

ABSTRACT

Business process automation is essential for SMEs to improve operational efficiency and minimize manual errors. This study aims to evaluate the effectiveness and limitations of no-code platforms in business process automation, with a case study at Coffee Shop Oemah Tentrem. Two platforms, Airtable and Glide, were implemented to develop an ordering and inventory management system.

The research employed a case study with a descriptive qualitative approach. Data were collected through direct experimentation, system documentation, and usability evaluation using questionnaires. Thematic analysis was applied to identify the benefits and limitations of each platform.

The results indicate that Airtable excels in data management, table relationships, and automation features but is limited in transaction input efficiency and mobile interface usability. Glide, on the other hand, offers superior interface flexibility and mobile accessibility, making it more suitable for cashier operations. Usability evaluation supports this finding, with Glide achieving an average score of 4.33 (good–very good), compared to Airtable’s score of 2.87 (fair)..

Keywords: *No-code, SMEs, automation, Airtable, Glide, operational efficiency*