 2014). The longer the business is established, the higher the likelihood of implementing digitalization because the higher the income, the less concerned about implementation costs (Fitari & Hartati, 2022).These systems help businesses manage their sales and inventory, process transactions efficiently, and generate reports for accounting and analytics purposes. Based on the background above, the author is interested in doing research titled Analysis of Point of Sale System Implementation in Coffee Shop. With this research, It is hoped that Aromantic Cafe's decision to use the POS System is the right decision and how to optimize the use of this POS System to improve and develop business.

METHOD

The case study method is a research method that is in-depth and focused on real cases in context with the research objectives. In this article, the author conducts a case study on one of the coffee shop businesses in Sudimoro Mojolangu Malang that have implemented a POS system. Data collection techniques are the most strategic step in research because the primary purpose is to get data (Sugiyono, 2015):

1. Interview technique. One of the most strategic steps in collecting data from research is to obtain information and ideas through questions and answers or interviews so that meaning can be constructed on a particular topic

2. Observation Technique. Observation is a complex process, a process which is composed of various biological and psychological processes. Two of the most important are the processes of observation and memory.

3. Documentation technique. Documents are records of events that have passed. Documents can take the form of writings, pictures, or monumental works of a person. Documents in writing include diaries, life histories, stories, biographies, regulations, and policies. Documents include images such as photographs, life drawings, sketches and others. Documents in the form of works such as works of art, which can be in the form of drawings, sculptures, films and others. Document study complements observation and interview methods in qualitative research

This interview was conducted to obtain information on using POS systems in coffee shops. The second stage is data processing and data analysis. The information

obtained from the interviews above was processed and analyzed using the SWOT (Strength, Weakness, Opportunities, Threats) method. The SWOT method is one of the tools used to develop strategies based on company conditions that affect the performance of a company (Kusbandono, 2019).

According to Rangkuti (2015), SWOT analysis is one of the tools that can be used to develop strategies based on the situation around the company that affects company performance. This factor is classified as internal and external factors the relationship between the organization and the society that creates and supports it. This SWOT analysis is continued by making IFAS (Internal Strategy Factor Analysis Summary) & EFAS (External Strategy Factor Analysis Summary) Strategy Matrix. Determining factor values in the SWOT matrix consists of internal and external factors. Each criterion is made into a column to sort out the criteria; then, each criterion is given a weight ranging from 0.0 (not significant) to 1.0 (very important); each criterion point can significantly affect the strategy used. Then calculate the total rating of each criterion so that a scale is obtained which starts from 1 (poor) to 5 (outstanding). The rating value is based on the reality in the field that can affect the condition of the company; the rating of the opportunity factor is positive (the value of a small opportunity is rated +1, and the value of a significant opportunity is rated 5, and vice versa if the threat value is getting smaller, it is rated 5. The most threat value is rated 1, then multiply the weight value by the rating to get the score value which will be compiled in the 4th column; add up the weighting scores (in column 4), to get the total weighting score of the function of the score results for the company is to determine the strategy to be developed in the future to get optimal results.
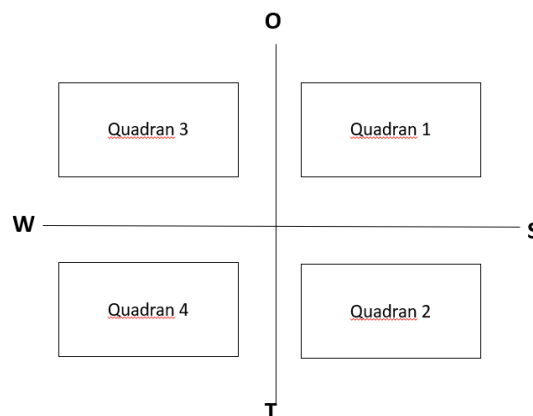

Figure 1. SWOT Matrix

Strategic consideration of a combination of four factors, namely:

1. SO strategy. This strategy is based on the company's way of thinking by using all strengths to take advantage of opportunities.
2. ST strategy. This is a strategy to use the company's strengths by avoiding threats.
3. WO strategy. This strategy is implemented based on utilising existing opportunities by overcoming the owned weaknesses.
4. WT strategy. This strategy is based on defensive activities to minimise existing weaknesses and avoid threats.

After calculating the IFAS and EFAS matrices, information on the internal and external levels of the company can be generated.

RESULT AND DISCUSSION

The coffee shop business that is the case in writing this article is Aromantic Coffee, a coffee shop located along Sudimoro Mojolangu Malang Road, which was founded in 2021. This coffee shop is one of the dozens lined up along 500 meters of Sudimoro Road, with a modern and cosy interior design. Aromantic Coffee provides various coffee drinks, teas, and light dishes for customers who want a relaxing atmosphere while enjoying their favourite drinks. Aromantic Coffee employs six staff who are experts in coffee making and serving light dishes. As a relatively new business, Aromantic Coffee faces some inventory and financial management challenges.

Aromantic Coffee's consideration for implementing the Moka POS system is to improve its operational efficiency and speed up the customer transaction process. The Moka POS system used by Aromantic Coffee can manage inventory, process payment transactions, and generate sales reports. The system implementation was carried out by the Moka POS team in collaboration with Aromantic Coffee's operational staff. The implementation process includes installing Moka POS hardware and software, staff training on the use of the system, and integrating the POS system with the existing payment system.

Aromantic Coffee offers a variety of exciting menus to its customers. Through the combination of menus provided, Aromantic Coffee strives to meet the needs and tastes of diverse customers. With an integrated POS system, Aromantic Coffee can more

efficiently manage the inventory of raw materials needed to serve these menus to customers.

Several types of POS (Point of Sale) are used in various business activities, including:

1. Conventional POS: This is the most commonly used type of POS, a cash register consisting of a barcode scanner, monitor, and receipt printer.

2. Mobile POS: a flexible and portable POS, usually in the form of a mobile device such as a smartphone or tablet equipped with a particular application.

3. Online POS: a web- or cloud-based POS where transactions are done through a website or application connected to a server that can be accessed from anywhere.

4. Smart POS: This type of POS is capable of collecting data and providing real-time business analytics, making decision-making easier.

5. Self-service POS: This type of POS allows customers to perform transactions independently without the assistance of a cashier or clerk, such as at an ATM or vending machine.

6. POS in ERP (Enterprise Resource Planning) system: This is a type of POS integrated into the company's resource management system to facilitate integration between various business systems and optimize overall business efficiency.

Some features that are usually available in POS for coffee shops include:

1. Menu options and prices: POS allows employees to easily access the menu and price list to take customer orders quickly and accurately.

2. Integration with payments: POS can connect with credit/debit card machines, e-wallets, or other digital payment systems to facilitate payment transactions.

3. Inventory management: POS can help manage inventory of ingredients and products and forecast demand to keep inventory well-maintained.

4. Sales tracking: POS can provide daily, weekly, or monthly sales data, helping in business analysis and decision-making

The Moka POS system used by Aromantic Coffee has various features to help coffee shop businesses improve their operational efficiency and financial management. Some of the Moka POS features used by Aromantic Coffee include: Inventory Management, Transaction Processing, Sales Reports, Tax Reporting.

With the various features of the POS system, coffee shop businesses can improve their operational efficiency and speed up the customer transaction process. In addition,

the POS system can also help coffee shop businesses monitor inventory, generate accurate sales reports, and facilitate the tax reporting process. This can help coffee shop businesses optimize profits and survive the increasingly fierce competition.

SWOT analysis enables business owners to evaluate their strengths, weaknesses, opportunities, and threats. Through a SWOT analysis, coffee shop owners can gain insights into their market position and identify areas for improvement. A POS system in coffee shops can significantly enhance inventory management and operational efficiency. Studies have shown that implementing cloud-based solutions, including POS systems, can empower small businesses to make substantial progress by adopting cost-effective structures and benefiting from rapid software upgrades (Ghaffari et al., 2014). Therefore, conducting a SWOT analysis and leveraging the advantages of a POS system can help coffee shop owners stay competitive, streamline operations, and adapt to evolving business trends.

The first step begins with a SWOT analysis of Aromantic Café using the POS system. The following is the SWOT matrix. With the SWOT method, several factors will be obtained that become points of strength in facing competition. A point of weakness must be corrected, and then an opportunity point is obtained, which can later cover a threat from competition. From the strengths side, the strength of Aromantic cafe after using the POS system is that coffee shops can get benefits such as increased operational efficiency, reduced errors, better inventory monitoring, flexible payment options, better business decision-making, better customer experience, and increased transaction and information security. Then from the Weakness side, it is necessary to consider the initial investment costs and maintenance required, employee training, potential resistance to new technologies, dependence on stable internet and electricity connections, security risks such as hacking, and the possibility of downtime or system damage. Then from the Opportunities side, namely the potential to improve operational efficiency, sales, and customer satisfaction. Real-time information on sales and inventory can be used for better decision-making, while additional payment options and sales data analysis can improve customer experience. Then from the Threats side, the risk of attacks or data theft can jeopardize the security of customer data. Dependence on technology can also cause operational problems when technical or power disruptions

occur. In addition, service or product quality issues can also impact a business's reputation.

Table 1. SWOT Matrix

	Strengths	Weakness
	SWOT Matrix	
Opportunities	Strategi SO	Strategi WO
Threats	Strategi ST	Strategi WT

In this case, SWOT analysis compares internal factors (Strengths and Weaknesses) and external factors (Opportunities and Threats). In strategic planning, new approaches have emerged to harness the power of SWOT analysis. One such strategy is the SO strategy, which capitalizes on strengths while leveraging opportunities in the market. By identifying and utilizing their internal strengths, such as improved operational efficiency and real-time inventory management facilitated by a POS system, coffee shop owners can seize the opportunities present in the industry. Similarly, the ST strategy enables coffee shops to utilize their strengths to mitigate threats like competition and changing consumer habits. By employing effective marketing tactics, focusing on customer satisfaction, and continuously improving their offerings, coffee shop owners can counteract their challenges and maintain a competitive edge. By aligning their strengths with the opportunities and threats in the market, coffee shop owners can develop robust strategies that drive growth, profitability, and long-term success. The following is a SWOT analysis of using the POS System from Aromantic Cafe.

Table 2. Factor Analysis Strengths

Kode	SWOT Matrix
	Strengths
S1	Improved operational efficiency
S2	Real-time Inventory Management
S3	In-depth Sales Analysis
S4	Easy financial reporting
S5	Integration with a loyalty program

Table 3. Factor Analysis Weakness

Kode	SWOT Matrix
	Weakness
W1	Reliance on Technology Infrastructure
W2	Employee Training
W3	Vulnerable to Technical Interruptions
W4	Additional Cost Expenditure

Table 4. Factor Analysis Opportunities

Kode	SWOT Matrix
	Opportunities
O1	Service Process Improvement
O2	Use of Customer Data
O3	Expansion to Online Sales
O4	Collaboration with suppliers

Table 5. Factor Analysis Threats

Kode	SWOT Matrix
	Threats
T1	The competition is getting tougher
T2	Changing Consumer Habits
T3	Data Security Issues
T4	Dependence on Technology

Based on the results of the above analysis, several points are obtained from each of the Strengths, Weaknesses, Opportunities, and Threats, which will later be calculated in IFAS and EFAS.   Strengths points contain points of strengths that exist at Aromantic cafe, and Weaknesses contain weaknesses that exist at Aromantic cafe, Opportunities contain opportunities that can later have a positive impact on Aromantic cafe, and Threats that contain threats from Aromantic cafe such as competitor Aromantic cafe. Furthermore, entering the calculation of IFAS (Internal Strategy Factor Analysis Summary) requires Strengths and Weakness points as internal factors and EFAS (External Strategy Factor Analysis Summary) requires Opportunities and Threats as

external factors. Then calculate internal and external factors by giving weight to each internal and external factor. The maximum weight is 5, and the minimum weight is 1.

Table 6. IFAS Strengths Matrix

Kode	Matrix IFAS			
	Strengths	Rating	Bobot	Skor
S1	Improved operational efficiency	0,20	4	0,80
S2	Real-time Inventory Management	0,20	5	1,00
S3	In-depth Sales Analysis	0,20	4	0,80
S4	Easy financial reporting	0,20	5	1,00
S5	Integration with a loyalty program	0,20	4	0,60
	Sub Total			4,20

Table 7. IFAS Weakness Matrix

Kode	Matrix IFAS			
	Weakness	Rating	Bobot	Skor
W1	Reliance on Technology Infrastructure	0,30	3	0,90
W2	Employee Training	0,25	4	1,00
W3	Vulnerable to Technical Interruptions	0,25	3	0,75
W4	Additional Cost Expenditure	0,30	3	0,90
	Sub Total			3,55

Table 8. IFAS Opportunities Matrix

Kode	Matrix IFAS			
	Opportunities	Rating	Bobot	Skor
O1	Service Process Improvement	0,30	4	1,20
O2	Use of Customer Data	0,25	3	0,75
O3	Expansion to Online Sales	0,25	4	1,00
O4	Collaboration with suppliers	0,20	3	0,60
	Sub Total			3,40

Table 9. IFAS Threats Matrix

Kode	Matrix IFAS

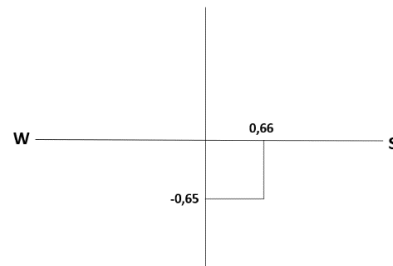|	Threats	Rating	Bobot	Skor
T1	The competition is getting tougher	0,25	5	1,25
T2	Changing Consumer Habits	0,25	3	0,75
T3	Data Security Issues	0,25	4	1,00
T4	Dependence on Technology	0,25	4	1,00
	Sub Total			4,00

Figure 3. SWOT Diagram of Aromantic Cafe

After getting the assessment results from the IFAS matrix, the next step is to add all the factors to be mapped in a SWOT diagram, which will obtain the Aromantic Café's quadrant position. Coordinate Point X = Total IFAS Strengths - Total IFAS Weakness, Coordinate Point Y = Total EFAS Opportunities - Total EFAS Threats, Point X = 4.20 – 3.55 = **0.65**, Point Y = 3.40 – 4.00 = **- 0.60**. So that the SWOT diagram is as follows:

In Figure 3 above the position of the quadrant is at the coordinate point (0.66), (-0.65) and enters quadrant II which means the strategy that can be done is a diversification strategy, where Aromantic Cafe is required to focus on:

1. Utilize internal strengths: Focus on utilizing the coffee shop's internal strengths. For example, utilize the POS system to improve operational efficiency, manage inventory in real-time, analyze sales in-depth, and report finances easily. POS System will strengthen the coffee shop's position in the face of increasing competition.

2. Deal with threats proactively: Identify external threats, such as increasing competition, changing consumer habits, data security issues, and reliance on technology. Take proactive measures to address these threats. For example, conduct market research to understand changing consumer habits and adjust marketing

strategies and product offerings accordingly. Enhance data security by adopting appropriate security measures. Consider technology diversification to reduce the risk of dependence on a single infrastructure.

3. Improve employee training: Pay attention to employee training using POS systems. By ensuring employees have adequate knowledge and skills, coffee shops can maximize the benefits of the POS system and address weaknesses related to employee training.

4. Collaborate with suppliers: Take advantage of opportunities to collaborate with suppliers. Collaboration can help coffee shops face increasing competition by acquiring resources, knowledge, or other support. For example, collaborate with suppliers to procure quality raw materials or gain knowledge of the latest industry trends.

5. Keep innovating: Maintain a competitive edge by constantly innovating services and processes. Use POS systems and customer data to improve service processes, identify new opportunities, and adapt to changing consumer needs. For example, explore online sales and leverage customer data to personalize offers and increase customer loyalty.

CONCLUSION

Based on the case study articles, using a POS system is an essential and effective solution in optimizing a coffee shop business. Coffee shops that analyze SWOT and are in the ST (Strengths-Threats) quadrant have solid internal strengths, such as improved operational efficiency, real-ti

me inventory management, in-depth sales analysis, easy financial reporting, and integration with loyalty programs. However, coffee shops face threats such as intensifying competition, changing consumer habits, data security issues, and dependence on technology. To deal with this situation, coffee shops must utilize their internal strengths to overcome these threats with a proactive strategy. By focusing on innovation, employee training, collaboration with suppliers, and customer data, coffee shops can maintain a competitive advantage, adapt to market changes, and create a satisfying customer experience.

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