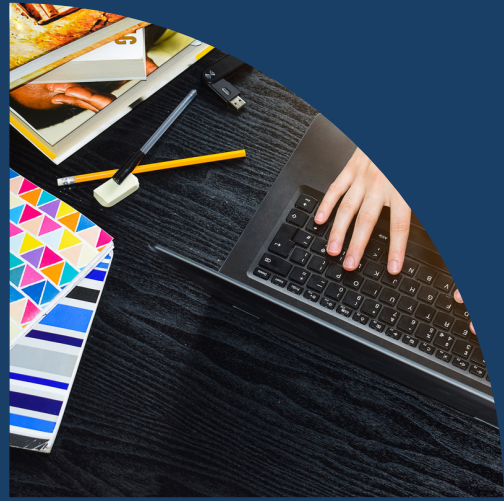


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THE IMPACT OF QR CODE IMPLEMENTATION ON THE LEVEL OF SATISFACTION AMONG RESTAURANT CUSTOMERS

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INTRODUCTION

The introduction of new technologies and innovations aimed at enhancing the customer experience has caused significant changes in the restaurant industry in recent years. Quick response codes, or QR codes, are one such technology that is becoming more and more common in the restaurant business (Ozturkcan & Kitapci, 2023). QR codes are two-dimensional barcodes that can be scanned using a smartphone camera, providing customers with access to a range of information. This includes menus, promotions, and payment options. Restaurants can save money and resources by using QR code menus instead of paper menus, which can be printed, updated, and discarded. QR codes are becoming more and more common in the restaurant industry. Furthermore, implementing QR codes in restaurants has significantly impacted customer satisfaction (Hossain et al., 2018). In addition, QR codes have been discovered to improve service operations, increase efficiency, and reduce costs (Intal et al., 2020).

According to a study on the implementation of a Restaurant Information System (RIS) with QR codes to improve service operations in casual fine dining restaurants, the primary attributes of implementing Mobile Food Ordering Applications (MFOAs) included information, system, and service quality, as well as product quality (Intal et al., 2020). Malaysia witnessed a growth in the number of QR code users, reaching 338,700 in July 2023. The country also saw a rapid increase in the use of QR payments during April and May 2020, with an addition of 118,000 new users (Iris, 2023).

The research gap in the existing literature on the impact of QR code implementation in restaurants on customer satisfaction lies in the need to address this relationship specifically within the context of the restaurant industry. Several studies have examined the impact of QR codes on customer satisfaction in general or in the online domain (Hossain et al., 2018). However, there is a lack of comprehensive research that focuses on the unique setting of restaurants and the direct influence of QR code implementation on the level of satisfaction among restaurant customers. Furthermore, existing literature has primarily emphasized the benefits of QR code technology in terms of efficiency, cost reduction, and revenue increase. Nevertheless, it is necessary to delve deeper into its direct impact on customer satisfaction within the restaurant environment. This conceptual paper explores the impact of QR code implementation on satisfaction among restaurant customers. Hence, by examining how customers perceive the usefulness, usability, and acceptability of QR codes, we can gain insights into how this technology affects customer satisfaction.

This conceptual paper is divided into several sections linked to each other. The introduction provides background information on the research topic and identifies the research

problem that sets the stage for the following sections. The literature review is a comprehensive overview of previous research on the topic, highlighting the relationship between QR code implementation in different contexts and its impact on customer satisfaction. Furthermore, the conceptual framework is built upon the findings from the literature review. It describes the relationship between QR code implementation, customer satisfaction, and key aspects such as usefulness, feasibility, and acceptability. In addition, the methodology section explains in detail how the study was conducted, including the research design, data collection method, and data analysis technique. Finally, the references section lists all references cited in the paper, linking the research to the broader literature on the topic.

LITERATURE REVIEW

Several studies have investigated the impact of QR codes on customer satisfaction in various contexts. For example, Ozturkcan and Kitapci (2023) discovered that QR code menus positively impact customer satisfaction in the hospitality industry. Similarly, Hossain et al. (2018) demonstrated the significant impact of QR codes on purchase intention and customer satisfaction in online shopping. QR codes assist clients in placing orders by providing quick and practical ordering options. Customers can place their orders directly by scanning a QR code at their table or viewing a digital menu with a QR code via their mobile device, reducing wait times and making for a more engaging eating experience (Hossain et al., 2018).

Within restaurants and cafes, studies by Suharianto et al. (2020) and Intal et al. (2020) demonstrated significant improvements in service efficiency, reduced ordering times, and enhanced customer satisfaction through QR code implementation for menus, ordering, and payments. Similar findings are presented by Ibrahim et al. (2020) and Alberlianasari et al. (2022), highlighting increased efficiency, reduced errors, and improved customer comfort leading to higher loyalty. Additionally, Purwanto et al. (2022) highlighted the value of QR codes in streamlining restaurant operations and improving customer service, particularly relevant in a post-pandemic context. Attar et al. (2023) presented a digital food ordering application utilizing QR codes, demonstrating its ability to personalize dining experiences, reduce service workload, and ultimately improve customer satisfaction. Sanz-Valero et al. (2016) highlighted the potential of QR codes in food science and nutrition due to their cost-effectiveness and scalability, suggesting widespread adoption potential. However, Okazaki et al. (2012) cautioned about varying perceptions of risk regarding data privacy associated with QR code use, calling for careful consideration across different contexts.

The concept of usefulness in the context of customer satisfaction is often associated with the quality of service and products. Research has proven that the perceived usefulness of service quality dimensions, such as facilities, communication, and activities, significantly influences overall customer satisfaction (Álvarez-García et al., 2019). Additionally, the feasibility and acceptability of a service or product are linked to its perceived usefulness, as customers are more likely to be satisfied when they find the product or service to be practical and effective (Alberlianasari et al., 2022).

Beyond usefulness, feasibility also plays a crucial role. This encompasses various aspects, including technological feasibility (ease of integration with existing systems), organizational feasibility (internal resources and capabilities for implementation), and user feasibility (ease of use for customers). Moreover, implementing feasible and efficient service processes enabled by QR code technology can improve customer satisfaction (Zygiaris et al., 2022).

Acceptability, encompassing factors like perceived ease of use, social acceptability (cultural norms towards technology adoption), and privacy concerns, also influence customer satisfaction. Research has suggested that the perceived service quality of a particular offering, such as auto care, is a significant determinant of customer satisfaction, indicating that the

acceptability of the service influences overall customer satisfaction (Zygiaris et al., 2022). Additionally, the acceptability of a product or service is intertwined with its perceived usefulness, as customers are more likely to be satisfied when they find the product or service acceptable and aligned with their needs and preferences (Bhowmick & Seetharaman, 2023).

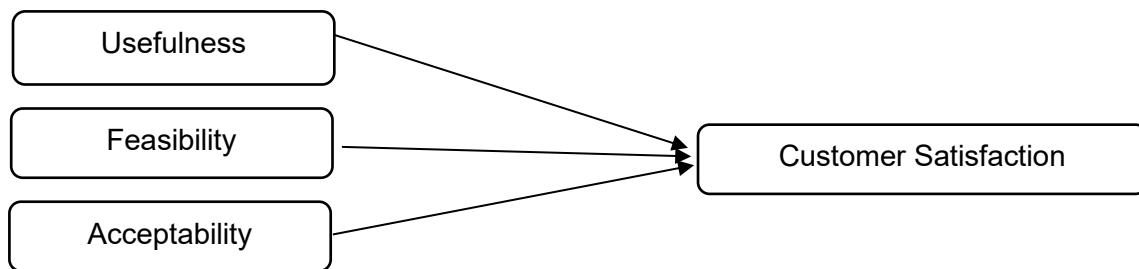


Figure 1: Conceptual framework of the study

Three independent variables—the usefulness, acceptability, and feasibility of QR codes—will form the basis of this study's conceptual framework, with customer satisfaction serving as the dependent variable. There are two components to measuring the usefulness of the QR codes: functionality and usability. If the customers perceive the QR codes as something very useful with various functions, it would increase their satisfaction. On the other hand, feasibility refers to the degree of practical involvement of users in the usage of QR codes. If the customer can use the QR code to perform certain tasks or transactions without facing any problems, it will increase their level of satisfaction. Next is acceptability, which can be defined as the level of product performance. If the implementation of QR codes can meet the expectations of the users, it will contribute to increasing their level of satisfaction (Hossain et al., 2018).

Overall, the literature suggests that QR codes serve multiple functions in business contexts that enhance the customer experience, improve efficiency, and increase customer satisfaction.

METHODOLOGY

This research will be conducted using quantitative methods. The researchers will use questionnaires to collect data from samples that consist of UiTM Kedah students and staff who use QR codes at any restaurant in the market. The questionnaires will be distributed via Google Forms. The development of the questionnaire will be divided into two sections. The first section is the demographic profile, which provides information about the background of the respondents. Meanwhile, the second section of the questionnaire will be focused on questions related to the impact of QR code implementation on customer satisfaction. The research design will be applied in this research in a non-contrived setting, in which the data will be collected from the respondents in the natural environment, and the unit of analysis will be based on the individuals. Conversely, the researchers will utilize a cross-sectional setting in which data are gathered just once from the samples throughout the whole period of the study (Sekaran, 2013).

There are three phases to the data analysis. The first phase is to determine the goodness of fit of the data and measures. Validity and reliability tests will be performed to ensure the quality of the data for further analysis. In the second phase of data analysis, the profiles of the respondents will be presented in the form of a table. The last phase is descriptive and multiple regression analysis, which describes, studies, and summarizes the data's key characteristics. SPSS software will be used to examine the three phases of data analysis in this research (Sundram et al., 2022).

CONCLUSION

The implementation of QR codes in restaurants has been demonstrated to have a significant impact on customer satisfaction. Findings from studies by Hossain et al. (2018) and others affirm the significant influence of QR codes on purchase intention and overall satisfaction. As the restaurant sector increasingly adopts QR codes, it becomes evident that their utilization contributes to enhanced customer contentment.

The perceived usefulness, feasibility, and acceptability of QR codes are all factors that contribute to their effectiveness in the restaurant industry. QR codes are useful since they provide customers with quick and easy access to information. They are feasible since they can be easily implemented and used by restaurants. Moreover, they are acceptable to customers since they are a convenient and efficient way to access information. Overall, the research suggests that the implementation of QR codes can have a positive impact on the level of satisfaction among restaurant customers. This is attributed to the fact that implementing QR codes for menus, ordering, and payments has been demonstrated to significantly improve customer satisfaction, reduce ordering times, and improve service efficiency (Ibrahim et al., 2020; Alberlianasari et al., 2022; Purwanto et al., 2022; Suharianto et al., 2020).

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