FACTORS INFLUENCING THE INTENTION TO USE SELF-SERVICE TECHNOLOGY AT MCDONALD DURING ENDEMIC COVID-19

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APPROVAL

I/We hereby declare that I/We have read this dissertation/report and that, in my opinion, it is sufficient in scope and quality to fulfill the requirements for the award of Bachelor of Technology Management (High Technology Marketing) with Honours.

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DECLARATION

I hereby declared that this thesis entitled

"FACTORS INFLUENCING THE INTENTION TO USE SELF SERVICES TECHNOLOGY AT MCDONALD DURING ENDEMIC COVID-19"

Is the result of my research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in the candidature of any other degree.

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DATE: 20 JANUARY 2023

DEDICATION

This research paper is devoted to my wonderful parents, who have been the primary sources of motivation for me throughout my entire life. They have never failed to provide us with the fortitude we needed in times when we were on the edge of giving up, and they continue to support us morally, spiritually, emotionally, and financially. To my family members, my supervisor, my friends, and anybody else who helped me by giving me advice and support so that I could finish this research study: thank you.

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ABSTRACT

Self-service technology (SSTs) is commonly used and promoted to replace traditional service contacts, and researchers have looked at the factors that influence SST acceptability. The goal of this research project is to find out what factors influence Malaysians' willingness to adopt self-service technology (SST). It would also be feasible to show whether the consumer saw SST as a supporting role or as a fundamental role in daily life based on the findings of this study. To examine the association between perceived ease of use, perceived usefulness, service trust, and efficiency, this study used four independent variables: perceived ease of use, perceived usefulness, service trust, and efficiency. For the literature review, secondary data was employed; the proposed study framework was the outcome of analyzing material from the literature review given by numerous scholars. The TAM model was used for the study with several modifications, including the addition of more perceived elements that have been shown to be significant to SST in previous studies. 150 questionnaire questionnaires were used to acquire primary data using a probability sampling approach called cluster sampling. The findings of this study have implications for corporate management and government policy in Malaysia on the use of self-service technology.

Keywords – *Self-Services Technology, Technology Acceptance Model, Perceived ease of use, Services Trust, Efficiency, Perceived usefulness*

ABSTRAK

Teknologi layan diri (SST) kebiasannya digunakan untuk meggantikan perkhidmatan tradisional, dan penyelidik telah mengkaji faktor mempengaruhi penerimaan SST. Tujuan utama kajian adalah mengkaji faktor yang memberi kesan kepada penggunaan teknologi layan diri (SST) dan penerimaan rakyat Malaysia untuk menggunakan SST. Ia juga boleh dilaksanakan untuk menunjukkan kajian ini sama ada pengguna menganggap SST sebagai peranan sokongan atau sebagai peranan asas dalam seharian kehidupan. Kajian ini merangkumi empat faktor untuk mengkaji hubungan dengan niat untuk menggunakan iaitu, rasa mudah digunakan, rasa berguna, kebolehpercayaan, dan keberkesanan. Data sekunder telah digunakan untuk kajian literatur; rangka kerja kajian yang dicadangkan adalah hasil analisis bahan daripada tinjauan literatur yang diberikan oleh ramai penyelidik. Model TAM dilakukan untuk kajian dengan berbagai pembolehubah, iaitu penambahan elemen yang sudah terbukti penting kepada SST dalam penyelidikan terdahulu. 150 selidik tinjauan telah digunakan untuk memperoleh data primer dengan kaedah persampelan kebarangkalian - kaedah persampelan kelompok. Dapatan kajian ini membantu pengurus korporat dan kerajaan Malaysia memahami cara orang ramai menggunakan teknologi layan diri.

Kata Kunci – *Teknologi Layan Diri, Model Teknologi Penerimaan, Mudah untuk digunakan, kebolehpercayaan, keberkenasanan, berasa berguna*

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ABBREVIATION	MEANING
SST	Self-Services Technology
ICT	Information and Communication Technololgy
ATM	Automatic Teller Machine
SSK	Self-Service Kiosk
COVID-19	Coronavirus Disease
TAM	Technology Acceptance Model
MEPS	Malaysian Electronic Payment System
MCO	Movement Control Order
MOH	Minister of Health
QSR	Quick-Service Restaurants
DDA	Disability Discrimination Act
IoT	Internet of Things
EF	Efficiency
PEU	Perceived ease of use
PU	Perceived of Usefulness
ST	Service Trust
IU	Intention to Use
IV	Independent Variables
DV	Dependent Variables
SPSS	Statistical Package for Social Science

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CHAPTER 1

INTRODUCTION

1.0 Introduction

The introduction to the research and its primary concepts will be discussed in this chapter. The first chapter of the study is comprised of nine different components, the first of which is the research background, which explains the issues that are being investigated by this study. Other components include research objectives, research questions, a problem statement, and the significance of the research. In conclusion, a more in-depth discussion of the research will be presented, focusing on the objectives of the project as well as the summary presented in this chapter.

1.1 background of the study

The tremendous rise of ICT over the last two decades has enabled hospitality operations to apply various technologies to enhance client administration and improve client practice and fulfillment (Dabholkar and Bagozzi, 2012). Self-service technology (SST) is an ICT that enables customers to provide their services (e.g., personal service, self-service, or a combination of both) without or with minimal assistance from staff or service providers (Bitner, Ostrom, and Meuter, 2002)

Self-Services, in general, are operated by chains or franchises, that profit from the number of people who visit them. They can profit from the footfall frequency from many sites and boost the company's worth by operating multiple outlets. Complementary foods or a specific type of cuisine are usually catered to in these establishments; for example, McDonald's offers a bundle of complimentary meals. McDonald's is an example of Self-Service Technology in action. McDonald's is an American fast-food firm started in 1940 by Richard and Maurice McDonald as a restaurant in San Bernardino, California. The Golden Arches logo first appeared in 1953 at a location in Phoenix, Arizona, after they called their business, a hamburger stand and eventually transformed it into a franchise. In 1955, businessman Ray Kroc joined the company as a franchise agent and later purchased the chain from the McDonald brothers. McDonald's was founded in Oak Brook, Illinois, but in June 2018, the corporation moved its global headquarters to Chicago.

According to Lin and Hsieh (2017), a rising number of customers are ready to obtain these new developments to create their services, and 'high-touch and low-tech' tools or devices are increasingly being replaced by 'low-touch and high-tech' tools or devices. For example, 36 percent of restaurant customers are now less willing to accept technology solutions than they were two years ago (National Restaurant Association [NRA], 2017). Since Maybank launched the first self-service automated teller machine (ATM) in Malaysia in 1981, self-service technology (SST) has played a part in Malaysian daily life (Lizasoain et al., 2015). The announcement of self-service kiosks such as cash deposit machines and cheque deposit machines by Malaysia's banking industry helps sustain the banking industry's significant daily transaction activity.

The kiosk is a commonly used SST (Rowley and Slack, 2018). Kiosks are a popular element in several parts of the hotel business such as self-service check-in kiosks and airport information kiosks). Restaurants and hotel chains have also benefited from this invention to serve their customers or visitors more efficiently and effectively. Restaurants use self-service kiosks (SSK) to let customers place, alter, and pay for their food and drink orders, whereas accommodations use similar technology to provide information and self-check-in and out administrations for hotel rooms. Fast food restaurants have welcomed SSK innovation because it reduces labor exlabor (Hanks, Line, and Mattila, 2016), improves service speeds and order accuracy, and enhances sales through up sales. Millennials and their younger counterparts are often appealing (Kincaid and Baloglu, 2005).

During the pandemic COVID-19 sickness, which harmed numerous areas of human existence in various countries, these sectors included the industrial, education, and tourism sectors, among others. Social distancing (building social distance) between humans influences adverse impacts, resulting in a reduction in services offered between people. As a result of the growth of Industry 4.0, which is an integrated industry that provides a service system automation, various industrial sectors require a big technical role to assist in overcoming the numerous difficulties that arise. As a result, self-service technology is required for this automation service.

Self-service technology (SST) is a technology that allows customers to perform independent tasks without the assistance of humans. Current banking services that use SST include automated teller machines (ATM), mobile services, and internet banking to current account opening services, and the trading industry, which includes order services and self-purchase with web or mobile services referred to as e-commerce, the healthcare industry, which includes automated consulting services, and other company services provided to customers in the form of customer relationship management.

SST is currently being used in the industry sector to give firms solutions and benefits in terms of cutting operational and personnel expenses. However, knowing the elements that influence the intention to adopt SST in diverse industrial sectors

is required. The SST implementation must be capable of being used correctly and consistently by the user, and the produced technology must be capable of increasing the user's intention to utilize it.

Researchers discuss and examine factors that influence the intention to use SST-implemented technology in this study. This essay focuses on two significant contributions. To begin, this study incorporates a technological acceptance model (TAM) with SST. Second, the model construct's development includes the addition of one independent variable, service trust. Because the previously studied service trust has a significant impact on the SST service. The construction of this model can provide utility and convenience of use, as well as the goal of someone using it to widen their understanding of SST acceptance and the processes that must be developed in the implementation of SST in various industrial sectors.

Table 1.1 shows the Self-Service Technologies (SST) alternatives available in Malaysia. The data was gathered through an examination of newspapers, the internet, publications, and personal observations.

Table 1.1

Categories and examples of SST Adoption

		Interface		
		Mobile phone / Interactive Voice Response	Online / Internet Interactive	Interactive Kiosk
purpose	Consumer Services	o Mobile Phone Banking o Air Flight information o Ordering status tracking	o Purchase package tracking o Bank account information	o ATM o Hotel check-in/out

	Transaction	o Mobile phone banking	o Online store purchasing o Online transaction	o Pay utility bill o Airport check-in
	Self-help	o Information telephone line	o Online information search o Online learning	o Tourism information o EPF statement

Adapted from Meuter et al. (2000)

1.1.1 Malaysia's Fast Food Industry Self-Service Kiosk

The fast-food business is one of Malaysia's rising industries, having been formed in the 1970s. This industry is experiencing rapid expansion as a result of the translation of business processes into ICT. Malaysian fast-food restaurants have moved their operations online, increasing their sales. Fast food restaurants provide online ordering capabilities, making the ordering process more convenient. The major activity that requires a website that can distribute quick access to the ordering process is online ordering. Website quality can be assessed based on accessibility, ease of navigation, website design, website content, technical considerations, and security concerns. The majority of this perspective is a common characteristic that controls the quality of a website, as outlined in most website quality literature.

Customers can use SSK to personally tailor their items, build a meal with greater process control based on their specific preferences, and pay quickly and easily. Nearly 80% of consumers believe restaurant technological solutions are more convenient, and 70% believe restaurant

technology is expediting service and improving ordering accuracy (NRA, 2017). Perutkova (2010) discovered that customers are willing to pay greater rates in fast-food restaurants, paying an average of USD 2.47 if the service is speedier (Perutkova, 2010). A shorter waiting time such as faster service will very surely alter the customer's vow to use SSK (Kokkinou and Cranage, 2015; Wang, Har, is and Patterson, 2012). All of these variables imply that the trend toward SSK is likely to grow more significant in the hospitality sector in general, but notably, in the fast-food segment–a fact that emphasizes the significance of today's study.

Malaysian Electronic Payment System Sdn Bhd (MEPS) assists domestic, development, Islamic, and international banks. MEPS provides interbank payment network service for consumers via its interbank e-payment services, which has been a critical component of the Malaysian financial landscape (Malaysian Electronic Payment System Sdn Bhd) (MEPS). MEPS provides a "Shared ATM Network," which allows any bank user to withdraw money from any ATM of any bank. As a result, clients can use their debit or credit card to pay their bills without having to deal with personnel thanks to different technological and innovative customer service concepts of cashless payment options.

1.1.2 Covid-19 Pandemic

The COVID-19 pandemic outbreak is a worldwide catastrophic catastrophe because it has a huge influence on many sectors, including the country's economy. It is a virus that has spread around the planet and can kill humans. In Malaysia, the number of confirmed cases rapidly increased beginning in January 2020. However, as a result of the planning of a Tablighi Jamaat religious event in Sri Petaling, Kuala Lumpur, the number of positive COVID-19 cases in Malaysia has gradually increased. Due to the rapid increase in infections, Malaysia