UNIVERSITI TEKNOLOGI MARA
TERENGGANU

FACTOR AFFECTING CUSTOMER SATISFACTION ON UTILIZING KIOSK AT QUICK SERVICE RESTAURANT (QSR)

By,

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February 2021

ABSTRACT

With the advent of technology today, technology is assumed to boost a restaurant's internal function and thus provide the highest results to current customers. The technology-based ordering program allows the consumer to use the kiosk installed by the restaurant at the restaurant's entrance to self-perform meal ordering processes. There are three key characteristics of the kiosk ordering system that may affect consumer attitudes, satisfaction, and behavioral purpose along with their preferred form of ordering. These may have a significant effect on consumer loyalty as restaurateurs will also struggle to be familiar with the technologies and develop an app with an appealing and insightful menu. Therefore, this research intends to examine the relationship between the characteristics of self-service kiosk ordering and consumer satisfaction. For this study, a quantitative research design has been put in place. The findings indicate that all of the attributes of self-service ordering kiosks contribute significantly to customer satisfaction. This study also reveals that the main predictor for customer satisfaction associated with self-service kiosk ordering emerges from technological usability. Therefore, future studies could be undertaken to examine the local restaurant's readiness to incorporate a self-service kiosk ordering program in its business operations.

ACKNOWLEDGEMENTS

Assalamualaikum w.b.t.
In the name of Allah the Most Gracious and the Most Merciful.

First of all, we would like to thanks Allah that give us a strong and healthy body to finish the report for our course Undergraduate Project (HTM655). A very big thanks to Madam Jazira Binti Anuar, our beloved lecturer and also as Subject Advisor for giving advice and support. We are very grateful to have her teach us this subject and I have learned many things from this subject.

Throughout this internship journey, a lot of things that we had learned. Hence, we would like to express our special gratitude to our supervisor, Mrs. Siti Noraisah Binti Dollah because willingly teach us many things while finishing this report. The knowledge and guidance that we gained from her are very useful and meaningful.

Last but not least, I would like thanks to our beloved family because their support and encouragement are our sources of strength. Not to forget, my friends that always give moral support and willing to share their experiences to improve ourselves. We want to apologize if there any mistakes that we had done during the learning session. we perceived this project as an opportunity as a big milestone in my career development.

Thank you.

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