



اَوْنُوْرَ سِيْقِي تِيْكَوْلُوْ كِيْ مَارَا
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**FACTORS INFLUENCING CUSTOMER SATISFACTION IN USING
SELF- SERVICE TECHNOLOGY**

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ABSTRACT

The existence of Self-service technologies (SSTs) alters the way people engage with businesses to provide service outcomes. The availability of self-service technologies (SSTs) changes how people interact with enterprises to offer service outcomes. Customers today benefit from great convenience and savings because of the evolution of reservation systems, the internet, smartphones, and other technologies. Many businesses are increasingly implementing self-service technology (SSTs) to support fast and effective service delivery. It provides many viewpoints of guest pleasure to use SSTs by knowing this relationship. This study aims to discuss the factors that influence guest satisfaction in using self-service technology and identify the most significant factor influencing customer satisfaction in using SST. Researchers discovered that technology readiness, perceived reliability, ease of use, interaction, control, and usefulness were among the criteria highlighted by the previous researcher when they referred to previous research on SSTs. Previous research has focused on consumers' intentions to utilise SSTs in the tourism and hospitality industries. However, just a few emphasised the relation between SSTs and consumer satisfaction in the service industry. As an outcome, this study collects literature that can help most companies concentrate more on SSTs to enhance the customer experience while using this technology and meet their needs. This study showed that perceived usefulness is the most crucial factor determining customer satisfaction in using SST. Based on the data collection by secondary data, prior research, and information gathered on websites, articles, journals, and analysis frequency of all variables involved in this study.

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