THE IMPORTANCE OF SELF-SERVICE QUALITY OF MCDONALD TOWARD
CUSTOMER SATISFACTION DURING COVID-19 ENDEMIC.

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UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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This Thesis Is Submitted In Partial
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2023

DECLARATION

'I have hereby stated that my

dissertation/report/thesis entitled,

"THE IMPORTANT OF SELF-SERVICE QUALITY OF MCDONALD

TOWARD CUSTOMER SATISFACTION DURING COVID-19 PANDEMIC"

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   : 30 Jan 2023

APPROVAL

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

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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, Ts. 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

During these two years, most physical stores or restaurants have been affected by the global enemy Coronavirus (COVID-19). However, in the current Endemic phase, this matter is still affected and the responsible parties are still concerned in addressing the issue of this epidemic. Therefore, restaurants have been mandated by the government to change the strategy of inside dining services to control the spread of the virus effectively. For those who remain their business, it is even more important if they turn their restaurant into a food ordering service through the use of self -service kiosks. Therefore, this study will find out about the indirect effects of attractiveness of information quality, system quality, service quality, support and net benefits that influence customer satisfaction when they order food using self-service during this endemic phase of COVID-19. In addition, perceptions on the convenience of ordering food by using self -service services and customer satisfaction to buy food will also be discussed in this research where to improve the information and knowledge of the study. In completing the study of this research project, quantitative methods have been selected for data collection and the Statistical Package from the Social Sciences (SPSS) Version 22 will be used for data analysis.

The constructed questionnaire will be distributed to 150 target respondents as well as Melaka residents who have ordered fast food used self-service during the COVID-19 endemic and also older adults via URL or Google Form link via WhatsApp, Telegram, Facebook and other networks. -application based. By analyzing data collected from the target population, the findings revealed that the five independent variables had a significant relationship with the dependent and beneficiary variables for McDonald's restaurants in adapting to maintain their competitiveness even in the COVID-19 endemic phase.

Keywords- Information quality, System quality, Service quality, Support, Net benefits, Perceived convenience of self-service kiosk, Customer satisfaction, Melaka people, SPSS.

ABSTRAK

Dalam tempoh dua tahun ini, kebanyakan kedai atau restoran fizikal telah terjejas oleh musuh global Coronavirus (COVID-19). Namun, dalam fasa Endemik sekarang, perkara ini masih terjejas dan pihak yang bertanggungjawab masih prihatin dalam menangani isu wabak ini. Oleh itu, restoran telah diberi mandat oleh kerajaan untuk mengubah strategi perkhidmatan santapan dalaman bagi mengawal penularan virus dengan berkesan. Bagi mereka yang kekal sebagai perniagaan mereka, adalah lebih penting jika mereka menjadikan restoran mereka sebagai perkhidmatan tempahan makanan melalui penggunaan kiosk layan diri. Oleh itu, kajian ini akan mengetahui tentang kesan tidak langsung daya tarikan kualiti maklumat, kualiti sistem, kualiti perkhidmatan, sokongan dan faedah bersih yang mempengaruhi kepuasan pelanggan apabila mereka memesan makanan menggunakan layan diri semasa fasa endemik COVID-19 ini. Selain itu, persepsi terhadap kemudahan memesan makanan dengan menggunakan perkhidmatan layan diri dan kepuasan pelanggan untuk membeli makanan juga akan dibincangkan dalam penyelidikan ini di mana untuk menambah baik maklumat dan pengetahuan kajian. 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 diedarkan kepada 150 responden sasaran serta penduduk Melaka yang telah memesan makanan segera menggunakan layan diri serta golongan tua semasa penularan COVID-19 melalui URL atau pautan Borang Google melalui WhatsApp, Telegram, Facebook dan rangkaian lain yang berasaskan aplikasi. Dengan menganalisis data yang dikumpul daripada populasi sasaran, penemuan mendedahkan bahawa lima pembolehubah tidak bersandar mempunyai hubungan yang signifikan dengan pembolehubah bersandar dan benefisiari untuk restoran McDonald's dalam menyesuaikan diri untuk mengekalkan daya saing mereka walaupun dalam fasa endemik COVID-19.

Kata kunci- *Kualiti maklumat, Kualiti perkhidmatan, Kualiti system, Sokongan, Faedah bersih, Kemudahan pesanan makanan melalui kiosk perkhimatan layan diri, Kepuasan pelanggan, Penduduk melaka, SPSS.*

TABLE OF CONTENT

CHAPTER 4   DATA ANALYSIS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

ABBREVIATION	MEANING
IV	Independent Variables
DV	Dependent Variable
SPSS	Statistical Package for Social Science
COVID-19	Coronavirus 2019
ICT	Information and Communications Technology
SST	Self-service Technology
SSK	Self-service Kiosk
QSR	Quick Service Restaurant
WHO	World Health Organization
4IR	National Fourth Industrial Revolution
ORISST	Onsite Restaurant Interactive Self-service Technology
AI	Artificial Intelligence
URL	Uniform Resource Locator
IoT	Internet of Thing
MOSTI	Ministry of Science, Technology and Innovation
R&D	Research and Development
PC	Personal Computer
MEAL	Menu Education and Labelling
MITC	Melaka International Trade Centre
IQ	Information Quality
SQ	System Quality
SeQ	Service Quality
S	Support
NB	Net Benefits
CS	Customer Satisfaction

LIST OF APPENDICES

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter consisted the information about the background study of researcher topic which was the importance of self-service quality of McDonald toward customer satisfaction during the COVID-19 endemic in Malaysia, Melaka. Besides that, researcher also explained about the capabilities of self-service quality influencing customer satisfaction and believed that this chapter was a beginning of discussion in order to bring and achieve success research to the public. In addition, researcher also discussed about background of study, problem statement, research problems, research objectives, scope of study, limitations of study, and importance of study.

1.1 Background of study

Self-service technology (SST) is a type of information and communication technology (ICT) that enables customers to create their own service such as personal service, self-service, or a combination of both without the assistance of, or with very little assistance from, employees or service providers (Meuter, Ostrom, Roundtree, Bitner, & Encounters, 2000). According to Lin & Hsieh (2007), an increasing number of consumers are eager to adopt new technologies in order to construct their own service, and as a result, 'high-touch and low-tech' tools and devices are increasingly being replaced by 'low-touch and high-tech' ones. Self-service kiosks (SSK) are used in restaurants to allow customers to place, customise, and pay for their food and beverage orders, while hotels use them to provide hotel and local information as well as self-check in or out services. Self-service kiosk (SSK) technology has been rapidly adopted by quick service restaurants (QSRs) since it saves labour costs and enhances service speed (Beatson, Lee, & Coote, 2007). Acceptance in satisfaction with the use of self -service technology at McDonald's was examined in this study. According to Wang's (2012) model, the conceptual framework of research is information quality, quality system, service quality, support, and net benefit based on research records, related models, and self -service dimensions. Perceived ease of use is

defined as "the degree to which a person believes that using a particular system or technology will not be painful." Although perceived pleasure is defined as "the extent to which the act of using a particular system is rated as pleasurable in itself, independent of any performance outcomes that may result from the use of the system." The degree to which a person believes that using a particular technology system will increase productivity, performance and effectiveness has been defined as perceived usefulness. Finally, customers prefer the self -service process because they feel more in control.

Figure 1.1: McDonald's self-service kiosk in Malaysia.

1.1.1 Quick Service Restaurant (QSRs).

When it comes to the kind of services provided by quick service restaurants (QSRs), there is a lot of variety. There are also drive-through restaurants that do not have tables or seats and instead collect and deliver orders through a single counter. The orders are usually pre-made and extremely standardised, with little potential for personalization. These firms don't rely on profit margins for their services; instead, they rely on foot traffic. Bundle pricing is a common approach utilised by fast service restaurants. QSRs combine menu items into a package of complementary meals, such as McDonald's value meal, which includes fries, a soft drink, and a burger. Customers usually prefer these meals to individual food items since the former gives them a sense of value and variety for their money.

Service that is quick Restaurants usually operate in chains or franchises because they profit from the amount of people that visit them. They can harness the footfall frequency

from numerous sites and add to the company's worth by operating multiple stores. These establishments frequently specialise to complementary food products or a specific food category, such as McDonald's, which offers a bundle of complimentary meals. McDonald's is an example of a quick service restaurant in real life. McDonald's is an American fast-food chain that began in San Bernardino, California, in 1940 as a restaurant run by Richard and Maurice McDonald.

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Figurer 1.2: Quick service restaurants (QSR) in McDonald's restaurants.

1.1.2 McDonalds's Fast-food Restaurant.

McDonald's is the world's most profitable restaurant company, with over 69 million customers served daily in over 100 countries and 37,855 locations as of 2018. McDonald's is most known for their hamburgers, cheeseburgers, and french fries, but they also provide chicken, breakfast, soft drinks, milkshakes, wraps, and desserts. The company has introduced salads, fish, smoothies, and fruit to its menu in response to shifting consumer tastes and a negative criticism over the harmful nature of their meals. Figure 1.3 shows some of the menus offered for breakfast at McDonald's restaurants. Figure 1.4 shows among the menus offered for lunch to evening at a McDonald's restaurant. McDonald's began testing "Create Your Taste" kiosks in US stores in 2015, allowing customers to make personalised burgers with high-end ingredients such as guacamole and caramelised onions. In an attempt to make the appearance more sophisticated, the burgers were presented open-faced 3 with fries supplied in metal baskets.

Figure 1.3: McDonalds for Breakfast Menu.

Figure 1.4: Some of McDonalds Menu.

Customers complained that the burgers were too pricey and took too long for quick food, so McDonald's stopped down the costly experiment after a year. The fast-food behemoth, on the other hand, hasn't abandoned its touchscreen ordering system. Rather than restricting customers to personalised burgers, McDonald's now allows them to order from the whole menu, pay with a debit or credit card, and have their food delivered to their table. The difference between this version and the 2015 effort appears to be a focus on convenience over personalisation. McDonald's has now implemented a self-service kiosk as an enhancement as well as a cost-cutting measure. Figure 1.5 shows a screen display of meal options where users can make their own order and payment choices.
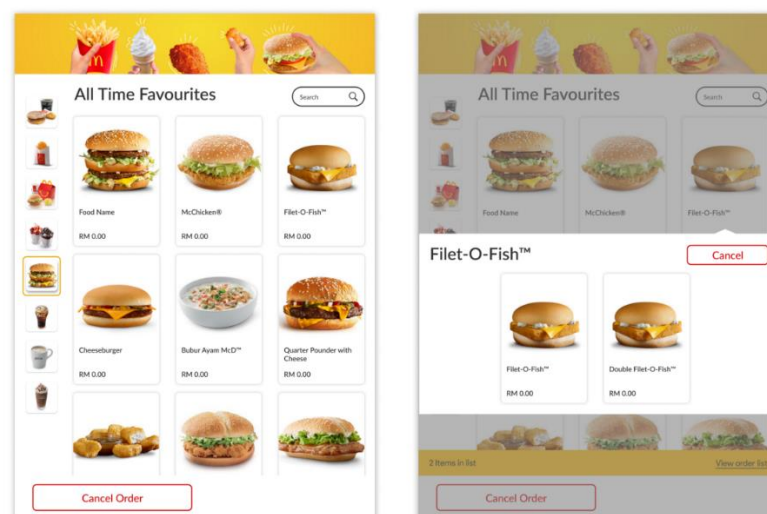
Figure 1.5: Screen Display of Meal Options for McDonald's Self-Service Kiosk

1.1.3 COVID-19 Pandemic Affected Sectors and Human Lifestyle.

The current coronavirus disease (COVID-19) epidemic has triggered a global public health emergency. COVID-19 is a beta-coronavirus that could be introduced to humans via intermediate hosts such as bats, analogous to serious acute respiratory syndrome (SARS). The COVID-19 outbreak was initially discovered in Wuhan, Hubei Province, China, in late December 2019. The World Health Organization (WHO) designated the COVID-19 outbreak an international public health emergency on January 30, 2020. COVID-19 spread quickly in China and around the world in the months that followed. However, the number of positive cases of COVID-19 in Malaysia had increased gradually as the organise of a Tablighi Jamaat religious event in Sri Petaling, Kuala Lumpur. After few weeks of the religious event, with the rapid rise of cases, Malaysia has become the highest infected cases country in Southeast Asia (Elengoe, 2020).

As the increasing infected cases of COVID-19 since March 2020 in Malaysia, the government had announced the launch of Movement Control Order (MCO) in case to mitigate the transmission of viruses by social distancing among public. With the announcement of MCO, it also led to the restrictions of public and permanent closing down of some businesses. Thus, the economy of country which comprises various sectors been affected by COVID-19 pandemic (Che Omar et al., 2020). The outbreak of COVID-19 is a long-term challenge worldwide as did not have the expected time to stop spread among public. Figure 1.6 shows the statistics of infected cases COVID-19 worldwide from Ministry of Health of Malaysia (MOH) updated until 16th December 2020. From the figure, it had clearly stated that the total infected cases of COVID-19 pandemic in infected country worldwide.

STATISTIK DUNIA COVID-19

Jumlah keseluruhan kes:	Jumlah kematian keseluruhan:	Jumlah kes sembuh:	Negara yang terlibat:	Jumlah kes sembuh:
Total cases Dunia / Worldwide	Total deaths Dunia / Worldwide	Total recovered cases Dunia / Worldwide	No. of countries involved	Total recovered cases Malaysia
73,911,276	1,644,211 (2.22%)	51,431,313 (69.59%)	216	72,733 (92.72%)

Negara	Bil. kes	Bil. kematian	Negara	Bil. kes	Bil. kematian	Negara	Bil. kes	Bil. kematian
Amerika Syarikat	17143942	311073	Georgia	198387	1922	Uzbekistan	75396	612
India	9932908	144130	Panama	196987	3411	Makedonia Utara	74732	2169
Brazil	6974258	182854	UAE	188545	626	Nigeria	74132	1200
Rusia	2734454	48564	Azerbaijan	187336	2050	Singapura	58353	29
France	2391447	59072	Bulgaria	184287	6005	Ghana	53386	327
Turki	1898447	16881	Croatia	183045	2870	Albania	50000	1028
United Kingdom	1888116	64908	Jepun	181870	2643	Afghanistan	49970	2017
Itali	1870576	65857	Belarus	164059	1282	Korea Selatan	45442	612
Sepanyol	1771488	48401	Republik Dominika	155797	2367	El Salvador	42397	1219
Argentina	1510203	41204	Costa Rica	154096	1956	Luxembourg	42250	418
Colombia	1444646	39356	Armenia	150218	2556	Montenegro	42148	597
Jerman	1378518	23692	Lubnan	148877	1223	Norway	41852	395
Mexico	1267202	115099	Bolivia	147716	9026	Sri Lanka	34121	157
Poland	1159901	23914	Kuwait	146710	913	Finland	31870	466
Iran	1131077	52883	Kazakhstan	143735	2147	Uganda	28168	225
Peru	987675	36817	Qatar	141272	241	Australia	28056	908
Ukraine	919704	15744	Slovakia	139088	1309	Latvia	26472	357
Afrika Selatan	873679	23661	Guatemala	130082	4476	Cameroon	25359	445
Indonesia	636154	19248	Moldova	128656	2625	Sudan	21864	1372
Belanda	628577	10168	Oman	126835	1480	Ivory Coast	21775	133
Belgium	611422	18178	Greece	126372	3785	Estonia	19271	160
Czechia	594148	9882	Mesir	122609	6966	Zambia	18428	368
Iraq	577363	12614	Ethiopia	117542	1813	Madagascar	17587	259
Chile	575329	15949	Denmark	116087	961	Senegal	17336	352
Romania	565758	13698	Honduras	114943	3001	Mozambique	17042	144
Bangladesh	495841	7156	Palestin	113409	1023	Namibia	16913	164
Kanada	475214	13659	Tunisia	113241	3956	Angola	16362	372
Filipina	452988	8833	Myanmar	110667	2319	French Polynesia	15870	97
Pakistan	445977	9010	Venezuela	108480	965	Cyprus	15789	84
Maghribi	403619	6711	Bosnia Herzegovina	102330	3457	Congo (Kinshasa)	14597	358
Switzerland	394453	6295	Slovenia	100389	2190	Guinea	13474	80
Israel	362953	3022	Lithuania	99869	907	Maldives	13392	48
Arab Saudi	360155	6069	Paraguay	95353	1991	Botswana	12873	38
Portugal	353576	5733	Algeria	93065	2623	Tajikistan	12777	88
Sweden	341029	7667	Kenya	92459	1604	Lain-lain / others	712	13
Austria	330343	4764	Libya	92017	1319			
Hungary	288567	7381	Bahrain	89444	349			
Serbia	277248	2433	Malaysia	87913	429			
Jordan	265024	3437	China	86770	4634			
Nepal	250916	1743	Kyrgyzstan	78151	1317			
Ecuador	202356	13896	Ireland	76776	2134			

Bilangan negara di bawah 12,000 kes: Countries with 12,000 cases and below:

(1-2000)	(2001-4000)	(4001-6000)
55	10	14

(6001-8000)	(8001-10000)	(10001-12000)
7	7	7

Malaysia berada di kedudukan ke-79

Sumber: CPRC Kebangsaan dan WHO

(Dikemaskini pada 16 Disember 2020) (Updated at December 16, 2020)

Figure 1.6: Statistic of Infected COVID-19 Cases Worldwide

COVID-19 causes isolation because people must stay at home to avoid infection, and that this is likely to experience negative impact on people's physical and mental health. Previous research has shown that government activities linked to spatial separation are beneficial public health interventions; nevertheless, they may also induce health concerns such as psychological discomfort and fear in addition to COVID-19 infection. In these situations, healthcare should be recognized because there is now no reliable remedy for this condition, and its resolution, other from vaccination, remains uncertain. To stay safe and preserve health and quality of life, it is critical to prioritise the preventative strategy used in Korea.

A good health is vital in terms of prevention. In research, lifestyles have been characterised in a variety of ways and are still being investigated. Park (2019) defines lifestyle as a complicated term including awareness of one's living, beliefs, and personality that may be categorised as per life on this planet patterns. According to the WHO definition