UNIVERSITI TEKNOLOGI MARA

CUSTOMER PERCEPTION TOWARD SELF-SERVICE TECHNOLOGY AT MCDONALD'S (UITM DUNGUN STUDENTS')

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Abstract

This undergraduate project has been illustrated for university students. The purpose of this study is to gain insight into the perception that university students have of self-serve technology at McDonald's. The literature from a previous study can assist in filling in the gaps between the title of the research and the previous study. The majority of journals and articles originate from reliable and trusted sources and contain appropriate information. Basic approaches were employed to achieve the most accurate outcome. The population and sample size are determined using the tables and formula from the earlier study. Pilot testing will be carried out prior to the actual issue being distributed. A qualitative survey of the questionnaires will be distributed to respondents. The result was analysed by descriptive statistics in terms of descriptive study. The Likert scale is used, with a scale ranging from "strongly agree" to "strongly disagree" on the questions provided. The most important factors that were analysed were the usability of the technology and the layout of the menus. The period and timeframe of this study was 4 to 6 months to complete the entire given chapter.

Keywords: customer perception, technology usability, menu layout

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بِسْمِ اللهِ الرَّحْمٰنِ الرَّحِيْمِ

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