

ABSTRACT

Currently, the coffee shop business in Bandung and its surrounding areas is experiencing rapid growth. According to data from Open Data Jabar (as cited in Suharlin, 2021), this region had 382 coffee shops spread across various areas in 2020. Kedai Kopi Mari is one such venture in the coffee shop sector, offering a range of homemade food and beverage products. Given the intense competition in the coffee shop industry, this business must continuously improve to provide the best service to its customers. However, one of the main obstacles for this business is the suboptimal efficiency of its existing business process cycle time. This issue arises due to an insufficient quantity of human resources and the reliance on conventional facilities and technology to run its business processes. Therefore, this research will focus on the application of the Business Process Improvement (BPI) method to develop a proposed business process that can enhance the efficiency of the existing business process cycle time. The implementation of this method is divided into several stages, including mapping the activities and issues of the existing business process, Streamlining (simplifying the existing business process), designing the proposed business process, and comparing the cycle time efficiency of the existing and proposed business processes. Through the application of this method, this research has produced a proposed business process that includes the design of a digital administration application. The proposed business process has a total cycle time of 22.19 minutes (13.09 minutes faster than the total cycle time of the existing process) and a cycle time efficiency of 81.97% (31.53% higher than the cycle time efficiency of the existing process). This indicates that the proposed business process has proven effective in improving the cycle time efficiency of the business process at Kedai Kopi Mari.

Keyword : Kedai Kopi Mari, Business Process, Business Process Improvement, Cycle Time, Efficiency.