



**THE EFFECTS OF USING SELF-SERVICE TECHNOLOGY (SST)
TOWARDS CUSTOMER SATISFACTION**

By,

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ABSTRACT

Self-Service Technology (SST) is the newest innovative technology used in fast-food restaurants. It is a technology-based system that enables consumers to simplify the ordering process without an individual's assistance in experiencing the order and by using this system; customers will experience better and quicker, thus giving them satisfaction. Therefore, the objective of this study is to identify the effects of using SST towards customer satisfaction. This study used secondary data from previous articles and journals. The researcher makes an argument by observing and identifying the data based on this study. The findings revealed that the customers are satisfied with the usage of SST. This is because the consumers are more confident in using the SST as they are able to make a transaction using their debit or credit card without waiting for too long. If the customers are satisfied with the product and service, they will become loyal customers.

Keywords: *fast-food restaurant, self-service technology (SST), customer satisfaction.*

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TABLE OF CONTENTS

CHAPTER	TITLE	PAGE
	AUTHOR DECLARATION	i
	ACKNOWLEDGEMENT	ii
	ABSTRACT	iii
	TABLE OF CONTENTS	iv
	LIST OF ABBREVIATION	vi
1	INTRODUCTION	1
	1.1 Overview	1
	1.2 Background of the Study	1
	1.3 Problem Statement	2
	1.4 Research Objectives	3
	1.5 Research Questions	3
	1.6 Significance of the Study	3
	1.7 Limitation of the Study	4
	1.8 Definition of Key Term	4
	1.8.1 Fast-food restaurant	4
	1.8.2 Self-service technology (SST)	4
	1.8.3 Customer satisfaction	4

2	LITERATURE REVIEW	5
	2.1 Overview	5
	2.2 Fast-food restaurant	5
	2.3 Self-service technology	6
	2.4 Customer satisfaction	7
	2.5 Summary	9
3	METHODOLOGY	10
	3.1 Overview	10
	3.2 Methodology	10
	3.3 Research Ethic Consideration	11
	3.4 Summary	11
4	DISCUSSION	12
	4.1 Overview	12
	4.2 Finding and Discussion	
5	CONCLUSION AND RECOMMENDATION	15
	5.1 Overview	15
	5.2 Conclusion	15
	5.3 Recommendation	16
	REFERENCES	17
	APPENDICES	22