ANALYZING THE RELATIONS BETWEEN MENU FEATURES AND CUSTOMER INTENTION TO USE FOR SELF SERVICE KIOSK AT MCDONALD'S DURING COVID-19 ENDEMIC

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This Thesis Is Submitted In Partial

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JAN 2023

APPROVAL

'I hereby declare that I have read and go through this dissertation/report/thesis and certify that, this dissertation/report/thesis is satisfactory in the sense of scope and quality as a partial fulfilment the requirements for the award of Bachelor of Technology Management (High Technology Marketing) with Honours and will submitted to the Universiti Teknikal Malaysia Melaka.'

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dissertation/report/thesis entitled,
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is the result of my personal study except with the explanations or information from other researches as cited in the references clearly. The thesis has not been accepted for any degree and is not concurrently submitted in the candidature of any other degree.'

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DATE: 25 January 2023

DEDICATION

I would like to express my deepest appreciation to my precious family members who have always aided and inspired me all the time in various spiritual, economical, and motivational ways. In addition, I would also like to devote my sincere gratitude to my beloved supervisor, Dr. Nurulizwa Binti Abdul Rashid, who are willing to spend much time and patiently guided me in the whole process of this research and my classmates/friends who share their knowledge during the study. Without their blessing and support, this study is difficult to complete.

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ABSTRACT

This study aims to analyse gen X intention in using self-service kiosk (SSK) services during the endemic COVID-19. Where this time, raising problems one of the social distancing that affects a service provided, especially on services that use technology that applies SSK. This study develops from previous research where the customer has satisfaction in using SSK services at McDonald's. The kiosks are part of McDonald's modernization program called NXTGEN and are designed to allow customers "a digitized alternative to order and pay for their McDonald's favourites" and "provides a more seamless transaction process,". Hence, this study will discover about the indirect effects of the menu visual appeal, menu informativeness, design and perceived control when they use kiosk instead go to the counter at McDonald's during COVID-19. In completing this study of research project, the quantitative method was chosen for data collection and the Statistical Package from the Social Science (SPSS) Version 22 will be utilized for data analysis. The constructed questionnaires will distribute to 150 of target respondents as well as X-generations in Malaysia that have use Kiosk At McDonald's during endemic of COVID-19 by the URL or links of Google Form through WhatsApp, Telegram, Facebook, and other network-based applications. By the analyse of collected data from target populations, the findings reveal that four independent variables have significant relationship toward dependent variable and beneficiary for McDonald's in adapting to retain their competitive even though the crisis of COVID-19 endemic.

Keywords – *Menu visual appeal, Menu informativeness, Design, Perceived Control, Consumer intention to use, X-generations, SPSS.*

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ABSTRAK

Kajian ini bertujuan untuk menganalisis niat gen X menggunakan perkhidmatan kiosk layan diri (SSK) semasa pandemik COVID-19. Di mana kali ini, menimbulkan masalah salah satu penjarakkan sosial yang menjejaskan sesuatu perkhidmatan yang diberikan khususnya pada perkhidmatan yang menggunakan teknologi yang mengaplikasikan SSK. Kajian ini dibangunkan daripada kajian lepas di mana pelanggan mempunyai kepuasan dalam menggunakan perkhidmatan SSK di McDonald's. Kiosk tersebut adalah sebahagian daripada program pemodenan McDonald yang dipanggil NXTGEN dan direka bentuk untuk membolehkan pelanggan "alternatif digital untuk memesan dan membayar kegemaran McDonald's mereka" dan "menyediakan proses transaksi yang lebih lancar,". Oleh itu, kajian ini akan mengetahui tentang kesan tidak langsung daya tarikan visual menu, kemakluman menu, persepsi risiko COVID-19, reka bentuk dan persepsi kawalan apabila mereka menggunakan kiosk sebaliknya pergi ke kaunter di McDonald's semasa COVID-19. Dalam menyiapkan kajian projek penyelidikan ini, kaedah kuantitatif telah dipilih untuk pengumpulan data dan Pakej Statistik daripada Sains Sosial (SPSS) Versi 22 akan digunakan untuk analisis data. Soal selidik yang dibina akan mengedarkan kepada 150 responden sasaran serta generasi X di Malaysia yang telah menggunakan Kiosk Di McDonald's semasa pandemik COVID-19 melalui URL atau pautan Borang Google melalui WhatsApp, Telegram, Facebook dan lain-lain berasaskan rangkaian. aplikasi. Dengan analisis data yang dikumpul daripada populasi sasaran, penemuan mendedahkan bahawa empat pembolehubah tidak bersandar mempunyai hubungan yang signifikan terhadap pembolehubah bersandar dan benefisiari untuk McDonald's dalam menyesuaikan diri untuk mengekalkan daya saing mereka walaupun dalam krisis pandemik COVID-19.

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LIST OF ABBREVIATIONS

ABBREVIATION	MEANING
IV	Independent Variable
DV	Dependent Variable
SPSS	Statistical Package For Social Science
COVID-19	Coronavirus 2019
F&B	Food and Beverages
Gen X	X Generation
MOH	Ministry of Health of Malaysia
URL	Uniform Resource Locator
MVS	Menu Visual Appeal
MIF	Menu Informativeness
DGN	Design
PC	Perceived Control
MCO	Movement Control Order
SSK	Self-Service Kiosk

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CHAPTER 1

INTRODUCTION

1.0 Introduction

Chapter 1 is about the outline of the study that will elaborates a general view of the background study which related to the relations between menu features and customer intention to use for self-service kiosk at McDonald's during COVID-19 endemic. Thus, the readers may get information and understand about the types of menu features from this chapter. Besides, this chapter will discuss about the problem statement with giving the meaning of consumer intention to use. Apart from that, this research also comprises of research questions and research objectives, the scope of study, significant of study and limitation of study.

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1.1 Background of Study

COVID-19's outbreak in early 2020 has a tremendous impact on the global economy. The essential criteria of COVID-19 prevention and control is "no touch, no gathering." It has hastened the evolution of service models in numerous industries, as well as changing consumer behaviour patterns. The client experience with SSK in an offline self-service setting is mostly determined by interactions with machines, equipment, and facilities. Customers' attitudes and intentions to use these gadgets will surely be influenced by the qualities of these devices and the characteristics of the environment in which they function (Guan et al., 2021) .

Self-service technologies have been defined as a technical interface that allows clients to create services without the assistance of a service representative (Meutner, 2000). As the food service sector grows, technology advances that improve service operations are being developed and deployed at a rapid pace. According to (Kimes & Uk, 2008),self-serving technology can increase the speed of service by allowing for more accessible customization of meals in accordance with the needs of customers, which is typically difficult when ordering through traditional cashiers, lowering the rate of error, and influencing customer satisfaction.

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McDonald's has launched self-service kiosks in Malaysia, with the initial sites in Bukit Bintang and Bangsar Telawi. This follows shortly after the introduction in neighbouring markets, Singapore, and Hong Kong. Customers may utilise the service to place orders and make payments without waiting in line. At the self-service kiosks, customers may customise their burgers according to their tastes. Place any order, whether a la carte or a set meal, pay, and wait for the pickup counter to call your number.

1.1.1 Menu on Self-Service Kiosk

There's a lot of research talking about the menu that attract a lot of people to adopt Self-Service Kiosk. According to the (Hou et al., 2017a), picture which reflect dishes with ambiguous names, have a positive impact on verbalizers, unlike visualizers. (Rabab'ah & Al-Qudah, 2022) revealed that sensual, emotional, desire, pleasure, and thought and brand appeals were used to persuade the restaurants' customers of the menu dishes. (Sari et al., 2022) revealed the context of a restaurant, where the menu description will also make it clearer about the composition of the menu so that it will make it easier for consumers to decide which menu to choose. Previous research has explained that an increase in visualization, such as adding photos to the menu will increase the positive attitude of consumers related to the existing menu (Hou et al., 2017a).

1.1.2 Definition of Menu Features

A menu is a list of food items that are available to be served in a specified order or a list of drink and beverage items that are available to be served. The menu is an important part of the foodservice concept since it defines the product offering, creates crucial financial factors such as price and contribution margin, and serves as a potent marketing tool. A caterer's F&B objective is encapsulated in a menu. People usually dine out for a variety of reasons. As a result, the menu announces to guests the variety of food products offered, which is an important component in popularising a restaurant and encouraging F&B sales.

Prior research has revealed issues with product positioning on menu screens, with the major purpose of menu features in kiosks being to promote the caterer's desired products. This paper investigates how menu features influence customer intention to use McDonald's self-service kiosk. The value of the menu to restaurant operations and customer experiences is described by the essential qualifications assigned to it. In fact, modern definitions of menu include both material and metaphysical aspects. A menu is a list that describes the food and beverage selections that a restaurant offers (Ozdemir & Caliskan, 2014). Immaterial

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meanings of menu emphasise that it is a medium that influences customers' perceptions of restaurant experiences (Wansink et al., 2005a), as well as an element of restaurant management that necessitates critical managerial activities like planning, pricing, designing, and analysing (Jones & Mifll, 2016)

1.1.2.1 Types of Menu

À la Carte

This term is a 19th-century French loanword that means 'according to the menu.' A la Carte is a menu containing a range of foods priced separately. It allows customers to choose their preferred menu from a wide range of options, which may include additional main courses and toppings. In another way, each category will feature a diverse range of items. And these courses are charged separately, which means that the price varies depending on the consumer's method. Whereby the cost is based on the things the customer orders.

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Based on the previous information McDonald’s use a la carte menus because customer can buy items almost anything individually. Thus, the a la carte makes this possible. In an à la carte price strategy, the customer sets up a product package and determines the purchase price depending on product options. Utilizing a la carte pricing with the proper rules can help to develop a more efficient income generation system.

1.1.2.2 Menu Design

The menu is a listing of available or offered food and drink products that are mostly based on consumer demand and designed to achieve organisational objectives. It is the pivot point around which all other components of the food service system revolve. The menu has been meticulously crafted to appeal to the establishment's intended clientele. The greatest advantage of a well-planned menu is that it leads to customer happiness. In addition, it helps drive the restaurant personnel to deliver responsible and outstanding service.

A menu is a marketing strategy for a restaurant since it seeks to develop consumer perceptions (McCall & Lynn, 2008a). The majority of restaurant menu research has centred on product placement and how particular goods with the biggest profit potential for the restaurant may be located (Bowen & Morris, 1995; Mill, 2001; Guéguen et al., 2012). For instance, it is found that properly organised menu design may support the sale of complementary menu items (Bowen & Morris, 1995); Raab et al. (2010) consider of advancing in menu technology which take account of the profit margins and sales volumes for menu items; and Fang & Hsu (2014) take into account profit margins and the influence of various menu items on efficiency of business operations.

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Some of this product's placement studies include eye tracking to analyse the scan paths of menu-browsing clients. For instance, eye-tracking technology is utilised to determine that the actual scan patterns of customers do not correspond to the industry's current understandings of menu design (Yang, 2012). Even though the physical and design features of a menu determine impression size and service quality, the current menu research mostly disregards this fact (Wansink & Love, 2014; Verhoeven et al., 2009; Reynolds et al., 2005).

- ***Font style***

According to Doyle and Bottomley (2004), the use of a particular typeface for a certain product or brand can have a positive effect if the association of font is effectively exploited and the font is not suitable for conveying the intended image. However, the researcher was unable to locate any academic studies that evaluated the effect of menu fonts on perceived client size or anticipated quality of service in restaurants. Several sorts of study have been conducted outside of the restaurant industry. For instance, it has been determined that the use of italicised text in study materials has improved the educational outcomes of pupils, resulting in enhanced memory performance by italicised typefaces (Diemand-Yauman et al., 2011). These findings are founded on motivational theories that argue that more elaborate designs generate excitement and are more valued if they are articulated (Berlyne, 1971; Hirschman, 1980).

According to Underwood (2003), some marketing study focuses on product packaging as a visual equity trigger, however Doyle and Bottomley (2004) demonstrate that font adequacy in the images of a brand may also play a significant role in the formation of visual equity. In a restaurant setting, Bowen and Morris (1995) assert that the menu provides physical evidence of the establishment's desired image. The level of service provided is a crucial component of the branding and image of a restaurant, as research indicates that level of service can generate company brand equity (Berry, 2000). Consequently, the concept of visual equity and the cognitive hypothesis that font can affect the dimension and perceptions of service are also important.

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- ***Background Colour***

Colour conveys symbolic and associative information and is a crucial means of expressing product and brand significance, contrast, and innovation (Garber et al., 2000; Schmitt & Pan, 1994). The use of colour on items such as packaging, labelling, and logo influences customer perceptions of the product and brand (Grossman & Wisenblit, 1999; Aslam, 2006). As with font type, research

on the effect of dining menu background colour on the perception of service quality is rather limited and has demonstrated that consumers' ability to rate a product on a menu is extremely limited (Litsikas, 1996). What scant research exists on the influence of restaurant menu colour is mostly anecdotal as opposed to empirical.

A product's colour may be an important indicator of its quality and price (Kerfoot et al., 2003). This study investigates gold and white colours. According to research, gold or silver backgrounds are widely used to signify prominent and luxury items (Allen, 2013). Consumers in the United States associate gold with "beautiful, great, pleasant, sharp, vibrant, and energetic" and white with "calm and calming" (Maddenet al., 2000). The impacts of colour are theoretical anchor in grounded cognition (Barsalou, 2008) and visual equity (Lightfoot and Gerstner, 1998).

Thus, the PSS component of the fundamental cognition theory (Barsalou, 2008) supports the notion that colours may be psychologically related to particular importance, as PSS suggests that a single multimodal human intelligence system may accommodate several modes of information interpretation. Moreover, sensory inputs may have a distinct but related effect on decisions (Lakoff & Johnson, 1980; Williams & Bargh, 2008). Moreover, visual equity also supports the notion that colours, as they contribute to branding efforts, may be psychologically associated with certain meanings.

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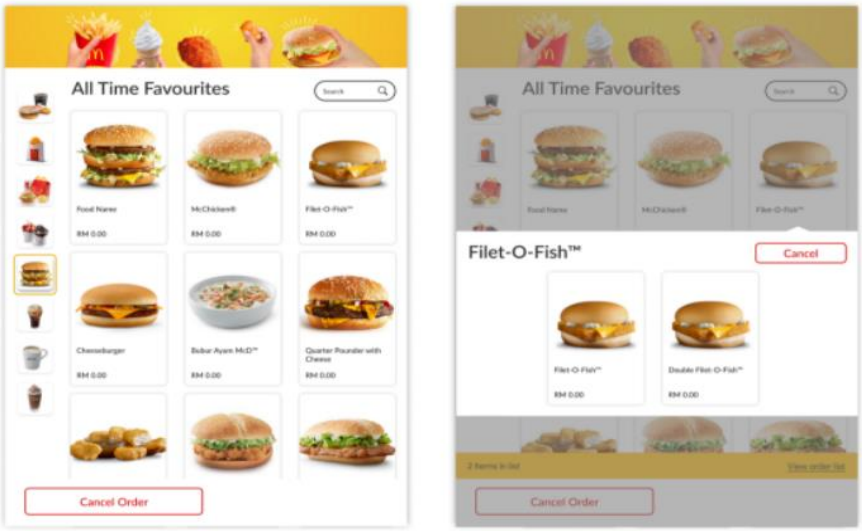

Figure 1.1: Main menu & Food selection

Figure 1.2: Drink Customisation

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