

ABSTRAK

Penelitian ini dilatarbelakangi oleh adanya berbagai kendala operasional pada layanan photobox berbasis *self-service* di Memories Studio, seperti ketidakstabilan sistem, gangguan pembayaran, tingginya ketergantungan terhadap bantuan manual, serta belum optimalnya pengalaman pengguna dalam menggunakan layanan photobox. Penelitian ini bertujuan untuk mengetahui pengembangan sistem pembayaran digital, efektivitas dan efisiensi operasional, pengembangan pengalaman pengguna, serta integrasi sistem digital pada layanan photobox berbasis *self-service*. Metode penelitian yang digunakan adalah metode kualitatif deskriptif dengan pendekatan studi kasus. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi, sedangkan teknik analisis data menggunakan model Miles dan Huberman dengan triangulasi metode sebagai pengujian validitas data. Hasil penelitian menunjukkan bahwa pengembangan sistem photobox berbasis *self-service* melalui integrasi teknologi digital mampu meningkatkan efektivitas dan efisiensi operasional layanan photobox. Pengembangan tersebut mencakup sistem pembayaran digital berbasis QRIS, otomatisasi operasional, stabilitas dan integrasi sistem, *remote monitoring*, serta pengembangan pengalaman pengguna. Berdasarkan hasil observasi dan wawancara, sistem yang dikembangkan dinilai mampu menciptakan layanan yang lebih mudah digunakan, lebih praktis, lebih stabil, serta mampu mengurangi kendala operasional dan keterlibatan manual dalam proses operasional layanan photobox. Penelitian ini juga menghasilkan suatu konsep yang disebut sebagai *Konsep Model Operasional Photobox Berbasis Self-Service Terintegrasi*.

Kata Kunci: Photobox, *Self-Service*, Pembayaran Digital, Integrasi Sistem Digital, Efektivitas Operasional, Efisiensi Operasional, Pengalaman Pengguna

ABSTRACT

This research was motivated by various operational problems in the self-service photobox service at Memories Studio, such as system instability, payment disruptions, high dependence on manual assistance, and the lack of optimal user experience in using the photobox service. This study aims to examine the development of digital payment systems, operational effectiveness and efficiency, user experience development, and digital system integration in self-service photobox services. The research method used was a descriptive qualitative method with a case study approach. Data collection techniques were carried out through observation, interviews, and documentation, while data analysis techniques used the Miles and Huberman model with method triangulation as a data validity test. The results of the study indicate that the development of a self-service photobox system through digital technology integration is able to improve the operational effectiveness and efficiency of photobox services. The development includes a QRIS-based digital payment system, operational automation, system stability and integration, remote monitoring, and user experience development. Based on the results of observations and interviews, the developed system was considered capable of creating services that are easier to use, more practical, more stable, and able to reduce operational problems and manual involvement in the photobox service operational process. This study also produced a concept called the Integrated Self-Service Photobox Operational Model Concept.

Keywords: *Photobox, Self-Service, Digital Payment, Digital System Integration, Operational Effectiveness, Operational Efficiency, User Experience*