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

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This thesis is submitted in partial fulfillment of the requirements for the Bachelor of Technology Management (High-Technology Marketing) with Honours

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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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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.

SIGNATURE: RAZIQ

NAME: MUHAMAD FAKHRURAZIQ BIN SHAMSUDIN

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*

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATION

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

LIST OF APPENDICES

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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	○ Mobile Phone Banking ○ Air Flight information ○ Ordering status tracking	○ Purchase package tracking ○ Bank account information	○ ATM ○ Hotel check-in/out

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

has become the country with the most infected cases in Southeast Asia within a few weeks after the religious event (Elengoe, 2020).

As the number of COVID-19 infected cases in Malaysia has increased from March 2020, the government has announced the execution of a Movement Control Order (MCO) to minimize virus transmission through public social distancing. The MCO declaration led to public limitations as well as the permanent closure of several enterprises. As a result, the COVID-19 pandemic has had an impact on the country's economy, which encompasses several sectors (Che Omar et al., 2020). The COVID-19 epidemic is a long-term global challenge because it did not cease spreading among the general people within the projected time frame. Figure 1.4 illustrates the Ministry of Health of Malaysia's (MOH) statistics on COVID-19 infected cases worldwide as of December 16, 2020. The data clearly shows the total number of COVID-19 pandemic infected cases worldwide in afflicted nations.

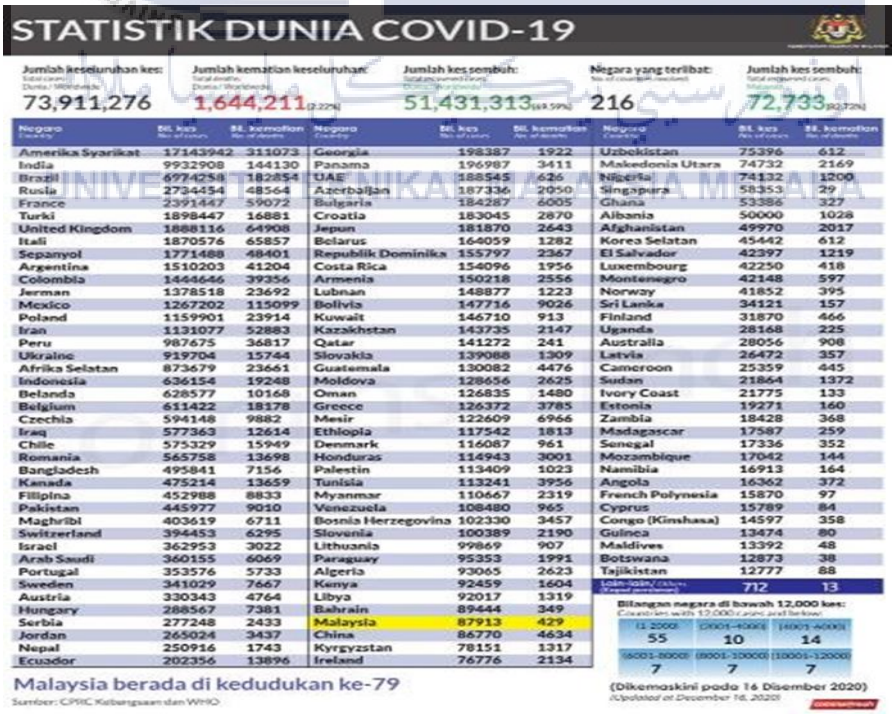


Figure 1.1: Global Infected COVID-19 Cases Statistic

The COVID-19 pandemic in Malaysia has the potential to have a wide-ranging impact on various business sectors, as the public has been restricted from purchasing items, influencing purchasing behavior. According to The Edge Markets (2020), the sudden outbreak of COVID-19 has had a significant impact on restaurant owners because they did not have a good plan in place to combat it. McDonald's franchisees may face challenges in terms of demand and supply to their potential customers. COVID-19 has a relatively negative impact on the sales and profits of restaurateurs who use traditional marketing to run their businesses. Malaysia encourages McDonald's owners to adapt to the current new normal and encourages consumers to purchase online to avoid going outside the house for essential purchases.

1.2 Problem statement

Self-service technology (SST) is an information and communication technology (ICT) that enables customers to develop services for themselves (for example, personal service, self-service, or a combination of both) without or with limited assistance from staff or service providers (Meuter, Ostrom, Roundtree, Bitner, & Encounters, 2000). According to Lin and Hsieh (2007), an increasing number of consumers are eager to accept these new technologies to produce their services, and as a result, 'high touch and low-tech' tools or gadgets are gradually being replaced by 'low touch and high-tech' ones. Quick-service restaurants (QSR) have aggressively adopted SSK technology because it reduces labor costs (Beatson, Lee, & Coote, 2007), improves service speed (Kincaid & Baloglu, 2005), and order accuracy (Kincaid & Baloglu, 2005); increases sales through up-selling; and is generally an appealing option for Millennial customers and their younger counterparts. Customers can personalize products, make meals based on their tastes, and pay conveniently without having to wait in large lines using SSK.

Aside from customer pleasure, the element affecting consumer intention to use SST is crucial in today's business world and the key to a company's survival in a competitive period. Increasing revenue and profit through recurring purchases, new product purchases, and the acquisition of new customers who tend to that product through pleased customers. The diversity of consumer demand, on the other hand, has resulted in a wide range of customer service instruments. In the United States, for example, McDonald's used self-service kiosks to cut labor expenses in 2015.

According to Leong C.S., a user in Malaysia discovered five problems that affect user experience while using SSK at McDonald's restaurant Malaysia based on his own experience and observation (2019). His first and second concerns were about the interface of SSK, which was not user friendly, and the instructions for food selection and meal customization were not clear enough. Obviously, this is a critical issue because customers may require more time to select their meal, resulting in a queue to use SSK. The next issue was with the payment system, which he stated was slowing down the ordering process due to misleading order numbers, and the "pay at counter" option appeared to be unnecessary since SSK provided cashless transactions via credit or debit card. The fourth issue he encountered was with the number calling system during food collection because an incorrect number was displayed on the screen and staff were calling out order numbers for food collection, which could lead to mishearing. Finally, it was difficult for customers to obtain a table number plate and then enter the number into the system after selecting checkout on the system. The five problems listed above by Leong C.S (2019) indicated the possibility of leaving customers with a negative impression and experience when using SSK.

According to partner story McDonald, his complaint drew attention to HUGE Consultancy, who was McDonald's Global UX Design partner, focusing on designing web, mobile app, and in-restaurant touchpoints (2021). The company asked (Leong C.S (2019) to present his interface design, and the company eventually implemented a few components suggested by the author. This incident demonstrated the significance of user experience in the adoption of SSK. In another study, Weijters, B, Rangajaran (2019) discovered that customers are more likely to accept SST if they believe it is a good option, efficient, and simple to use. Wang, M.C.H (2012), on the other hand, stated that if customers have difficulty adopting the technology, their acceptance of SST will be slow. However, there has been little discussion about the UX of SSK and its impact on customer satisfaction and intent to use thus far.

Service waiting time was a key performance indicator in the fast food industry. As a result, the primary goals of this study were to investigate the factors influencing McDonald's customers' willingness to use self-service technology. Furthermore, previous researchers believe that consumer continuity should be used as a measuring tool to access the rate of technological progress because it encourages customers to continue using technology when they find it efficient and effective [Wang, M.C.H(2012)][Chavers. A. Spencer and D. Spencer (2017)]. As a result, this study also investigates customer intent to use. .

1.3 Research Objectives

To achieve the goals, this thesis on evaluating factors impacting customer intent to use self-service technology at McDonald's during the COVID-19 crisis among customers will attempt to address the following research objectives:

- To identify the factors that influenced customer intentions to use self-service technology at McDonald's during the endemic COVID-19.
- To measure the relationship between factors that influenced customer intentions to use self-service technology at McDonald's during the endemic COVID-19 among customers.
- To determine the most important factors that influenced customer intentions to use self-service technology at McDonald's during the endemic COVID-19.

1.4 Research Question

To believe the goals, this thesis on evaluating factors impacting consumer intent to use self-service technology at McDonald's during the endemic COVID-19 crisis will attempt to answer the following research questions:

- What factors influenced customer intentions to use self-service technology at McDonald's during the endemic COVID-19?
- What are the relationships between the factors that influenced customer intentions to use self-service technology at McDonald's during the endemic COVID-19?
- What was the most important factor influencing customer intentions to use self-service technology at McDonald's during the endemic COVID-19?

1.5 Scope of the study

The goal of this study is to identify which factors influenced the intention to use McDonald's self-service. The theoretical model for this study covers four dimensions: efficiency, service trust, perceived ease of use, perceived usability, and dependability as independent variables, and desire to use self-services technology as a dependent variable. This study will focus on patients and members of the general public who have used any sort of self-service technology (SST) at McDonald's. Questionnaires were provided at random via an

online survey to persons who intend to use or have utilized the RPM system to achieve the targeted results.

This study is based on the Information System Success Model, and secondary sources (such as books, e-journals, and articles) about factors impacting the use of self-service technology (SST) are utilized as references. The outcomes of this study will explicitly indicate the most critical elements impacting the use of self-service technology (SST) at McDonald's.

1.6 Limitations of the study

The researcher's capacity to conduct a paper survey of the target population in the form of a questionnaire in this study has been hampered by the endemic COVID-19. As a result, the researcher can only distribute the online survey form to target respondents from different regions at random. Furthermore, the difficulty of gathering data from a limited sample size of respondents is a consideration in this study. Finally, performing and finishing the research for this study topic is time-consuming. The researcher has approximately 9 months to finish all components of the research assignment.

1.7 Significant of the study

The examination of factors impacting the intentions to utilize self-service technology at McDonald's during the coronavirus (COVID-19) epidemic was carried out to successfully meet the objectives of this research study. The researcher can acquire a better knowledge of the factors that impacted SST use during the COVID-19 epidemic. Furthermore, the researcher can look into the factors that have the most impact on people's intentions to use self-service technology at McDonald's when they order a meal, as well as the relationship between the factors that influence people's intentions to use self-service technology at McDonald's during the COVID-19 epidemic. This study is useful because it can provide readers, particularly restaurant owners, with a wealth of information regarding the elements that influence consumers' purchase intentions when using self-services during endemic Covid-19.

1.8 Summary

This section provides an overview of the research project. The study's backdrop focuses on the factors influencing McDonald's customers' inclinations to adopt self-service technologies during the coronavirus outbreak (COVID-19) The study is then supplemented by descriptions of the issue statement, research aims, and research questions, study scope, study importance, and study limits. The literature review will be developed and explored further in Chapter 2

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

The literature review is a detailed summary of information gathered from numerous sources relating to the research issue. Its purpose is to provide insight into the research issue. The purpose of this research is to investigate the factors that influenced the intention to use self-service technologies at McDonald's during the Covid-19 endemic. As a result, the examination of a reading list of published writings related to the elements that influenced the intention to utilize Self-Service Technology at McDonald's during the endemic Covid-19 will be the subject of this chapter. It also involves research on efficiency, service trust, perceived usefulness, and perceived ease of use. The review will finish all studies as well as the important ones from Chapter 2 based on this chapter.

2.1 Covid-19 Pandemic

The COVID-19 pandemic outbreak is a worldwide serious problem, affecting numerous industries and hence the country's economy. It is a prevalent virus that has spread over the world and has the potential to kill humans. In Malaysia, the number of confirmed cases began to rise gradually in January 2020. However, the number of positive COVID-19 cases in Malaysia has gradually increased as a result of the organization of a Tablighi Jamaat religious gathering in Sri Petaling, Kuala Lumpur. With the quick rise of infections following the religious event, Malaysia has become the country with the most infected cases in Southeast Asia (Elengoe, 2020).

Due to an increase in COVID-19-infected cases in Malaysia since March 2020, the government announced the implementation of a Movement Control Order (MCO) in order to reduce virus transmission through social distancing among the people. The introduction of MCO also resulted in public limitations and the permanent closure of some enterprises. As a result, the country's economy, which includes a variety of sectors, has been impacted by the COVID-19 pandemic (Che Omar et al., 2020). The COVID-19 epidemic is a long-term global challenge because it did not have the expected time to stop spreading among the people. Figure 2.1 depicts the statistics of COVID-19 infected cases worldwide from the Ministry of Health of Malaysia (MOH) as of December 16, 2020. The data clearly stated the total number of COVID-19 pandemic infected cases in afflicted countries globally.

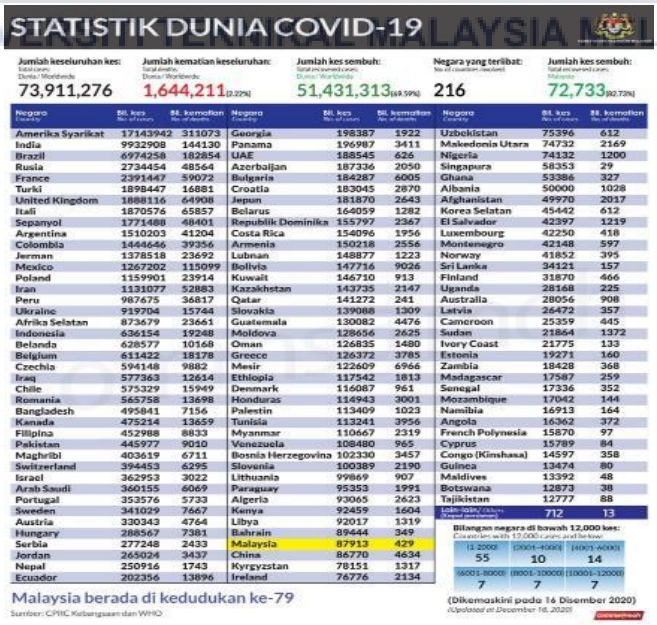


Figure 2.1: Statistic infected of covid-19 for worldwide

The COVID-19 pandemic in Malaysia has the potential to have a wide-ranging influence on various commercial sectors, as the public has been barred from acquiring items, influencing purchasing behaviour. According to The Edge Markets (2020), the unexpected emergence of COVID-19 has had a significant impact on the fast-food business because they did not have a clear plan in place to combat it. Restaurant owners and operators may confront issues in terms of demand and supply to their potential clients. COVID-19 has a generally negative impact on the sales and revenues of restaurateurs who employ traditional marketing to run their businesses. Malaysia encourages fast food restaurant owners to adapt to the current new normal and encourages consumers to purchase online rather than stepping outside the house for essentials or food.

Because of this, customers who make use of self-service kiosks should have the impression that they are safe despite the continued spread of the disease. Customers at McDonald's, for instance, need only wait in front of the screen in order to place their food orders. Customers can easily save time at McDonald's by using the self-service kiosks to place their orders and pay for them. As a result, the customers had the perception that they were safe from the COVID-19 pandemic since they did not wish to spend an extended amount of time in McDonald's with other customers.

2.2 Self-Service Technology

2.2.1 Definition of Self-Services Technology

According to Meuter, Ostrom, Roundtree, and Bitner (2000), consumers can generate a service without the involvement of a service provider's direct workers. SSTs are technical interfaces that permit this. Self-service technology, such as automated teller machines (ATMs), has been around since 1967 when Barclays Bank installed the first one in London (Milligan, 2007). Maybank introduced the ATM to Malaysians in 1981. (Moreira, 2013). SSTs include self-service laundry, check-in kiosks at airports and hotels, internet banking, and other services.

Self-service technology is a term used to refer to any kind of technology that gives customers the ability to deliver a service without having direct touch with staff (James, 2014). According to Srinivasan's research, companies that implement self-service technology position themselves to become game-changers in their respective industries. [citation needed] (2014). In addition, customers might benefit from SSTs because they can potentially save time and

money, and they can even create a sense of fulfillment that is designed to be (Cho, 2011). Because of this, particularly in urban areas, traditional firm operating procedures are giving way to more organic ones as a result of this technology. According to Kaushik and Rahman (2015), users might be hesitant to adopt SSTs due to their unhappiness with technology as well as their technophobia (Lin & Hsieh, 2006). There is a diverse selection of retail establishments that are home to service kiosks. On the other hand, freestanding kiosks are the primary focus of this research.

The retail industry provides consumers with a wide variety of different options for technical service. According to Hsieh (2005), an interactive kiosk that is self-contained and stands on its own might be referred to as a self-service kiosk. Because of this, the technology behind self-service is going to be the primary focus of this investigation. To attain the goals, it is required for a diverse range of shops and marketers, including those operating within the hotel industry, airline industry, and government company, to make use of technology that enables customers to serve themselves. Consequently, retailers and marketers will implement technology for customer self-service based on the requirements of their businesses and the industries in which they are involved. This is the outcome of the freestanding interactive self-services technology, which can be applied by merchants to develop a variety of apps to suit the needs of all customers. Customers may experience a strong visual feeling because of using freestanding interactive kiosks, which makes this scenario feasible. In addition, the provisions of the Disability Discrimination Act (DDA) are going to be incorporated into every order placed for the benefit of all users, including disabled people.

2.2.2 Types of Self-Services Technology

There has been an increase in the use of self-service technologies (SST) in recent years, particularly in firms that focus on customer service. We now live in a society where quick gratification is prized because of the spread of technologies like cellphones, social media, and the Internet of Things (IoT). Consumers like self-service technologies because they deliver outcomes quickly. We may have used self-service technology without even realizing it as customers. Customer-serving technologies like the ones listed below illustrate this point.

- ATM
- Fuel stations with self-service pumps
- Online banking, package tracking, housing and transit bookings, purchases of products and services, and food and beverage orders are all examples of web-based services.

- Applications and websites including online banking, meal ordering, check-ins on mobile devices, tour guides, personal concierges, real-time transportation schedules, taxi-hailing apps, and keyless entry systems are practically limitless in their applications and uses.
- There are a variety of different kinds of kiosks, including informational ones for places like museums and art galleries, as well as check-in ones for rental firms, airlines, and hotels.

2.2.3 Self-Services Kiosk

2.2.3.1 Definition Self-Services Kiosk

Self-service kiosks (SSK) can process data, are interactive, and are meant for public use (Meuter et al., 2000). SSKs include a wide range of devices, such as cash registers, vending machines, and information kiosks. In a variety of sectors and fields of study, SSK has been employed extensively. The vast majority of SSK-related research findings are drawn from broader SST studies, allowing for a more general assessment of SSK performance and the benefits it provides to participants. "A customer's perceived preference for and assessment of certain product features attributing performance and use-related effects that help (or impede) the fulfillment of the customer's goals and purposes in use circumstances," is the definition given in this study of "customer value." Since the service experience includes multiple stages, client value is likely to be comprised of a range of elements.

kiosks allow customers to order meals and receive personalized service (Bitner et al., 2000) promptly and effectively (Bitner et al., 2000). For example, a kiosk system can keep track of a customer's order history once they've logged in. The next time they use the kiosk, they can take advantage of the usual menu items or discounts. In addition, it can help restaurants decide which menu items to delete, modify, or keep to maximize revenues. In addition to enhancing service quality, a kiosk can have a favorable impact on other aspects of a business (Baba, Mohd Shahril, Hanafiah,2020). Service differentiation kiosks (Bitner et al., 2000) have been deployed by fast-food businesses and have boosted operational flexibility and revenue. Kiosks have been a success for the fast-food industry in terms of consumer satisfaction and revenue growth.

As a result, customers are better able to make and amend acceptance decisions, as well as increase their dedication to new ideas. Customer perception of risk is expected to decrease as a result. Self-service technology's key benefit is that it allows clients to finish their transactions in a shorter period at the register. The customer was able to bypass long queues due to the service's quick payment method, which is especially beneficial during peak service periods and the holiday season. According to this, businesses should expand the number of self-service kiosks in their stores to lessen the time customers spend waiting in line at the check-out.

2.2.3.2 Benefit of Self-Services Kiosk

Self-service kiosks have a positive impact on the business. Customer satisfaction is the first step. If your customers enjoy doing things on their own, self-service kiosks could improve their shopping experience. Because clients can verify their orders before confirming them, self-service kiosks assure consistency and correctness. They can help alleviate the stress of long lines, social interaction, and waiting in line, as well as speed up tedious but vital tasks. Customers will be happier if you do all of these things. The next step is to speed things up. In our time-starved society, the more quickly we complete routine duties, the more time we have to have fun. Routine processes can be streamlined and lineups reduced via self-service kiosks. This boosts your company's sales and profit margins. Images of products can be helpful. Visual search is more efficient than text-based searches.

In addition, offer a higher-quality product. Self-service kiosks allow companies to free up employees to work on more sophisticated activities like customer service and product quality. Customers are more likely to return to a business when they receive fast, high-quality service and food. Go contactless as a last resort. The contactless trend is being pushed by WHO. In times of uncertainty, contactless orders, payments, and order-ahead services are useful. At self-service kiosks, customers can order and pay. Customers may order and pay for goods and services safely and quickly thanks to kiosks that can be readily sterilized between transactions.

2.3 Factor Influencing Intention to Use Self-Service Technology in McDonald

2.3.1 Theory of Technology Acceptance Model (TAM)

The TAM is a research tool for examining how people view various types of technological advancements (Technology Acceptance Model). Researchers have used the TAM approach to gauge how beneficial and simple new technology is considered to be by people who have never used it before. It will be shown by the system's attitude on how the user intends to use the technology and how the technology intends to be used by the user.

A new technology's simplicity of use and utility influence customer attitudes toward technology adoption in TAM. The perceived utility of a certain technology was also a major influence on the user's acceptance and adoption of that technology through purpose and action. Ease of use is the degree to which a person believes that using a certain technology is difficult or easy.

Most people agree that TAM is the best way to describe why someone is interested in using an item of technology. Studies have proven that this model correctly captures how people decide whether to use new technologies (Kim & Qu, 2017). To date, TAM has been universally accepted as the most extensively used empirical study (Lee, Ng, Lv, Taezoon, 2014). According to the TAM overview research, this model may be more easily detected if the gap between rigidity and relevance was overcome.

To better understand how attitudes toward technology influence people's intents and actions with it, researchers have updated the TAM since it was first developed, adding characteristics they believe are more beneficial to the assessment of those attitudes and behaviors. Individuals' attitudes about technology use are influenced by their earlier self-service experiences according to Bobbitt and Dabholkar (2001). For this inquiry, we will make a modest tweak to the TAM model to look for things that individuals believe influence the acceptability and adoption of SST.

2.3.1.1 Perceive ease of use

Consumers will adopt new technology that is easy to use and requires less effort to execute activities in the future. The data frameworks present ease of use as "the degree to which a person believes that using a specific system or technology will be devoid of exertion," according to Davis (1989). SSTs can also save you time and money by shortening wait times and giving you more choice over how your service is provided (Curran, 2003).

Customers can use SSTs to conduct and give services without the intervention of workers, resulting in more efficient and personalized services (Meuter, 2000). Customers, for example, do not have to wait in a big line to check-in at a hotel or an airport because SSTs technology allows them to do so themselves. Customers may finish their check-in procedure more easily with mobile check-in because phones are now smaller and lighter. Most consumers prefer SSTs with simple websites and firm assistance in transitioning from traditional services to SSTs (Lin & Hsieh, 2006).

2.3.1.2 Perceive usefulness

According to Davis (1989), the term "perceived usefulness" refers to the extent to which a person believes that employing a specific technological system will result in increased levels of productivity, performance, and effectiveness. The degree to which people believe that a certain technology will be valuable to them is a significant factor in determining whether or not they will adopt that technology. According to the findings of Cho (2011)'s research on self-service technology, for example, the perceived utility of a product has a substantial impact on the attitudes of consumers.

As a consequence of the studies in the banking business, airport industry, and trading industry, it was determined that perceived utility is one of the primary influencers of attitudes about an SST (Cho, 2011; Liu, Huang, and Chiou, 2012; Esman et al., 2010) According to Dabholkar and Bagozzi, it is impossible to determine how useful SST is because users do not own the technology that they are using. This makes it difficult to measure the effectiveness of the technology (2002). During the performance of a task, if this construct is not measured in a manner that is both consistent and accurate, then it cannot be regarded as legitimate.

2.3.1.3 Service Trust

According to Wall (2020), having self-trust means that you are able to provide for your own needs and guarantee your own safety. Self-reliance also means that you have confidence in yourself. It demonstrates that you have confidence in your ability to adjust to new conditions and that you place a higher value on being kind in your day-to-day life than you do on being perfect. She went on to explain that it implies that you are unwilling to give up on yourself at any point. This is a name that can be given to any type of trust, such as discretionary trusts, unit trusts, or hybrid trusts, that is being used to provide services to professional practices or other types of business entities. This is a generic name. The owners of a professional practise or business entity will, in most circumstances, be the ones to exercise control over that practices or entity.

2.3.1.4 Efficiency

Consumer characteristics and environmental factors are examples of the model's independent variables that moderate effects and have a moderating role. The first factor to be considered is self-efficacy, which may be defined as an individual's perception of his or her capacity to carry out a particular pattern of behavior (Dabholkar & Bagozzi, 2002). It's possible that certain customers are more familiar with utilizing SST system than other pupils, which would suggest that their level of self-efficacy is likely to be higher (Dabholkar & Bagozzi, 2002).

It is believed that self-efficacy will indirectly influence behavioral intentions because it is one of the most important factors that contribute to the necessary motivation (Davis, Bagozzi, & Warshaw, 1989). Consumers who have a higher level of self-efficacy are more likely to have increased confidence in their ability to use an SST. Therefore, the ease of use and usefulness of the SST will not be as important to these consumers as they will be to consumers who have a lower level of confidence in their own abilities. Consumers who have a higher sense of self-efficacy are more likely to concentrate on the question of whether it is worthwhile to perform the service by using an SST. Despite this, having a sense of self-confidence in one's ability to do something makes it possible to view that activity as being beneficial. As a result, a higher level of self-efficacy will result in a heightened association between perceived usefulness and attitude.

2.4 Intention to Use

Intention to use, also known as Behavioral Intention to use (BI), is an important module that derives from the technology acceptance model (TAM), which is primarily concerned with the study of consumer intentions to adopt new technology. It constructs two variables, namely perceived usefulness (PU) and perceived ease of use (PEOU), and Intention to use is a critical module that constructs these variables (Dillon, Morris & Wlliam, 1996). According to Teo, Zhou, and Noyes (2016), the formation of an intention occurs when a person prepares him or herself to carry out a particular behavior and experiences a sense of readiness to do so. Additionally, human activity is typically preceded by one's intention, which indicates that one's intention is established depending on one's attitude toward the behavior Fishbein & Ajzen, 1975). Wong et al. (2013) state that the behavioral purpose of a person to act is what decides whether that person would perform such a particular activity. In addition, intention can be described as a person's desire to pursue conduct, which demonstrates a person's commitment to a get behavior tension can be defined as the propensity to pursue a specific behavior get & Brazel, 1994). To put it another way, a person's behavior, or action to utilize will lead to that person engaging in a particular activity for the consequence that they want (Iqab, Hassan & Habibah, 2018).

Intention can also be characterized measurement of one's strength to carry out a particular behavior stated by Fishbein and Ajzen (1975). Because of this, a person who has a great desire to learn more about technology also has a stronger intention about this matter. In a nutshell, the term "behavioral intention" describes a person's propensity to embrace emerging forms of technology (Tsai, 2012). It is possible to conclude that behavioral intention, abbreviated as BI, always relates to a person's perceived probability or the subjective norms that they intend to engage in each behavior.

In this research attempt, aspects such as perceived usefulness, ease of use, efficiency, , and service trust are treated as independent variables. These considerations played a role in McDonald's decision to implement technology that allows customers to serve themselves.

2.5 Conceptual Framework

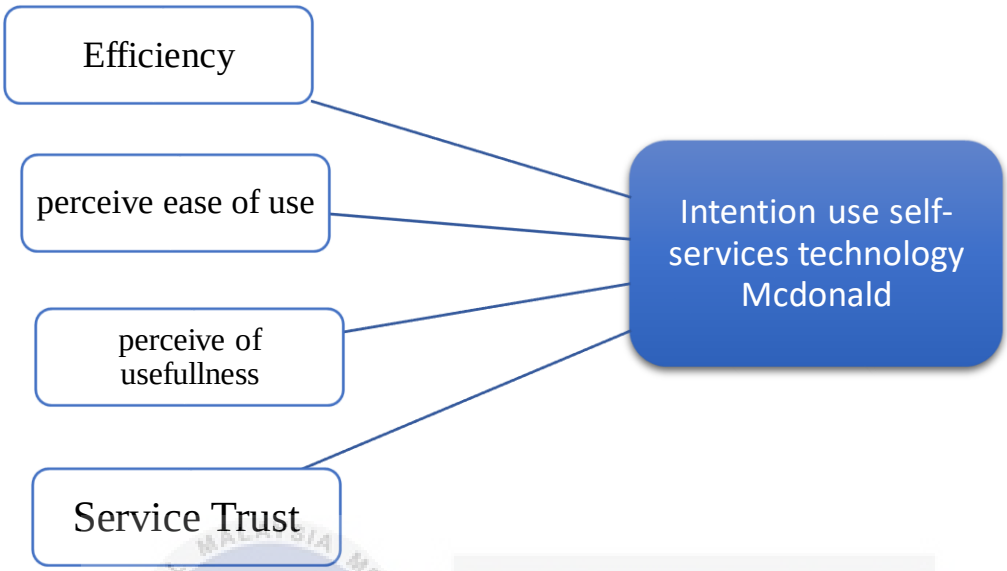


Figure 2.2: Conceptual Framework

2.6 Summary

AUTHORS	ABSTRACT	EF	POE	PU	ST
Demaulin and djelassi (2019)	This research investigates perceived usability Perceived ease of use and perceived usefulness have a major impact on intent to use. SST			+	+
Srinivasan (2014)	According to this study, customers might be persuaded to embrace new technologies by providing them with an entertaining experience that exceeds their expectations.	+			
Davis (2016)	The defines perceived ease of use as "the degree to which a person believes that using a given system will be devoid of effort" Information technology's perceived utility, perceived ease of use, and user acceptability			+	+
Mwiya (2017)	remarked that usability had a huge impact on attitude			+	
Liébana-Cabanillas (2018)	It was revealed that an individual's perception of their own usefulness has a favorable effect on their attitude and intention to continue.				+
Chen Et (2020)	PU appears to be favorably correlated with technology acceptance studies have shown that this satisfaction with using self-service technologies		+	+	

Liu, Huang, and Chiou (2016)	Perceived usefulness was used in a research on self-service technology adoption potential in garment retail settings, and the results suggest that consumer attitudes are strongly influenced by perceptions of utility.				+
Wiesel and Humbani (2019)	This study investigates most relatable factor intention to use self-services technology		+	+	+
Jay and Barry (2014)	This study states that machine or product parts are regarded as reliable if their quality or performance can be maintained at any given moment.	+			
Wolfinbarger & Gilly's (2001)	According to the findings of this study, buyers rely on reliable sources of information and double-check their purchases for accuracy.	+			
Curran (2003)	According to this study, the projected benefits of employing a self-service system include time savings from shorter wait times, cost savings, and greater control over service delivery.	+		+	
Lin & Hsieh (2006)	Customers can utilise the self-order kiosk in two languages, according to this survey, making it convenient for them.		+		
Rastegar (2018)	Findings from this study show that self-services have a huge touchscreen that customers can order food, customize menu items	+			

	and even pay their bill without ever having to deal with personnel.				
Ekabua & Obeten (2015)	This study found that using a self-service system reduced the amount of time customers had to wait before being served.	+			+
Collier & Collier (2013)	This study found that perceived usefulness helps the customer and reduces their effort and time for the customer.				+
Herlina & Wibowo (2011)	Consumers benefited from this study's findings since it found that the speed at which services were given to them helped them buy food more efficiently and effectively.	+		+	
Lewis & Loker (2014)	This Perceived enjoyment is crucial in deciding the uptake of self-service technologies.		+		
Wang, Harris and Patterson (2012)	This study find Consumers are eager to use self-service technology if it provides a pleasurable experience.		+		
Porat and Tractinsky (2012)	Since perceived usefulness is an element of usability, it was discovered that a moderate influence for usability can be dominant for customers adopting online purchase activities.			+	
Yang and Fang (2014)	This research stated that reliability includes accurate order fulfilment, accurate record, accurate quote, accurate invoicing, and accurate	+			

	commission calculation, all of which keep the service promising to the consumer.				

Table 2.1: Summary of factors influencing the intention to use self-services technology (EF: Efficiency, ST: Service Trust, PU: Perceived ease of use, PU: Perceived usefulness,) (‘+’: Positive relationship)

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

Based on each variable, this chapter will look at some specific ways to get and collect information that will be useful for the research. A researcher can use and combine different methods to make a test that is both reliable and accurate. By studying research, researchers can learn more about the world and how to solve real-world problems. Researchers often use methods like qualitative, quantitative, and mixed methods to finish a research project. The researcher can choose the method that will help him or she get the most useful information. Lastly, this chapter gives a detailed description of the tools for data analysis that the researcher will use to gather information for this final year project.

3.1 Theoretical Framework

Independent Variable (IV) *Dependent Variable (DV)*

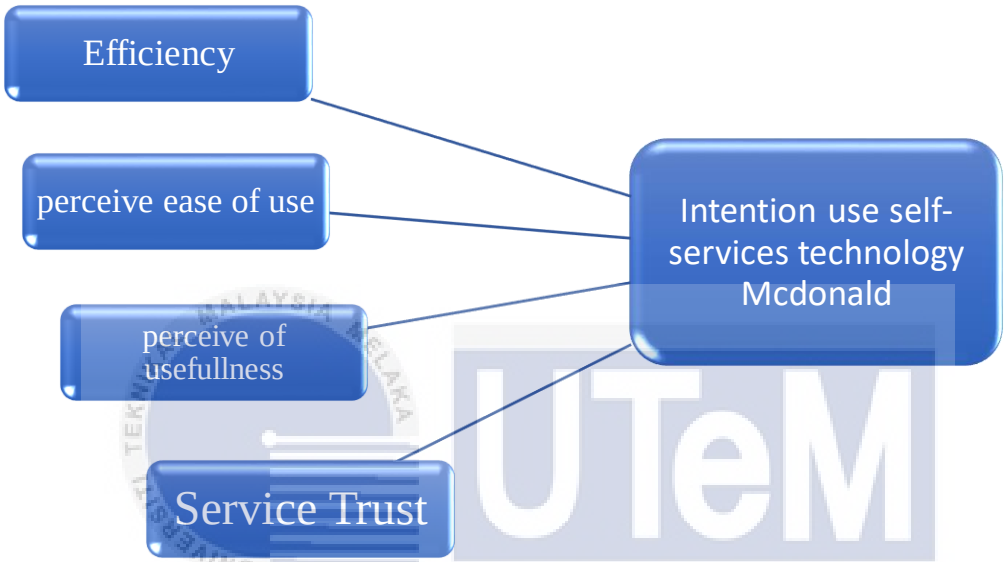


Figure 3.1: Conceptual Framework of the Research

Research conducted by Erick Fernando served as the basis for the development and refinement of the research framework shown in Figure 3.1. (2020). The investigation into the factors that determine customer usage intentions makes use of this theoretical framework. Consumer Use Intentions serve as the dependent variable, while Efficient, Perceived Ease of Use, Perceived Usefulness, efficiency and Service Trust serve as the independent factors. In a nutshell, the proposed framework in this study helps the public and readers achieve a greater level of comprehension of the aspects that influence the intention to use Technology Services for Self-Service Technology at McDonald's during endemic of Covid-19.

3.1.1 Hypothesis Testing

Four theories can assist in resolving the factors. During the endemic Covid-19 in Malaysia, the following factors will influence the intention to use technology services for self-service at McDonald's:

Hypothesis 1

Efficient

$H1_1$: Efficient positively influenced customer's intended use of Self-Services Technology

$H1_0$: Efficient negatively influenced customer's intended use of Self-Services Technology

Hypothesis 2

Service Trust

$H2_1$: Service Trust positively influenced customers' intended use of Self-Services Technology

$H2_0$: Service Trust negatively influenced customer's intended use of Self-Services Technology.

Hypothesis 3

Perceive Ease of Use

$H3_1$: Perceive ease of use positively influenced customer's intended use of Self-Services Technology.

$H3_0$: Perceive ease of use negatively influenced customer's intended use of Self-Services Technology.

Hypothesis 4

Perceive of Usefulness

$H4_1$: Perceived usefulness positively influenced customer's intended use of Self-Services Technology.

$H4_0$: Perceived usefulness negatively influenced customer's intended use of Self-Services Technology.

3.2 Research Design

The research design may provide researchers with an overview of this investigation, which will assist them in better comprehending the study. According to Saunders et al. (2016), understanding the overall strategy that the researcher employs when conducting research is one of the most fundamental aspects of the research design. This is because the research design will indicate how the researcher answers research questions to achieve research objectives. Three different designs can be used in research: an exploratory design, an explanatory design, and a descriptive design. Because it enables the researcher to pick which sources to use to collect data and how to collect data from target respondents, the research design is significant because it enables the researcher to decide which sources to utilize before analyzing the data. It will enable a higher value of the required information and assist researchers in making decisions throughout the entirety of the project's investigation.

In this research, the researcher will utilize the descriptive research design so that they can gather the information that is more specific and accurate to the study. It is possible to think of it as a principle that includes keeping one's hands off the things being studied as one observes and evaluates their properties, operations, and behaviors. As a result, it is essential to use a descriptive research strategy to provide an overview or characterize key elements of the phenomena of interest coming from the target population that is being researched (Sekaran, 2003). This is because the information on a certain topic or problem can be established through the usage of the descriptive research design. Following that, it will be used to gain an understanding of the factors that affected McDonald's decision to deploy self-service technology during the epidemic. Covid-19.

In addition, the study's casual analysis can assist in identifying the root causes of specific problems and providing potential remedies. In this study, the researcher will identify the elements that influenced McDonald's customers' intentions to use self-service technology during the Covid-19 epidemic. During the epidemic of Covid-19 in Malaysia, the researcher may uncover the most important elements that influenced the intention to use Self-Service Technology at McDonald's by casual analysis. In addition, a structured questionnaire is used as part of a quantitative approach to assess the statistical hypothesis associated with the research questions. Using this survey method, many people can provide uniform information that can be used to make comparisons easier (Saunders et. Al, 2016). The studied data gives

the researcher a good idea of the conclusion that was drawn. As a result, the descriptive research design is the most appropriate research design for this research topic.

3.2.1 Research Approach

The research approach is a strategy and process that covers everything from general assumptions to particular data gathering, analysis, and interpretation approaches. The data gathering strategy and the data interpretation strategy are the two aspects of this research approach. This study will take a deductive method because it usually starts with a theory-driven premise that guides data gathering and analysis. The link between independent and dependent variables is measured and tested using this method.

The deductive approach, according to Gulati (2009), is distinct from other types of reasoning. It can be used to determine whether or not a recognized theory exists, as well as to study whether or not the theory is useful in the given circumstances. It can also be used to describe hypotheses' methods. The inductive technique "begins with observations and attempts to identify a pattern within them," whereas the deductive approach "begins with observations and attempts to identify a pattern within them." As a result, the deductive approach is a strategy for deducing conclusions from propositions or premises in a logical, systematic, and step-by-step manner (Babbie, E. R., 2010).

3.2.2 Questionnaire Development

Surveys were utilized to acquire quantitative information in this investigation. For quantitative analysis, a large sample of respondents will be sent a questionnaire with the same set of questions. Because the survey will be given to a variety of people, it will be easy to compare the results (Saunders et al., 2016). With the help of Google Forms, the questionnaire can be easily distributed to the intended audience via a URL or link.

Another reason is that the COVID-19 epidemic is making the questionnaire survey more difficult. A survey form can be distributed by social media, email, or other online programs that match toe contactless during this crisis, so the researcher can use these methods to distribute the survey form. The questionnaire can be accessed from any computer, mobile phone, tablet, or otheranother network-connected devicehe intended responders. Because the data can be quickly transferred into an Excel spreadsheet, it also saves time while gathering the information for the report.

A B ,and C are the three sections that make up the questionnaire form. Section A will focus on the general information that respondents have provided. In Section B, respondents will be asked about the factors that influence their intention to utilize self-service technology at McDonald's, such as efficiency, service trust, perceived ease of use, and perceived usefulness. Consumer intents to use self-services technology during the COVID-19 crisis in Malaysia, as perceived by respondents, will be the focus of Section C in this section. Based on past research, this survey form was designed to answer and accomplish all of the research questions and objectives.

Table 3.1: Sections in Questionnaire

SECTION A	Respondents' Background
SECTION B	Factors Influenced the intention Use of Self-Service Technology at McDonald's during endemic Covid-19
SECTION C	Consumers use Intentions during the COVID-19 epidemic in Malaysia

Respondents will respond to the questions using a Likert scale with 5 marks based on their perspectives on factors that affect consumers' buying intentions during the endemic of COVID-19. This is based on the design of the questionnaire. The responders are tasked with selecting the response scale that corresponds to each topic in the most appropriate and pertinent manner. On the scale that goes from 1 to 5, 1 represents severely disagreeing, 2 represents disagreeing, 3 represents neutral, 4 represents agreeing, and 5 represents strongly agreeing.

3.2.3 Operationalization Construct

Table 3.2: Operationalization of Construct

CONSTRUCT	NO OF ITEM	SCALE OF MEASUREMENT
Efficiently (EF)	4	Likert Scale (1-5)
Service Trust (ST)	4	Likert Scale (1-5)
Perceive ease of use (PU)	4	Likert Scale (1-5)
Perceive of usefulness (PE)	4	Likert Scale (1-5)
Intention to use (IU)	4	Likert Scale (1-5)

Table 3.3: Likert Scale from 1 to 5

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

3.2.3.1 Variables.

Table 3.4: **Efficiency**

LABEL	ITEM	SOURCE
EF	**Efficiency**	Erick Fernando & Henry Antonius (2020)
LABEL	**I prefer to use self-services technology at McDonald's because:**	
EF1	provides fast service with a shorter waiting time	
EF2	save my time while ordering food	
EF3	help me to complete transactions quickly	
EF4	reduces the cost of my activities	

Table 3.5: Service Trust

LABEL	ITEM	SOURCE
ST	**Service Trust**	Adapted from Hyun-Joo Lee (2008)
LABEL	**I choose to use self-services technology at McDonald's because I believe:**	
ST1	The transaction system is secure.	
ST2	Transactions process and the result of self-services technology McDonald's are correct	
ST3	Self-services technology in Mcdonald's high security	
ST4	The filling process carried out is easy to do	

Table 3.6: Perceived Ease of Use

LABEL	ITEM	SOURCE
PU	**Perceived Ease of Use**	Adapted from Hyun-joose (2008)
LABEL	**I prefer to use self-services technology at McDonald's because:**	
PU1	Learning to use McDonald's self-service is easy.	
PU2	Instructions on the kiosk are clear and understandable	
PU3	Can make life more comfortable	
PU4	Simple and fast application to use	

Table 3.7 Perceived usefulness

LABEL	ITEM	SOURCE
PE	**Perceived of Usefulness**	Adapted from Chang Mexen (2015)
LABEL	**I choose to use self-services technology at McDonald's because:**	
PE1	Help me order food quickly	
PE2	Easy to make an order	
PE3	Provides complete information, such as meal choices and prices.	
PE4	Provides a clear image of different menu items.	

Table 3.8: Intention to Use

LABEL	ITEM	SOURCE
IU	**Intention to Use**	Adapted from Jianan Zheng and Fangkai Li (2019)
LABEL	**I want:**	
IU1	To re-use self-services technology	
IU2	Intend order meals Mcdonald's uses self-service technology	
IU3	To use self-service technology in provided future	
IU4	To make orders foods again using self-service technology in future	

3.2.4 Plot Analysis

The use of a questionnaire form in research often necessitates the use of a pilot test. It's because pilot testing provides a high response rate and a realistic sample size in this research. The questionnaires will be more likely to be completed if the study is conducted on a smaller scale, which will improve the study's overall performance. That way, survey questions may be fine-tuned without worrying about complications when people fill out the survey (Saunders et al., 2016). The research questions and data obtained can be improved because of this process, which helps to ensure the study's success. Because of this, pilot research was carried out among a sample of customers who bought McDonald's through self-service during pandemic Covid-19 to gauge their reactions to the survey questionnaire.

To conduct a pilot test and a pre-test on the questionnaire, the researcher will hand out survey forms to ten participants. As part of the questionnaire's completion, the researcher will gather and record feedback or responses from participants. As a result, researchers can make changes to the questionnaire's design before sending it to the final respondents, such as rescaling or rewording specific statements. The final questionnaire will subsequently be revised and used in this research study's actual survey. "

3.3 Data Collection

This study uses a quantitative approach to collect data. The data collection process included primary and secondary data. Primary data were used to gather direct information for the purpose of determining this study by exploring variables of interest. Questionnaires were used as an instrument to collect primary data to examine customer usage intention in Malaysia’s self-services technology McDonald’s.

This survey will focus on users who intend to use or use the Self-Services Technology in McDonald’s. Secondary data is also used in this research to gather information from available sources. The data obtained included the collection of information through document analysis, reading tools such as books, journals, newspapers, and other internet sides such as Google Scholar, Scopus, and Science Direct.

3.3.1 Sampling Technique

To fulfill the study objective, sampling is used to pick the right component for a target population (Sharma, 2017). Two types of sampling procedures are non-probability sampling and probability or representative sampling. Probability sampling methods include simple random, systematic random, stratified random, cluster, and multistage sampling. Quota, volunteer, purposive, and haphazard sampling are examples of non-probability sampling approaches.

Probability sampling, often known as random sampling, is a procedure in which everyone is chosen at random and then answers a questionnaire supplied by the researcher. Using probability sampling, the researcher can obtain a broad perspective and develop conclusions about the entire target population. Non-probability sampling, as opposed to random selection, is based on the researcher's subjective judgment. It is a sampling approach in which not every individual has the same chance to reply to the questionnaire survey.

Therefore, random sampling is easily used to select the sample in this research because Self-Services Technology users as it spread throughout the Peninsular Malaysia. In this research project, we'll be using probability sampling. To make it easy for the researcher to obtain data from final responders, the questionnaires were created using Google Form. You can send the surveys to your target audience by email, social media, or other internet-based applications like WhatsApp and Telegram so that they can readily access the URL in the URL field. The sample size is based on the consumer at McDonald Ayer Keroh, Melaka who use self-service technology to buy food at McDonald's during the COVID-19 epidemic in Malaysia, as shown in Table 3.9 below.

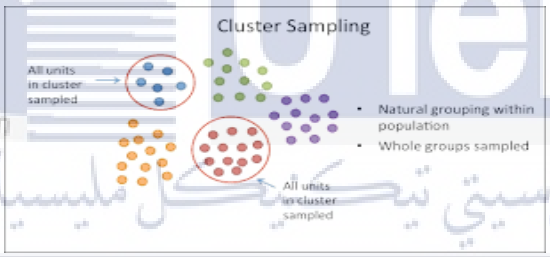
Table 3.9: Group of Cluster Sampling

Cluster 1	Ayer Keroh, Melaka McDonald based in Malaysia
Cluster 2	Consumers that ordering food online during the endemic of COVID-19

3.3.2 Sample Size

McDonald's at Cheng, Melaka, which used self-service technology at McDonald's during the COVID-19 epidemic in Malaysia, was selected for this study based on the analysis. According to Hinkin (1995), there is no clear definition of the population, but the study of research can provide a solution to this question. To provide a representative sample, the item to response ratio for each scale set should be between 1:4 and 1:10. Because there are 25 questions in total, a sample of 100 to 250 people should be used for this study. To produce the best and most reliable results, a sample size of 150 respondents is recommended by Hinkin (1995). According to Hinkin (1995), the sample size of this study will be 150 copies of questionnaires, which will be distributed to the target respondents (Customers that use self-services technology to buy meals at McDonalds during the COVID-19 epidemic in Malaysia) using Google Form.

Figure 3.2: Cluster Sampling 1 and Cluster Sampling 2



*Cluster Sampling 1: Cheng, Melaka McDonalds based in Malaysia.

*Cluster Sampling 2: Consumers' intention to use self-services technology to buy meals at McDonald's during the COVID-19 epidemic.

3.3.3 Key Informants

McDonald based at Cheng, Melaka was chosen as the primary informant for this study in Malaysia. This study's respondents will be people who use Self-Service Technology to buy food at Malaysian McDonald's, particularly during the COVID-19 epidemic. It will collect data on age, gender, race, education level, perceived usefulness, perceived ease of use, service trust, and efficiency of respondents who utilize self-service technology at McDonald's during the COVID-19 epidemic.

3.4 Data Analysis

Data must be examined in order to produce a conclusion for this research and each of the hypotheses. SPSS is a system that has emerged as a result of technological advancements (Statistical Package for Social Sciences). Using this computer programme, researchers can analyse and analyse the data in this report more quickly and efficiently than they would otherwise. Due to this, SPSS is employed in this report because the research is quantitatively conducted. SPSS is a powerful tool for managing massive amounts of data and speeding up data collecting and tabulation operations.

According to Pallant (2010), SPSS uses standard multiple regression to verify the reliability, correctness, and validity of data obtained. You can utilize SPSS while the questionnaire is being administered to test the hypotheses you've come up with. In addition, using the data collected, a normal multiple regression analysis can help determine where the variables' validity can be strengthened. The researcher can also use SPSS to perform hypothesis tests that take into account all of the variables. Four types of data analysis are required for this study: descriptive, reliable, valid, Pearson, and regression correlation. A group of Hoque's coworkers (2018).

3.4.1 Descriptive Analysis

Descriptive statistics are useful because they assist researchers in understanding data dispersion and investigating the relationship between variables. It is a technique for explaining the fundamentals of research by offering a summary of a specific data set. According to Vetter (2017), descriptive analysis can assist researchers in effectively and rationally summarising data. The frequency distribution, tables, histograms, charts, and central tendency values such as mean, median, and mode will be computed using this method. The descriptive research will be used to present the Demographic Respondents section, which covers respondents' personal information such as age, gender, race, educational level, use of self-service technologies, and frequency of use of self-services. In addition, frequency distributions will be employed in this study, and the results will be expressed in percentage terms where the components are stated. McDonald's desire to employ self-service technologies during the epidemic was influenced. Covid-19. The results are explained using the mean and standard deviation data. The degree of mean score can be defined as low, medium, or high based on the mean range presented in Table 3.11.

Table 3.10: Mean Score

Range of Mean	Level
0.00 – 1.67	Low
1.68 – 3.33	Medium
3.34 – 5.00	High

3.4.2 Reliability and Validity Analysis

When performing a quantitative study, one of the most crucial factors for researchers to consider is reliability and validity analysis. In this analysis, the reliability test is used to confirm that the dependent variable and all of the independent variables have internal consistency of reliability. Furthermore, all variables in this research study should be autocorrelated and have the same underlying structure. The accuracy and precision of the measure are referred to in the validity test. Researchers can acquire meaningful output data due to the regularity and quality of measurements.

In this study, Cronbach's Alpha is utilized to calculate the average correlation of each item/measurement across all variables. It is commonly used to assess the consistency of data. The alpha coefficient has a value between 0 and 1. According to Hoque and Awang (2016), an alpha coefficient value of 0.5 or higher can be selected as an acceptable measure for proving the dependability of all variables. The Cronbach's Alpha Coefficient Range and internal consistency are shown in Table 3.6. Cronbach's Alpha greater than 0.7 is considered acceptable; more than 0.8 is considered good, while 0.9 and above is considered exceptional. Both the dependent and independent variables will be used in this study to determine their reliability and validity.

Table: 3.11: Cronbach's Alpha Coefficient Range and Strength of Association

Cronbach's Alpha Coefficient	**Internal Consistency**
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: George and Mallery (2003)

3.4.3 Pearson Correlation Analysis

Pearson Correlation Analysis is used to determine whether or not correlations exist between dependent and independent variables. This analysis is believed to be a very valuable technique because it can indicate whether or not the two variables have a possible relationship. This analysis will produce a result ranging from 0 (random) to 1 (perfect linear relationship) or -1 (perfect negative relationship), demonstrating the square relationship. The larger the variance in data from the best-fit line, the closer the correlation coefficient, r, is to zero (0). The lower the variation data from the best fit line, the closer the correlation coefficient, r, is to 1 /-1. Table 3.12 displays the Pearson Correlation Coefficient Range. As a result, the researcher will utilise Pearson Correlation Analysis in this study to examine the strength of five factors with the purpose of using self-service technology in McDonalds during the COVID-19 endemic.

Table 3.12: Pearson Correlation Coefficient Range

Coefficient Range	Strength of Correlation
± 0.00 to ± 0.30	Weak
± 0.40 to ± 0.60	Moderate
More than ± 0.70	Strong

3.4.4 Multiple Regression Analysis

Multiple regression analysis is a procedure that determines the relationship between the dependent variable and the independent variables at multiple levels of moderating variables. Furthermore, this analysis can help determine the direction of the relationship, the scope of the research, and the strength of the relationship. Guilford's rule of thumb is used to identify whether a link is of low or high degree. Furthermore, multiple regression analysis will forecast and compute the regression equation and correlation of numerous determinations utilising more than one independent variable (Saunders et al., 2013). It will be one of the most effective methods for assessing quantitative research data. The outcomes will be investigated and estimated utilising a set of independent variables on the dependent variable.

The multiple regression equation has the following general form: -

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where:

Table 3.13: Equation of Multiple Linear Regression Analysis

Y	Dependent variable (Consumer Intention Use Self-Services Technology during COVID-19 pandemic)
a	Constant
b_1	Influence of X_1 (efficiently)
b_2	Influence of X_2 (Service Trust)
b_3	Influence of X_3 (perceive ease of use)
b_4	Influence of X_4 (perceived usefulness)
X_1, X_2, X_3, X_4	Independent variables

3.5 Summary

Table 3.14: Summary of Research Questions, Research Objectives, Research Hypothesis, and Data Analysis

Research Question	Research Objective	Research Hypothesis	Data Analysis
RQ1: What factors influenced customer intentions to use self-service technology at McDonald's during the endemic COVID-19?	RO1: To look into the factors that influenced customer intentions to use self-service technology at McDonald's during the endemic COVID-19?		Descriptive Analysis, Mean, Standard Deviation, Crosstabulation, Cronbach's alpha
RQ2: What are the relationships between the factors that influenced customer intentions to use self-service technology at McDonald's during the endemic COVID-19?	RO2: To investigate the factors that influenced customer intentions to use self-service technology at McDonald's during the endemic COVID-19 among customers.		Correlation Coefficient
RQ3: What was the most important factor influencing customer intentions to use self-service technology at	RO3: To identify the most important factors that influenced customer intentions to use self-service technology at McDonald's during	H1: Efficient positively influenced customer's intended use of Self-Services Technology. H2:	Multiple Regression

McDonald's during endemic COVID-19?	the endemic COVID-19?	Services Trust positively influenced customers' intended use of Self-Services Technology H3: Perceive ease of use positively influenced customer's intended use of Self-Services Technology. H4: Perceived usefulness positively influenced customer's intended use of Self-Services Technology. H5: Perceived ease of use positively influenced customers' intended use of Self-Services Technology.	

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

This chapter will give the study's discussion and findings. The findings were analyzed in accordance with the research objectives, which included investigating the elements influencing the intention to use self-service technology at McDonald's during the month of COVID-19. Next, investigate the relationship between the factors affecting customers' intentions to use self-service technology at Mcdonald's and the factors influencing consumers' intentions to use self-service technology during the COVID-19 endemic. Aside from that, to find the most critical elements influencing the intention to use self-service technology at McDonald's that impacted consumers' intentions to use self-service technology during the COVID-19 period. All of these aims will be met, and the reactions of respondents will yield delighted findings.

As previously stated, the researcher would conduct quantitative research by Disseminating online surveys. The researcher in this study collected data from a total of 150 respondents in this manner. In addition, SPSS Version 28 will be utilized to analyze the total of 150 replies. In this chapter, the researcher will go over descriptive analysis, reliability analysis, and validity tests, as well as Pearson correlation analysis, regression analysis, and hypothesis testing.

4.1 Descriptive Analysis

4.1.1 General Information of Respondents.

Respondents' general information refers to their demographic profile, which includes gender, age, race, educational level, and occupation, Did you order meals from McDonald's using self-service technology during endemic covid-19? and How often did you utilize self-service technology to order food at McDonald's on average during the covid-19? In this study, the researcher obtained a total of 150 respondents as demographic sample profiles. During the COVID-19 endemic, all of these respondents intend to use self-service technologies at Mcdonalds'.

4.1.1.1 Profiling of gender.

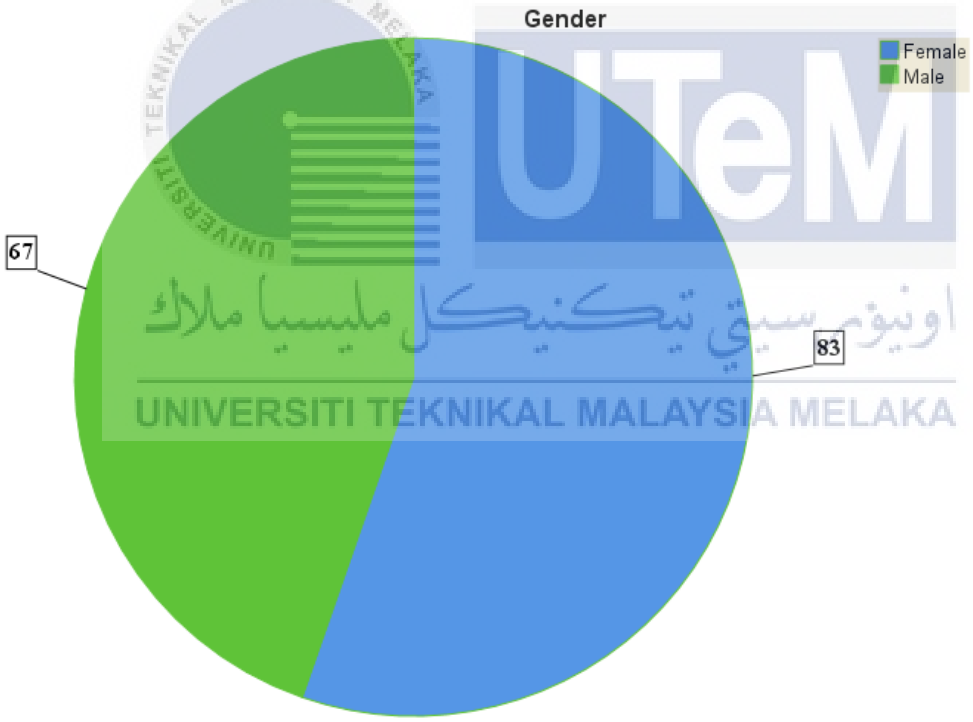


Figure 4.1: Profiling of Gender

Figure 4.1 above is a representation of gender information received from a survey of 150 respondents. According to the data, 44.7% (n=67) of respondents were male, while 55.3% (n=83) were female.

4.1.1.2 Profiling of age.

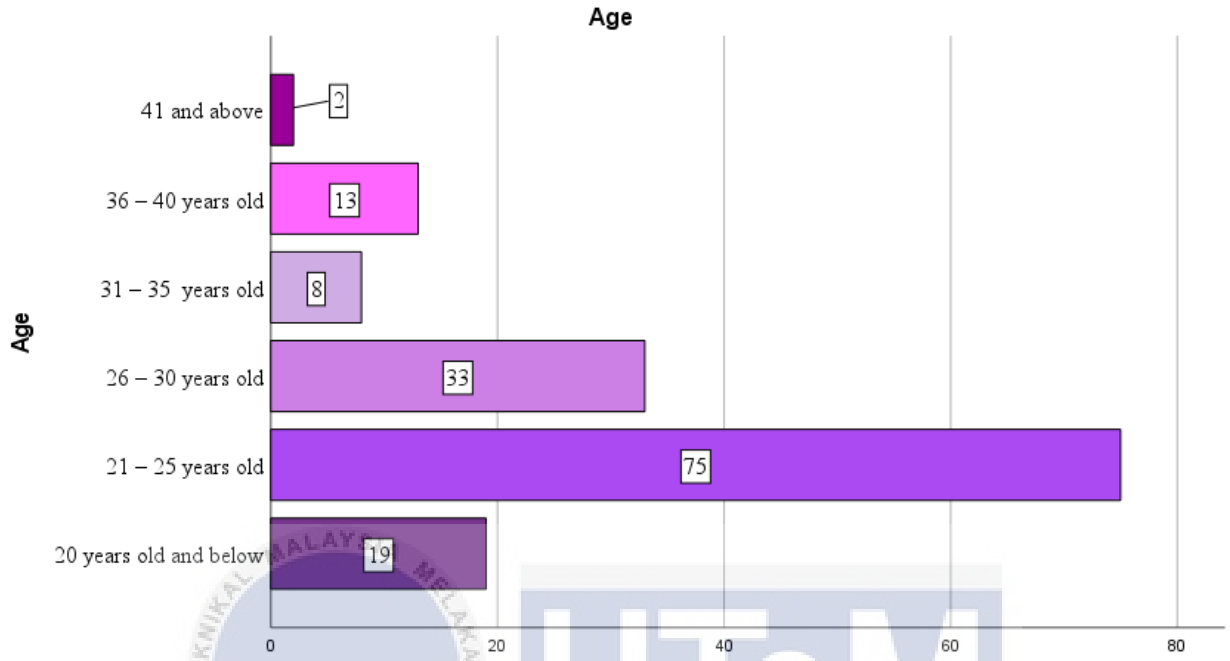


Figure 4.2: Profiling of Age

Figure 4.2 above presented the age of respondents has been divided into 6 categories which are 20 years old and below, 21-25 years old, 26-30 years old, 31-35 years old, 36-40 years old, and 41 years old and above. The highest age group that responded to the survey was between 21-25 years old, where a total of 75 (50%) out of 150 respondents. It is then followed by the age group of 26-30 years old with total 33 respondents (22%). Then there were 19 respondents (12.7%) are from age group of 20 years old and below. Next, there were 13 respondents (8.7%) are from age group 36-40 years old. There are 8 (5.3%) respondents from age group 31-35 years old. While the lowest age group that response to the questionnaire was the respondents whose age are 41 years old and above, where only 2 (1.3%) respondents.

4.1.1.3 Profiling of Race

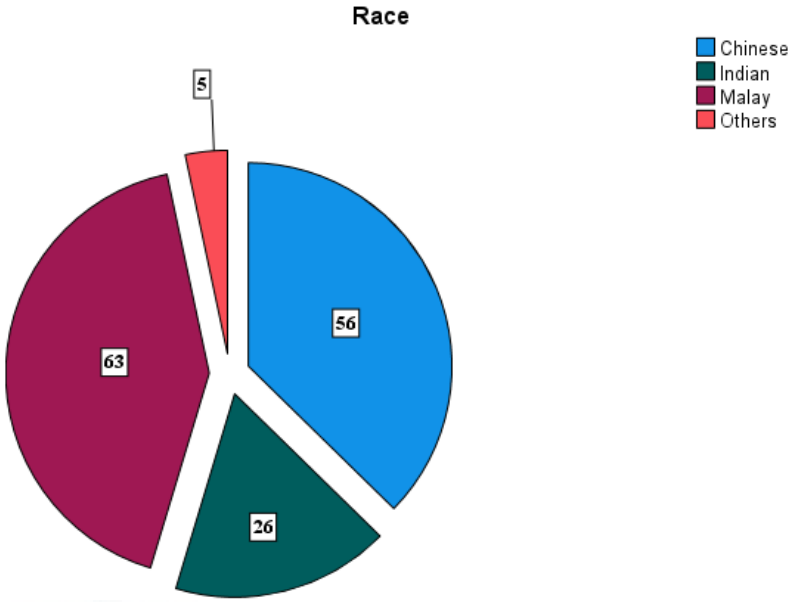


Figure 4.3: Profiling of Race

Figure 4.3 shows that the race of respondents that took part in this survey. Based on the pie chart above, there were 42% (n=63) of the Malay respondent while 37.3% (n=56) were Chinese respondents. For Indian, there were 26 (17.3%) of them whom participated in this survey. There are 5 others respondents (3.3%) from the survey.

4.1.1.4 Profiling of Education.

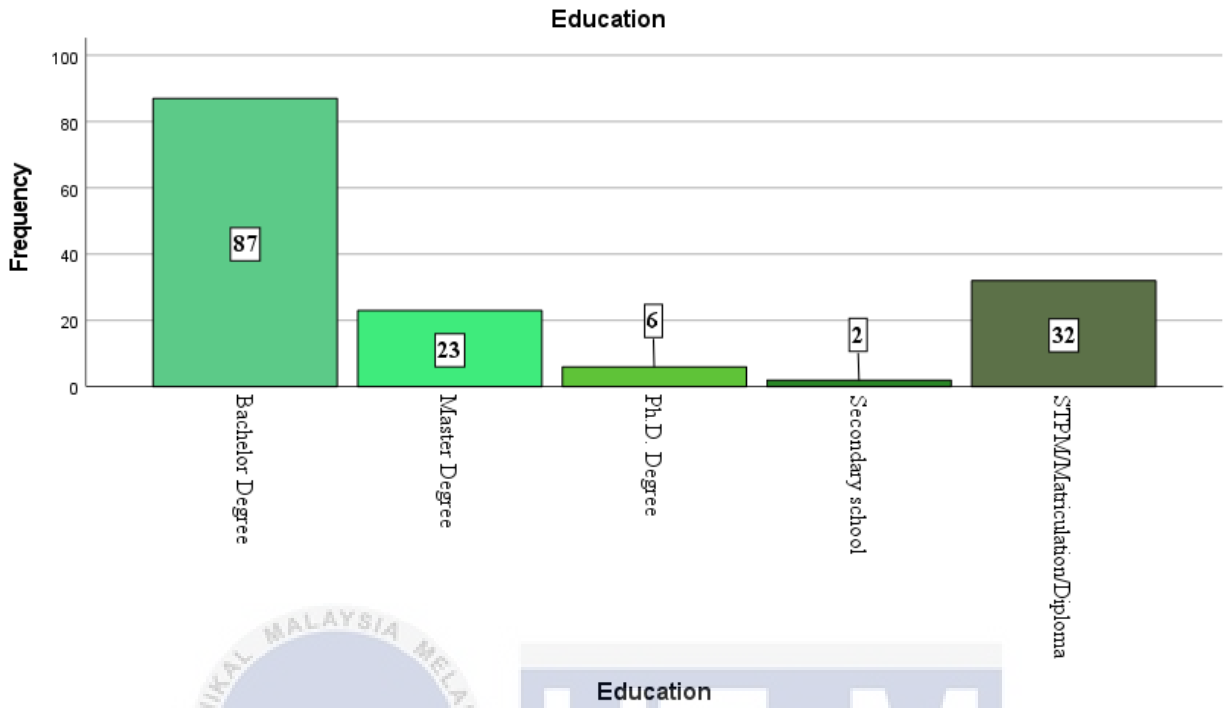


Figure 4.4: Profiling of Education

Figure 4.4 refers to the educational level of respondents from a total of 150 respondents. The findings show that most of the respondents were bachelor's degrees where a total of 87(58%) out of 150 respondents. Next, a total of 32 (21.3%) respondents are from STPM/Matriculation/Diploma. There are 23 (15.3%) were master's degrees. There are 6 (4%) respondents with Ph.D. Degrees. While the lowest age group that responded to the questionnaire was the respondents whose secondary school, where only 2 (1.3%) respondents.

4.1.1.5 Profiling of Occupation

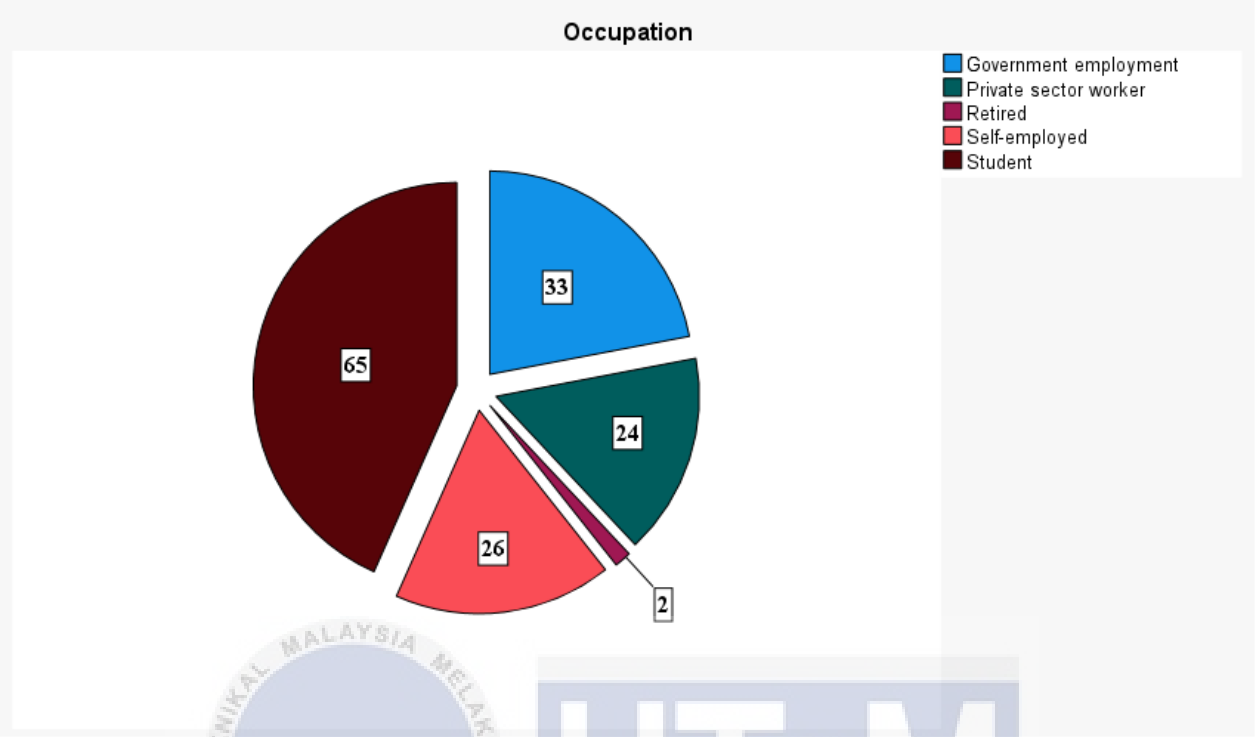


Figure 4.5: Profiling of Occupation

Figure 4.5, it is shown the level of occupation the respondents belong to. Based on the data, most of the respondents came from students with a total of 65 (43.3%). After that, among the total of 150 respondents, there were 33 (22%) respondents are government employees, followed by 26 (17.3%) respondents who were self-employed. Besides, there were 24 (16%) respondents who are private sector workers. Last, there were only 2 (1.3%) respondents belong to retired.

4.1.1.6 Usage of self-service technology McDonalds.

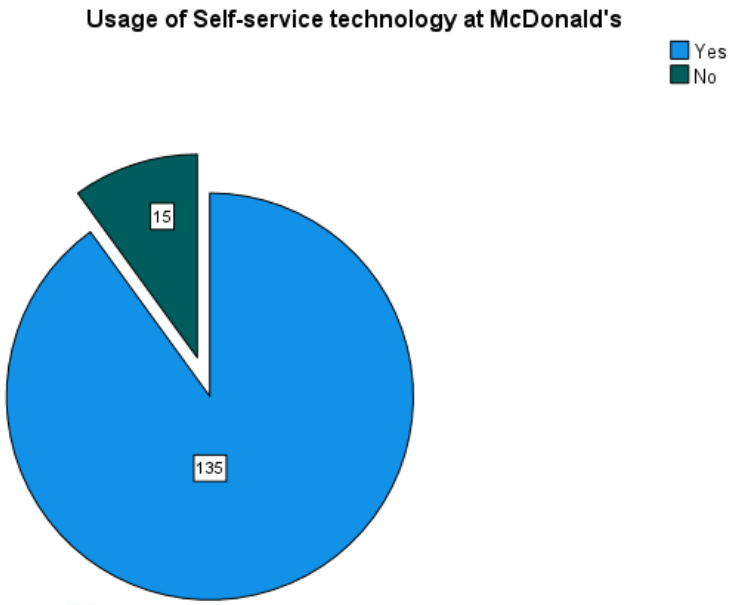


Figure 4.6: Usage of Self-Service Technology McDonalds

Figure 4.6 illustrates the usage of self-service technology at Mcdonald's by the respondents. Based on the figure above, there were 135(90%) respondents are using the self-service technology at Mcdonald's while 15(10%) respondents not usingself-services technology.

4.1.1.7 Frequency of buying meals from McDonald's.

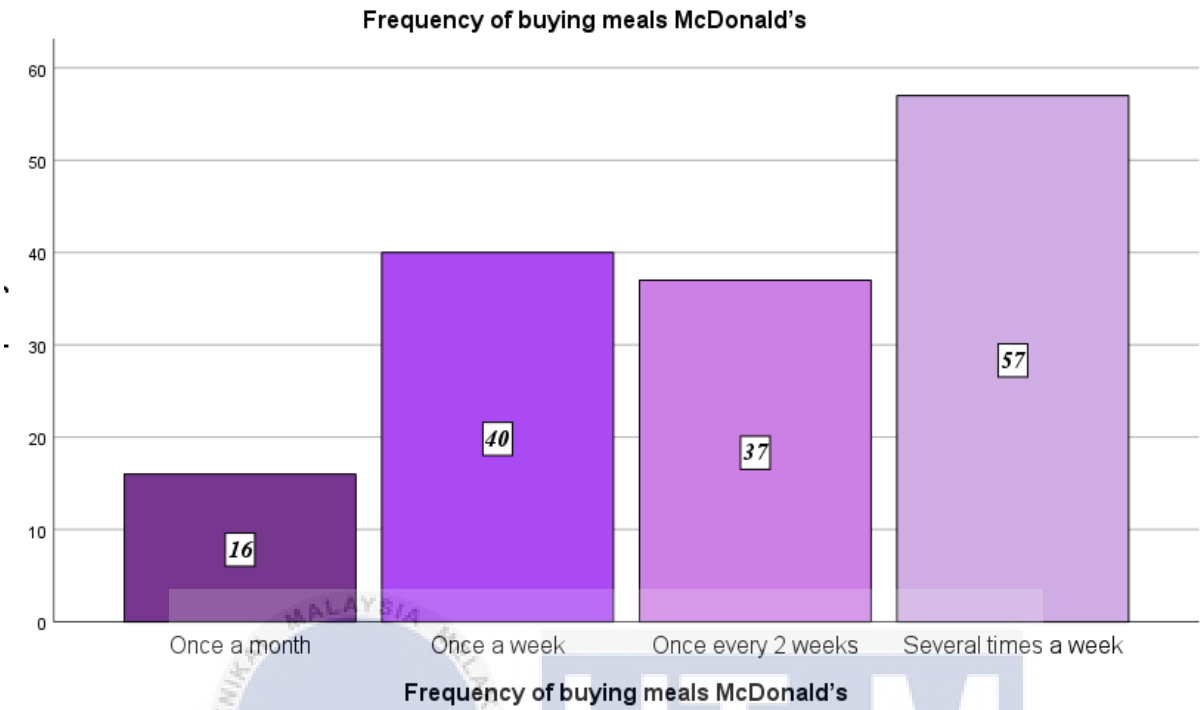


Figure 4.7: Frequency of buying meals from McDonald's

Based on the figure above, defines how often respondents use self-service technology to order food at Mcdonald's. The result shows that a total of 57 respondents (38.0%) use self-service technology several times a week to buy meals at Mcdonald's while 40 (26.7%) out of the total 150 respondents are once a week. Besides, it follows by 37 respondents (24.7%) will use self-service technology once every two weeks to buy meals at Mcdonald's. Last but least, there were 16 respondents (10.7%) use self-service technology at Mcdonalds' once a month.

4.1.2 Mean Score Analysis for Variable

Mean score analysis is used to identify and receive information related to the characteristics of specific problems. The results will show all variables such as Efficiency (EF) Service Trust (ST), Perceived ease of use (PEU), Perceived Usefulness (PE), and Intention of Use (IU) that were used for the study of factors of use of self-service technology at Mcdonald's. The data will be determined through minimum, maximum, mean, and standard deviation. Besides that, the researcher utilizes a 5-point Likert Scale for measuring a total of 24 items related to the study of research.

4.1.2.1 Efficiency (EF)

	N	Minimum	Maximum	Mean	Std. Deviation
provides fast service with a shorter waiting time	150	3	5	4.62	.527
save my time while ordering food	150	3	5	4.31	.590
help me to complete transactions quickly	150	3	5	4.69	.517
reduces the cost of my activities	150	3	5	4.42	.582

Table 4.1: Descriptive Statistics for Efficiency (EF)

Table 4.1 provides descriptive statistics for the independent variable, Efficiency (EF). It shows that the minimum rating for each item is 3 and the maximum rating is 5. According to the table, the highest mean value is 4.69 for the item "Help me to complete transactions quickly," with a standard deviation value of 0.517. It demonstrates the display of people's intentions to use self-service technology. Following that, the item "Provide fast service with shorter time" had a mean value of 4.62 and a standard deviation of 0.527. Furthermore, the item "Reduces the cost of my activities" had a mean value of 4.42 and a standard deviation of 0.582. Finally, the lowest mean value of 4.31 comes from the item "Save my time while ordering food," with a standard deviation of 0.527.

4.1.2.2 Service Trust (ST)

	N	Minimum	Maximum	Mean	Std. Deviation
The transaction system is secure.	150	3	5	4.61	.530
Transactions process and the result of self-service technology McDonald's are correct	150	2	5	4.33	.640
Self-service technology in Mcdonald's high security	150	3	5	4.44	.585
The filling process carried out is easy to do	150	3	5	4.55	.585

Table 4.2: Descriptive Statistics for Service Trust (ST)

Table 4.2 provides descriptive statistics for the independent variable, Service Trust (ST). It shows that the minimum rating for each item is 3 and the maximum rating is 5. According to the table, the highest mean value is 4.61 for the item "The transaction system is secure," with a standard deviation value of 0.530. It demonstrates the display of people's intentions to use self-service technology. Following that, the item "The filling process carried out is easy to do" had a mean value of 4.55 and a standard deviation of 0.585. Furthermore, the item "Self-service technology in McDonald's high security" had a mean value of 4.44 and a standard deviation of 0.585. Finally, the lowest mean value of 4.33 comes from the item "Transactions process and the result of self-service technology McDonald's are correct," with a standard deviation of 0.640.

4.1.2.3 Perceived Ease oF Use (PEU)

	N	Minimum	Maximum	Mean	Std. Deviation
Learning to use McDonald's self-service is easy.	150	3	5	4.64	.550
Instructions on the kiosk are clear and understandable	150	3	5	4.34	.566
Can make life more comfortable	150	3	5	4.17	.509
Simple and fast application to use	150	3	5	4.35	.613

Table 4.3: Descriptive Statistics for Perceived Ease of Use (PEU)

Table 4.3 provides descriptive statistics for the independent variable, Perceived Ease of Use (PEU). It shows that the minimum rating for each item is 3 and the maximum rating is 5. According to the table, the highest mean value is 4.64 for the item "Learning to use McDonald's self-service is easy," with a standard deviation value of 0.550. It demonstrates the display of people's intentions to use self-service technology. Following that, the item " Simple and fast application to use " had a mean value of 4.35 and a standard deviation of 0.613. Furthermore, the item "Instructions on the kiosk are clear and understandable " had a mean value of 4.34 and a standard deviation of 0.566. Finally, the lowest mean value of 4.17 comes from the item "Can make life more comfortable," with a standard deviation of 0.509.

4.1.2.4 Perceived Usefulness (PU)

	N	Minimum	Maximum	Mean	Std. Deviation
Help me order food quickly	150	3	5	4.55	.538
Easy to make an order	150	3	5	4.31	.655
Provides complete information, such as meal choices and prices.	150	3	5	4.43	.595
Provides a clear image of different menu items.	150	3	5	4.47	.552

Table 4.4: Descriptive Statistics for Perceived Usefulness (PU)

Table 4.3 provides descriptive statistics for the independent variable, Perceived Usefulness (PE). It shows that the minimum rating for each item is 3 and the maximum rating is 5. According to the table, the highest mean value is 4.55 for the item “Help me order food quickly," with a standard deviation value of 0.538. It demonstrates the display of people's intentions to use self-service technology. Following that, the item "Provide a clear image of different menu items" had a mean value of 4.47 and a standard deviation of 0.552. Furthermore, the item "Provide complete information, such as meal choice and prices" had a mean value of 4.43 and a standard deviation of 0.595. Finally, the lowest mean value of 4.4.31 comes from the item "Easy to make an order," with a standard deviation of 0.655.

4.1.2.5 Intention to Use (IU)

	N	Minimum	Maximum	Mean	Std. Deviation
Will re-use self-services technology	150	3	5	4.45	.550
Will order meals Mcdonald's uses self-service technology	150	3	5	4.37	.640
Want to use self-service technology in provided future	150	3	5	4.61	.553
Will orders food again using self-services technology in future	150	3	5	4.43	.595

Table 4.5: Descriptive Statistics for Intention to Use (IU)

Table 4.5 provides descriptive statistics for the independent variable, Intention to Use (IU). It shows that the minimum rating for each item is 3 and the maximum rating is 5. According to the table, the highest mean value is 4.61 for the item "Want to use self-service technology in provided future," with a standard deviation value of 0.553. It demonstrates the display of people's intentions to use self-service technology. Following that, the item "Will re-use self-services technology" had a mean value of 4.45 and a standard deviation of 0.550. Furthermore, the item "Will orders food again using self-services technology in future" had a mean value of 4.43 and a standard deviation of 0.595. Finally, the lowest mean value of 4.37 comes from the item "Will order meals Mcdonald's uses self-service technology," with a standard deviation of 0.640.

4.2 Reliability Analysis and Validity Test

Table 4.6 below presents the reliability analysis of the data collected on all independent variables and dependent variables in this research. As refer to the above table, shows the reliability value of total 20 items in the online survey with 150 respondents. The result of Cronbach's Alpha shows 0.905 which is significantly higher than 0.70. According to Malhotra (2012), the measurement of Cronbach's Alpha in reliability analysis indicates a value ≤ 0.60 considers as not reliable and poor. However, if the reliability value more than ≥ 0.70, it considers as highly and excellent for acceptable. Overall, the reliability analysis of this study is highly acceptable.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.895	20

Table 4.6: Reliability Analysis of All Items

Table 4.7 illustrates the reliability analysis of Cronbach's Alpha for each variable in the study including independent and dependent. The range of all variables is situated between 0.700 to 0.800. These high-reliability values prove that the whole alpha coefficient value for each variable is acceptable and in good condition. As referred to in the table above, Cronbach's Alpha value for efficiency (α=0.720), service trust (α=0.804), perceived ease of use (α=0.774), perceived usefulness (α=0.823), and intention to use (α=0.783).

	Variables	**Cronbach's Alpha**	**No. of Items**	**Result**
Independent Variables	Efficiency	.720	4	Acceptable
	Service Trust	.804	4	Good
	Perceived Ease of Use	.774	4	Acceptable
	Perceived Usefulness	.823	4	Good
Dependent Variable	Intention to Use	.783	4	Acceptable

Table 4.7: Reliability Analysis of Each Variable

4.3 Pearson Correlation Analysis

Pearson correlation analysis is a method for analysing the relationship between a single dependent variable and a single independent variable. This technique can also be used to determine the effectiveness or strength of the relationship between the dependent variable in this study, Consumers Intention to Use, and the independent variables, Efficiency, Service Trust, Perceived Ease of Use, and Perceived Usefulness. The value of the correlation coefficient varies between +1 and -1 in relation to the strength of the relationship. Furthermore, values closer to +1 or -1 indicate a strong relationship between two variables, whereas values closer to 0 indicate a weak relationship.

Correlations

		EF	ST	PEU	PE	IU
EFFICIENCY (EF)	Pearson Correlation	1				
	Sig. (2tailed)					
	N	150				
SERVICE TRUST (ST)	Pearson Correlation	.246**	1			
	Sig. (2tailed)	.000				
	N	150	150			
PERCEIVED EASE OF USE (PEU)	Pearson Correlation	.368**	.253**	1		
	Sig. (2tailed)	.001	.000			
	N	150	150	150		
PERCEIVED USEFULNESS (PU)	Pearson Correlation	.235**	.309**	.440**	1	
	Sig. (2tailed)	.000	.001	.001		
	N	150	150	150	150	
INTENTION TO USE (IU)	Pearson Correlation	.535**	.799*	.637**	.762**	1
	Sig. (2tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.8: Pearson Correlation Coefficient for Each Variable

Table 4.8 above illustrates the correlation result of all independent variables which include efficiency, service trust, perceived ease of use, and perceived usefulness dependent variable which is consumer intention to use. The above results clearly stated that all independent variables record a positive and significant relationship toward the dependent variable as the correlation coefficient (r) values are in the range of 0.00 to 1.00. From the table, the correlation result of the first variable illustrates Efficiency toward the dependent variable, the test is significant as stated with the significant $r = 0.535$ while p-value = 0.000, $p < 0.001$. Thus, these two variables have a moderate relationship.

Next, for the second independent variable which is Service Trust, the correlation relation result toward consume intention to use self-services technology stated that they have a significant relationship. This is because the value of test correlation coefficient, $r = 0.799$ while p-value = 0.000 where $p < 0.001$. Hence, these two variables illustrate a strong relationship.

Apart from that, followed by the independent variable that is perceived ease of use towards dependent variable, which is consumer intention to use, the results indicate that the test is significant where, $r = 0.637$ whereas p-value = 0.000, $p < 0.001$. Therefore, both variables have a moderate relationship.

Additionally, the independent variable which is Perceived Usefulness toward the dependent variable is consumer intention to use. According to table 4.8, the factor of perceived usefulness was significantly correlated to consumer intention to use in positive correlation, where $r = 0.762$ and p-value = 0.000, $p < 0.001$. Thus, both variables indicate a strong relationship.

4.4 Inferential Statistics

Inferential statistics is a method for identifying and analyzing data from a random sample of the population. Inferential statistics results are important and can aid in the analysis process, especially when the population evaluation is not optimal. Aside from that, inferential statistics are critical in determining whether variations among samples are dependable or likely to occur by chance. Thus, inferential statistics aid in drawing conclusions about the overall state of data collection.

4.4.1 Multiple Regression Analysis

Multiple regression analysis is a technique for forecasting the value of one variable based on the values of two or more variables. This method can be used to examine the relationship between independent and dependent variables. Furthermore, multiple regression analysis aids in explaining the relationship between all independent variables (Efficiency, Service Trust, Perceived Ease of Use, and Perceived Usefulness) and the dependent variable (Consumer Intention to Use). The results of the regression analysis will be displayed in an equation.

4.4.1.1 Multiple Regression Analysis Between DV and IV

Table 4.9 revealed the results of the regression analysis of the relationship between independent variables and dependent variables. The independent variables included for measurement are Efficiency, Service Trust, Perceived Ease of Use, and Perceived Usefulness, while the dependent variable is consumer Intention to Use self-service technology. Based on the table above, the correlation coefficient (R) shows a value of 0.731 and indicates a strong degree of correlation. Hence, there is a positive and strong relationship has been identified since the R-value more than 0.70. Moreover, the R square value in this model is 0.521 which indicates that the dependent variable (consumer intention to use) is affected by 52.1% by the independent variables (efficiency, service trust, perceived ease of use, and perceived usefulness). While the remaining (100% - 52.1% = 47.9%) are influenced by other factors that are not included in this research.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731[a]	.521	.497	.41594
a. Predictors: (Constant), Perceived Usefulness, Efficiency, Service Trust, Perceived Ease of Use				

Table 4.9: Model of Multiple Regression Analysis

The ANOVA analysis of this research study is shown in Table 4.10. According to the table, the F-test is used to identify survey data that demonstrate a good fit in the model. The results show that the F value is 36.937 and the significant value, p, is 0.000, which is less than the significance level of 0.01. As a result, it is clear that all independent variables (Efficiency, Service Trust, Perceived Ease of Use, and Perceived Usefulness) have a significant influence on the dependent variable (consumer Intention to Use).

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.685	4	9.921	36.937	.001[b]
	Residual	207.388	145	1.430		
	Total	247.073	149			
a. Dependent Variable: IU						
b. Predictors: (Constant), EF, ST, PEU, PE						

Table 4.10: Regression Analysis of ANOVA

Table 4.11 illustrates the degree of coefficient beta values for each of the independent variables that have an effect on the dependent variable. The results in the above table reveal that B1 = 0.105, B2 = 0.232, B3 = 0.174, and B4 = 0.369 respectively to all independent variables. According to the table, perceived usefulness (PE) has the highest coefficient beta value where B = 0.292 with t = 3.351 and $p < 0.05$ as compared to other variables. It indicates that the perceived usefulness (PE) factor has the strongest influence on the consumer intention to use self-service technology at McDonald's (dependent variable). Moreover, service trust (ST) is the second largest predictor of the dependent variable as it has a beta value of B = 0.165, t = 0.794 and $p < 0.05$. After that, follow by perceived ease of use (PEU) which recorded a beta value of B = 0.143, t = 0.749, and $p < 0.05$ with a variation of 17.8%. Lastly, efficiency (EF) has the lowest impact on the dependent variable as its B = 0.135, t = 1.625, $p < 0.05$ with a variation of 10.5%. Hence, the outcome marked that the independent variables which are Efficiency, Service Trust, Perceived Ease of Use, and Perceived Usefulness act as important inputs for the prediction model.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.416	2.027		.152	.001
	EFFICIENCY	.105	.095	.135	1.625	.046
	SERVICE TRUST	.232	.078	.165	.794	.029
	PERCEIVED EASE OF USE	.178	.093	.143	.479	.033
	PERCEIVED USEFULNESS	.369	.080	.292	3.351	.001
a. Dependent Variable: Intention to Use						

Table 4.11: Regression Analysis on Coefficients

The relationship can be revealed as a mathematical analysis equation below which according to Table 4.12 above: -

$$\boldsymbol{Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4}$$

Where:

$\boldsymbol{Y}$ = Dependent variable (Consumer Intention to Use)

a = Constant term

$\mathbf{b_1, b_2, b_3, b_4, b_5}$ = Coefficient

$\boldsymbol{X_1}$ = Independent variable (Efficiency)

$\boldsymbol{X_2}$ = Independent variable (Service Trust)

$\boldsymbol{X_3}$ = Independent variable (Perceived Ease of Use)

$\boldsymbol{X_4}$ = Independent variable (Perceived Usefulness)

4.5 Hypothesis Test

The researcher measured significant values where to interpret the results that based on the proposed hypotheses established in Chapter 3 previously. Hypothesis testing is often used in statistics to identify the results of the hypothesis that is performed based on the sample data. The results of hypothesis testing will be used to test the statistical sample for knowing whether the null hypothesis is accepted or rejected. In this study of research, a hypothesis test has been done to measure all variables using the data figured out through regression analysis. The outcomes presented in Table 4.11 will be used to examine by measuring the significant value whether the value was lower or bigger than 0.05.

The hypothesis for the Efficiency factor

$H1_1$: Efficient positively influenced customer intended use of Self-Services Technology

$H1_0$: Efficient negatively influenced customer's intended use of Self-Services Technology

Accept $H1_1$

Table 4.11 revealed the relationship between the efficiency factor and consumer intention to use. The result marked a significant value of efficiency factor, p = 0.046 which is lower than 0.05. This shows that efficiency has a significant relationship with intention to use. Thus, $H1_1$ is accepted in this study of research. There is a positive relationship between efficiency and consumer intention to use self-service technology.

The hypothesis for the Service Trust factor

$H2_1$: Service Trust positively influenced customers' intended use of Self-Services Technology

$H2_0$: Service Trust negatively influenced customer's intended use of Self-Services Technology.

Accept $H2_1$

Table 4.11 revealed the relationship between the service trust factor and consumer intention to use. The result shows that significant value of the service trust factor, p = 0.029 which is lower than 0.05. This shows that service trust has a significant relationship with consumer intention to use. Thus, $H2_1$ is accepted in this study. There is a positive relationship between service trust and consumer intention to use self–service technology.

The hypothesis for Perceived Ease of Use factors

$H3_1$: Perceive ease of use positively influenced customer's intended use of Self-Services Technology.

$H3_0$: Perceive ease of use negatively influenced customer's intended use of Self-Services Technology.

Accept $H3_1$

Table 4.11 revealed the relationship between the perceived ease of use factor and consumer intention to use. The result shows that significant value of the perceived ease of use factor, p = 0.033 which is lower than 0.05. This shows that perceived ease of use has a significant relationship with consumer intention to use. Thus, $H3_1$ is accepted in this study. There is a positive relationship between perceived ease of use and consumer intention to use self–service technology.

The hypothesis for Perceived Usefulness

$H4_1$: Perceived usefulness positively influenced customer's intended use of Self-Services Technology.

$H4_0$: Perceived usefulness negatively influenced customer's intended use of Self-Services Technology.

Accept $H4_1$

Table 4.11 revealed the relationship between the perceived usefulness factor and consumer intention to use. The result shows that significant value of the perceived ease of use factor, p = 0.001 which is lower than 0.05. This shows that perceived usefulness has a significant relationship with consumer intention to use. Thus, $H4_1$ is accepted in this study. There is a positive relationship between perceived usefulness and consumer intention to use self–service technology.

4.6 Summary

In a nutshell, this chapter has explained all of the findings and data gathered in this research study. The Statistical Package for Social Science (SPSS Version 28) was used to analyze the data collected from 150 respondents via an online questionnaire. The analysis methods used to interpret the collected data, on the other hand, are descriptive analysis, correlation analysis, reliability test, and multiple regression analysis. The researcher interprets and analyses the results in order to achieve previously established research objectives. Furthermore, the results of the hypotheses discussed in Chapter 3 were presented in this chapter. In this research study, four of four hypotheses were accepted for testing because the significant value, p, was less than 0.05.

Table 4.12: Research Objective, Research Questions, Research Hypothesis,and Result

Research Question	Research Objective	Research Hypothesis	Data Analysis	Result
RQ1: What factors influenced customer intentions to use self-service technology at McDonald's during the endemic COVID-19?	RO1: To look into the factors that influenced customer intentions to use self-service technology at McDonald's during the endemic COVID-		Descriptive Analysis, Mean, Standard Deviation, Crosstabulation, Cronbach's alpha	
RQ2: What are the relationships between the factors that influenced customer	RO2: To investigate the factors that influenced customer intentions to use self-service		Correlation Coefficient	

intentions to use self-service technology at McDonald's during the endemic COVID-19	technology at McDonald's during the COVID-19 epidemic among customers.			
RQ3: What was the most important factor influencing customer intentions to use self-service technology at McDonald's during the endemic COVID-19?	RO3: To identify the most important factors that influenced customer intentions to use self-service technology at McDonald's during the endemic COVID-19.	H1: Efficient positively influenced customer's intended use of Self-Services Technology. H2: Services Trust positively influenced customers' intended use of Self-Services Technology H3: Perceive ease of use positively influenced customer's intended use of Self-Services Technology.	Multiple Regression	Supported Supported Supported

		H4: Perceived usefulness positively influenced customer's intended use of Self-Services Technology.		Supported

CHAPTER 5

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter will conclude all the findings of this study according to the data analysis outcomes in Chapter 4. The researcher will also conclude on whether the research questions meet the research objectives that have been formed previously. Besides, a discussion on the justification no matter the proposed hypotheses are accepted or rejected will be illustrated in this chapter. The researcher will also construct and present the limitation of this study. Lastly, the significant implications and recommendations of this research will also be discussed in this chapter

5.1 Discussion of Findings

5.1.1 Relationship Between Efficiency and Consumer Intentions to Use self-service technology at Mcdonald's during endemic COVID-19.

According to (Dabholkar & Bagozzi, 2002), customers are more familiar with utilizing the Self-Services Technology system than other pupils, which would suggest that their level of self-efficacy is likely to be higher. Based on the findings obtained in Chapter 4 (Data Analysis), the researcher found out that the correlation value of efficiency is 0.535 which shows a moderate relationship toward the dependent variable which is consumer intentions to use self-service technology. Moreover, the researcher also found out that there was a significant value ($p < 0.05$) of the efficiency factor with consumer intention to use. This revealed that there was a significant positive relationship between both variables ($\beta = 0.135$, $p = 0.046$). As a result, the hypothetical relation between efficiency and consumer intention to use was accepted. This also proves that the predictor of efficiency significantly affects the consumers' intentions to use self-service technology at Mcdonald's during the endemic COVID-19.

The findings show some of the potential benefits of using SSTs including time-saving from reduced waiting times, cost-savings, and greater control over service delivery (Curran, 2003). SSTs enable consumers to perform and provide their own services without direct assistance from employees, and this allows customers to enjoy efficient and customized services (Meuter, 2000). As referred to in the data analysis of the efficiency factor in Chapter 4, the item 'Help me complete transaction quickly' had the highest mean among all the items in efficiency. This shows that the degree of consumers' intentions to use is influenced by the efficiency of using self-service technology. Besides, the item 'provide fast service with a shorter waiting time' was the second significant item that affects consumer intentions to use self-service technology at Mcdonald's. This finding was supported by a study by Polas, Rahman, Miah, and Hayashi (2018), which stated that customers do not like to wait for a long time to receive service because they tend to get impatient. They continued that customer satisfaction was placed first through the waiting time satisfaction as compared to the others. The waiting time is related to ordering speed, hence, this shows that it is an important factor to satisfy the customers who use self-service technology at Mcdonalds'

5.1.2 Relationship Between Service Trust and Consumer Intentions to Use self-service technology at Mcdonald's during the endemic COVID-19.

According to Wall (2020), having service trust means that customers are able to provide for their own needs and guarantee their own safety. Self-reliance also means that customers have confidence in themselves. It demonstrates that customers have confidence in their ability to adjust to new conditions and that customers place a higher value on being kind in their day-to-day life than they do on being perfect. Based on the data analysis outcomes in this study, the researcher found that the correlation value of service trust is 0.799 which shows a strong relationship toward the dependent variable which is consumer intentions to use self-service technology at Mcdonald's during the endemic COVID-19. . Next, the researcher also finds out that the hypothetical relationship service trust and intentions to use have a significant relationship. Thus, the second set of hypotheses formed is accepted. It indicates a statistically significant positive relationship between service trust and intentions to use during the endemic where $\beta = 0.232$ and $p = 0.029$. As a result, the hypothetical relationship between two variables is accepted and there is a strong influence between them.

The finding of this study made has found that it is aligned with several prior studies been made up. Wang et al., (2016) found that an increase in trust in technology caused an unwillingness to use Self-services Technology s. Influences of personal control on the adoption of self-service technologies were found by Lee and Allaway (2002) considering predictability, controllability, and outcome desirability as dimensions of personal control. This is because customers feel secure while using self-service technology at McDonald's. As referred to in the data analysis of the efficiency factor in Chapter 4, the item 'The transaction system is secure' had the highest mean among all the items in service trust. This shows that the degree of consumers' intentions to use is influenced by the service's trust in using self-service technology. Besides, the item 'The filling process carried out is easy to do" was the second significant item that affects consumer intentions to use self-service technology at Mcdonald's. This is because customers feel their customer traits its fulfilled. In a similar context, Lee and Lyu (2016) found 'personal values' and 'consumer traits' as important in determining the intention of using self-service technology in retailing via building attitudes. Last but not least, service trust has positively influenced customer intention to use self-service technology at McDonald's.

5.1.3 Relationship Between Perceived Ease of Use and Consumer Intentions to Use self-service technology at Mcdonald's during the endemic COVID-19.

According to Aboelmaged and Gebba (2013), consumers are concerned about the effort required to use technology as well as the level of complexity associated with using new technology. As a result, perceived ease of use has become a critical factor in intention to use because the more simple the technology is to use with clear instructions, the more likely people are to use it in their lives (Gunawardana, Kulathunga& Perera, 2015)

Davis defines perceived ease of use as "the degree to which a person believes that using a particular system would require no effort".Based on the findings obtained in Chapter 4 (Data Analysis), the researcher found out that the correlation value of perceived ease of use is 0.637 which shows a moderate relationship toward the dependent variable which is consumer intentions to use self-service technology. Moreover, the researcher also found out that there was a significant value ($p < 0.05$) of the perceived ease of use factor with consumer intention to use. This revealed that there was a significant positive relationship between both variables ($\beta = 0.178$, $p = 0.033$). As a result, the hypothetical relationship between perceived ease of use and consumer intention to use was accepted. This also proves that the predictor of perceived ease of use has significantly affected the consumers' intentions to use self-service technology at Mcdonald's during the endemic COVID-19.

The findings are similar to those of Gunawardana, Kulathunga, and Perera (2015); Aboelmaged and Gebba (2013); and Katara and Said (2014), who found that perceived ease of use influences consumer intention to use, for example, the easier to use technology, the more consumer intention to reuse the technology whenever it is available (Gunawardana, Kulathunga, and Perera, 2015; Aboelmaged and Gabba). As referred to in the data analysis of the efficiency factor in Chapter 4, the item 'Learning to use McDonald's self-services is easy' had the highest mean among all the items in efficiency. This shows that the degree of consumers' intentions to use is influenced by the perceived ease of use of using self-service technology. Besides, the item 'simple and fast application to use' also had a significant item that affects consumer intentions to use self-service technology at Mcdonald's. This finding was supported by (Kattara & Said, 2014), who stated that the easier it is to understand how to use the ordering application, the faster the ordering process will be.

Furthermore, the findings support the findings of Tanduklangi (2017), Cho (2015), Setiawan, Setyohadi, and Pranowo (2018), and Mensah (2016), who discovered that perceived ease of use positively influences consumer intention to use self-service technology because they see the simple steps in using the technology and less reliance on others' assistance, resulting in consumers having a much higher intention to use the technology again.

5.1.4 Relationship Between Perceived Usefulness and Consumer Intentions to Use self-service technology at Mcdonald's during the endemic COVID-19.

According to Collier and Collier (2013), perceived usefulness has a positive relationship with intent to use. Wang (2012) went on to say that perceived influences usefulness, which then influences customer satisfaction, which influences customer intention to use. Because the main reason for humans to use technology is to leverage it to help us and minimize our effort and time, perceived usefulness is a significant factor in consumers' intention to use it. In other words, if a technology is not useful, it is unlikely to be used.

Based on chapter 2 perceived usefulness has been an important factor influencing in adoption level of self-service technology. For instant, Cho (2011) was using perceived usefulness in the study of self-service technology, and investigated the potential for adoption in apparel retail settings; the results show perceived usefulness has a significant relationship with consumer attitude. Based on the findings obtained in Chapter 4 (Data Analysis), the researcher found out that the correlation value of perceived usefulness is 0.762 which shows a strong relationship toward the dependent variable which is consumer intentions to use self-service technology. Moreover, the researcher also found out that there was a significant value ($p < 0.05$) of the perceived usefulness factor with consumer intention to use. This revealed that there was a significant positive relationship between both variables ($\beta = 0.292$, $p = 0.001$). As a result, the hypothetical relationship between perceived usefulness and consumer intention to use was accepted. This also proves that the predictor of perceived usefulness has significantly affected the consumers' intentions to use self-service technology at Mcdonald's during the endemic COVID-19.

Furthermore, most respondents understand SST's perceived usefulness, specifically in saving time and allowing users to do things efficiently and productively. Self-service technology saves consumers from wasting time in a queue and avoids the need to queue at the counter. It clearly shows that the user may be regarded as one factor influencing the user to use the technology. The findings of this study were found in line with several prior studies. As referred to in the data analysis of the efficiency factor in Chapter 4, the item 'Help me order food quickly' had the highest mean among all the items in perceived usefulness. This shows that the degree of consumers' intentions to use is influenced by the perceived usefulness of using self-service technology. Besides, the item 'provide a clear image of different menu items" was the second significant item that affects consumer intentions to use self-service technology at Mcdonald's. This finding was supported by Hou et al. (2017), which stated discovered different information processing patterns among verbalizers and visualizers in a study on the joint influence of food names and food photos on customer's attitudes and behavioral intentions. . This indicates that most respondents agree that the self-service technology McDonald's had provided enough information where intend them to order food from that site with quickly.

Lastly, the results indicate that McDonald;'s companies should prioritize their utility in SST as a crucial aspect. Customers are significantly more concerned with the quality of SST services delivered to them, including the efficiency of the meal ordering procedure, the ability to customize the menu with their own preferences, the ability to place orders quickly, and the reduction of order-placing lines. Therefore, to further enhance SST performance, the engineering teams in kiosk companies should always look at all these areas. Additionally, the system design should always look for a means to speed up the internal processes of the system to ensure that it is quick to respond to client demand. SST is useful in terms of the speed to respond to customer inquiries.

5.2 Significant Implication of The Research

Based on the findings in Chapter 4, the implication of the study will discuss the different implications which comprise of implication theoretical and implication managerial. This study of research could help McDonald's company in adapting to retain competitiveness even after the epidemic by offering implications of theoretical and managerial on how to identify the appropriate product, deploy effective content marketing, and appeal to new markets.

5.2.1 Implication of Theoretical Contribution

The findings of this study help in understanding the factor influencing the intention of customers to use self-service technology at McDonald's. The constructs discussed in this study were Efficiency, Service Trust, Perceived Ease of Use, and Perceived Usefulness. These constructs had given sufficient traction to predict customers' decision-making process in the context of McDonald's meal ordering. The concurrent examination of this framework also helped to the understanding of how customers process information and formation intentions to use, especially when they were in a circumstance uncommon. As a result, future researchers may either add more variables to the current model in order to explore deeply the decision-making process of consumers or adapt the model to a different scenario in the management of hospitality.

Based on the results, all the independent variables had shown a significant positive relationship with consumer intentions to use self-service technology. Hence, all the proposed alternative hypotheses were accepted in this study. This study has contributed to enhancing the literature knowledge regarding customers influencing the use of self-service technology at Mcdonald's in Malaysia as this factor is still in the emerging phase and lacks research.

5.2.2 Implication of Managerial Level

On a managerial level, this study offers various practical implications for the food and beverage industry, including how to define the product, implement effective content marketing, and appeal to new markets. McDonald's operators should consider adding appealing photographs for every single item of the menu on their website to boost sales, due to this study indicating that the perceived usefulness while using self-service technology at McDonald's positively affected consumer intentions to use. Customers are significantly more concerned with the quality of Self-services technology services delivered to them, including the efficiency of the meal ordering procedure, the ability to customize the menu to their own preferences, the ability to place orders quickly, and the reduction of order-placing lines. Therefore, to further enhance Self-services Technology performance, the engineering teams in kiosk companies should always look at all these areas. Additionally, the system design should always look for a means to speed up the internal processes of the system to ensure that it is quick to respond to client demand. Self-service technology is useful in terms of speed to respond to customer inquiries. As a result, the consumer can quickly order food and feel satisfied. Additionally, restaurant owners should constantly check the Self-Services Technology's daily operations to make sure it is operating properly. In the worst-case scenario, a service failure that prevents customers from utilizing the SST to place food orders will indirectly result in consumer dissatisfaction.

However, some restaurateurs may be concerned about efficiency. Self-service technology enables consumers to perform and provide their own services without direct assistance from employees, and this allows customers to enjoy efficient and customized services (Meuter, 2000) So, McDonald's operators should proceed with simple features of the self-service technology. Besides, using self-service technology gives potential benefits including timesaving from reduced waiting times, cost-savings, and greater control over service delivery (Curran, 2003). At the same time, increasing customer intention to use self-service technology at McDonald's.

Furthermore, safety in transactions also indicates customer use of self-service technology at McDonald's. This is because they feel while paying for their meals order using a debit/credit card. According to Wall (2020), having service trust means that

customers are able to provide for their own needs and guarantee their own safety. Self-reliance also means that customers have confidence in themselves. It demonstrates that customers have confidence in their ability to adjust to new conditions and that customers place a higher value on being kind in their day-to-day life than they do on being perfect. So, important for McDonald's organization to provide a very safe while doing transactions by using self-service technology at McDonald's. Other than that, McDonald's also should provide clear information for customers while filling out the process. This is to make sure customers feel secure while ordering the meals by using self-service technology at McDonald's.

Lastly, the simplicity of use element had a big impact on consumers' intentions to use SST. When deciding whether or not to utilize the technology for food ordering, consumers have always been concerned about the SST's ease of use. Utilizing technology is simple. Customers are more likely to return in the future if they order food in a short amount of time. As a result, the kiosk programming team should include additional features like a learning guide that instructs customers on how to use SST so that they are comfortable using the technology and can help them with the food ordering process. Additionally, the designated team should include new arrows on the digital menu to guide customers from start to finish of the food ordering process. Furthermore, ordering food should just be a single, straightforward step rather than a complicated process. The customer will be able to learn how to use the technology with minimal effort on their part. Consequently, the buyer won't feel burdened when making independent food purchases.

5.3 Limitations of the Study

There are some limitations that exist when the researcher conducts this research study. The first limitation identified is the researcher finds it difficult to conduct research as impacted by the endemic COVID-19 phase. This is undeniable that the endemic COVID-19 phase relatively influences the ordinary way for the researcher to carry out study research. The implementation that has been announced by the government to the people is during this endemic phase, the people have to follow the standard operating procedure even though they are already in the endemic phase. This is to avoid a sudden increase in cases. According to the measurements taken by the Government, it had caused the researcher's movement restricted for distributing questionnaires on site. Thus, the researcher had chosen to use an online survey for distributing questionnaires to target respondents.

Apart from that, the second limitation of this study is the researcher assumes that all respondents have adequate knowledge for understanding the topic of factors influencing the intention to use self-service technology, thereby answering this questionnaire. This is because the researcher did not know whether the respondents are clearly understanding on the questions and make responses in an honest way. Some of the respondents might simply fill up the questionnaire in rush time or some might answer without fully understanding the questions. Thus, this will affect the accuracy and reliability of data obtained from those respondents, thereby influencing the whole data results of the study where it might not be comprehensive to represent the overall factor influencing intentions to use self-service technology at Mcdonald's during the endemic COVID-19 phase.

5.4 Recommended for the Future Research

The recommendations for future research are based on the previous section's limitations of the study. First and foremost, this study employs the Fred Davis conceptual model dimensions of Efficiency (EF), Service Trust (ST), Perceived Ease of Use (PEU), and Perceived Usefulness (PU). Each dimension only has four items. As a result, more items (questions) should be added to each dimension in order to improve the questionnaire's reliability and validity. Other than that, the researcher would like to expand on the current research by looking at the factors that influence the intention to use self-service technology in a larger sample size. Moreover, the researcher recommends extending the research by applying the qualitative method which can assist future researchers to obtain deeper and more valuable findings according to the points of those target respondents. Hence by this some of the recommendations, the results obtained can be evaluated and analyzed well then brings more benefits and information for future researchers or practitioners that are interested in this topic.

5.5 Conclusion

To summarise, this research study has discussed the outcomes related to the factor influencing the intention to use self-service technology at McDonald's using the constructs from Fred Davis' conceptual model. The findings concluded that the constructs used as independent variables, such as Efficiency (EF), Service Trust (ST), Perceived Ease of Use (PEU), and Perceived Usefulness (PU), supported both correlation values and have a significant relationship toward the dependent variable, which is the intention to use. The methods used in this study are designed to answer research questions and achieve research objectives through data analysis techniques such as descriptive analysis, Pearson correlation analysis, reliability analysis, multiple regression analysis, and hypothesis testing. The discussion in this chapter reveals that the constructs Efficiency (EF), Service Trust (ST), Perceived Ease of Use (PEU), and Perceived Usefulness (PU) have a positive yet significant relationship with intentions to use self-service technology at Mcdonald's during the endemic COVID-19 phase. Furthermore, this discussion stated that the perceived ease of use dimension has a highly significant relationship with consumer intentions to use during the endemic phase. However, during the COVID-19 pandemic, Perceived Usefulness is the most important factor influencing consumers' purchase intentions. As a result, it was demonstrated that educating target consumers about the importance of being easy to use and quick when using self-service technology increased the likelihood of purchase. In short, McDonald's should be constantly updated with self-service technology systems in order to increase consumers' willingness to use self-service technology in the present and future.

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APPENDIX 1

Week / Activities	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PSM 1 briefing																
Supervisor distribution																
Topic selection																
Completed Chapter 1																
Completed Chapter 2																
Completed Chapter 3																
Proposal submission																
Slide Preparation																
Presentation																
Correction of PSM 1																
Submission Final Report																

APPENDIX 2

Activities	Week															
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**13**	**14**	**15**	**16**
Questionnaire Development																
FYP Talk																
Collect Data																
Analyse Data																
Completed Chapter 4																
Completed Chapter 5																
Revised report before presentation																
Presentation FYP 2																
Correction of FYP 2																
Submission of FYP 2																

APPENDIX 3

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

INSTRUCTIONS:

Purpose of Survey:

The main purpose of this study is to examine the factors influencing the intention use of self-services technology in McDonald's during covid-19 endemic. Result from this study will be used to build and improve the self-services technology in McDonald's.

Notes:

You had been carefully considered and selected to represent on behalf of respondent for this study. Your response is vital as it will contribute towards the improvement in self-services technology in McDonald's.

For further clarification

And/ or instruction,

Please contact:

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STATEMENT OF CONFIDENTIALITY

The information you provide will be held strictly confidential. We will neither publish, release, nor disclosure any information on or identifiable with, individual persons, organizations, or companies.

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

SECTION A: DEMOGRAPHIC PROFILE

- This survey will examine the factor influencing the intention to use self-service technology at Mcdonald's.

This section lists some questions about your personal information. Please tick (/) on the space given.

1. Gender:

	Male
	Females

2. Age:

	20 years old and below
	21 – 25 years old
	26 – 30 years old
	31 – 35 years old
	36 – 40 years old
	41 and above

3. Race:

	Malay
	Chinese
	Indian
	Other: _____

4. Education

	Secondary school
	STPM/Matriculation/Diploma
	Bachelor Degree
	Master Degree
	Ph.D. Degree

5. Occupation:

	Student
	Private sector worker
	Government employment
	Self-employed
	Retired

6. Did you use the self-service technology at Mcdonald's to order food during endemic covid-19?

	Yes
	No

7. On average, how often did you use the self-service technology to order foods at Mcdonald's during endemic covid-19?

	Several times a week
	Once a week
	Once every 2 weeks
	Once a month

SECTION B: FACTORS INFLUENCED THE INTENTION USE SELF-SERVICES TECHNOLOGY AT MCDONALDS DURING ENDEMIC COVID-19

Here are the statements that best describe your experience using self-service technologies at McDonald's during the endemic Covid-19. Please use the proper scale to rank your statement. Please mark (/) your response.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

EF	Efficiency					
LABEL	**I prefer to use self-services technology at McDonald's because:**	**1**	**2**	**3**	**4**	**5**
EF1	provides fast service with a shorter waiting time					
EF2	save my time while ordering food					
EF3	help me to complete transactions quickly					
EF4	reduces the cost of my activities					

ST	Service Trust					
LABEL	**I choose to use self-services technology at McDonald's because I believe:**	**1**	**2**	**3**	**4**	**5**
ST 1	The transaction system is secure.					
ST 2	Transactions process and the result of self-services technology McDonald's are correct					
ST 3	Self-services technology in Mcdonald's high security					
ST 4	The filling process carried out is easy to do					

PEU	Perceived Ease of Use					
LABEL	**I prefer to use self-services technology at McDonald's because:**	**1**	**2**	**3**	**4**	**5**
PEU 1	Learning to use McDonald's self-service is easy.					
PEU 2	Instructions on the kiosk are clear and understandable					
PEU 3	Can make life more comfortable					
PEU 4	Simple and fast application to use					

PE	Perceived of Usefulness					
LABEL	**I choose to use self-services technology at McDonald's because:**	**1**	**2**	**3**	**4**	**5**
PE 1	Help me order food quickly					
PE 2	Easy to make an order					
PE 3	Provides complete information, such as meal choices and prices.					
PE 4	Provides a clear image of different menu items.					

SECTION C: CUSTOMER INTENTION USE OF SELF-SERVICES TECHNOLOGY AT MCDONALD'S DURING ENDEMIC COVID-19

- Here are the statements that best describe your reflect using self-service technologies at McDonald's during the endemic. Please use the proper scale to rank your statement. Please mark (/) your response

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

IU	Intention to Use					
LABEL	**I want:**	**1**	**2**	**3**	**4**	**5**
IU 1	To re-use self-services technology					
IU 2	Intend order meals Mcdonald's uses self-service technology					
IU 3	Want to use self-service technology in provided future					
IU 4	To make orders foods again using self-services technology in future					

We sincerely thank you for your precious time and participation in this survey. We can assure you that your information will be kept strictly confidential.

- END OF QUESTION –