

## The Influence Of Service Quality And Self Service Technology Towards Customer Satisfaction

Deasy Prihati Sabariyanti<sup>1</sup>, Suryari Purnama<sup>2</sup>

<sup>1</sup>Management Study Program, Esa Unggul University

<sup>2</sup>Management Study Program, Esa Unggul University

### Abstract

*This study discusses the influence of service quality and self-service technology on customer satisfaction. The population in this study were people who visited, purchased, and consumed McDonald's products at least once in the past month, had used a self-ordering kiosk machine; were 17 years old; and resided in the West Jakarta area. The sample in this study amounted to 165 respondents. Data analysis in this study used the multiple linear regression method. The findings in this study indicate that service quality influences customer satisfaction. Self-service technology influences customer satisfaction. Service quality and self-service technology jointly influence customer satisfaction. It is hoped that the results of this study can contribute to the development of marketing strategies and become a reference in the future.*

**Keywords:** Customer Satisfaction, Service Quality and Self-service technology

### INTRODUCTION

The culinary business continues to grow every year, making competition between companies increasingly fierce (Othysalonika et al., 2022). This increasingly fierce competition is characterized by many culinary businesses producing similar products but with varying prices and services (Ikhsan, 2022). Amidst increasingly intense competition in the culinary industry in recent years, companies need to make extra efforts to understand consumer needs and desires (Antika & Indiani, 2023). Customer needs are crucial in ensuring customer satisfaction (Siswadi et al., 2019). Service quality is one of the keys to success in surviving increasingly competitive conditions. Therefore, companies must be able to provide services according to customer desires and be able

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to satisfy their customers (Afandi et al., 2019). Restaurants need to demonstrate and prove the quality of their service to create a positive impression on customers and build customer trust in the restaurant, resulting in satisfaction with the service provided (Felix et al., 2023).

Customer satisfaction is always related to the quality of service provided, so this needs to be a priority for every company (Anggarawati, 2021). The success or failure of a company is determined in part by its ability to provide services that can satisfy its customers. One action to satisfy consumers is by providing the best possible service to them. Good service quality will create customer satisfaction. Service quality is a factor that consumers consider when reordering products from a company because they gain satisfaction (Bharmawan & Hanif, 2022). Therefore, if a customer complains or provides a satisfaction rating, this is a good momentum because it provides an opportunity for the company to restore the service of the complaining customer to become a loyal customer if the company can handle the company's complaint well (Satria, 2019). Customers who are satisfied generally remain loyal over a long period, make repeat purchases when the organization introduces new product variants, try to ignore competing brands, continue to buy regardless of price, and discuss the organization and its products with others to promote the product or company (Putri & Yulianthini, 2023).

As the modern era advances, consumers expect their needs to be met effectively and efficiently, especially in today's rapidly evolving digital era (Rasyid et al., 2024). The digital era is a time of significant progress in all aspects of life, moving towards a digital world (Zis et al., 2021). The advent of the digital era has made people's lives more practical and modern in many aspects, including the economy (Tartila & Asmuni, 2022). Technology is a series of rational principles or methods related to the creation of an object. Technology is increasingly sophisticated, given the rapid development of the era (Saputra & Rizaldi, 2021). The technology used prioritizes automated and sophisticated operating systems with computerized systems over human labor (Danuri, 2019).

The advancement of Information and Communication Technology (ICT) has transformed the interaction between service companies and their customers, resulting in improved service standards. Service providers have introduced technology-enabled mechanisms (i.e., Self-Service Technology (SST)) to provide convenient services to their customers, achieving greater productivity and satisfaction. Over the past decade, the adoption of SST has become an emerging business phenomenon in the service sector industry. SST has replaced direct contact with service organization employees. To obtain services from service companies, consumer practices range from employee-delivered

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services to co-produced services by the customers themselves. Service companies have launched SST to improve productivity, proficiency, and effectiveness in the service process. Furthermore, the goal is to prioritize customers to access services through modern and convenient channels. Thus, they can better meet customer demands and satisfaction. Self-service technology is known as an interface technology that allows customers to obtain services free from the direct involvement of service company employees. Self-service technology is beneficial for businesses as it helps them serve more customers with fewer resources, resulting in cost reduction as employees can be replaced by SST.

Based on previous studies, it can be concluded that service quality and self-service technology are important factors influencing customer satisfaction. Service quality has been proven to have a positive effect on customer satisfaction, as better service leads to higher levels of satisfaction (Siswadi et al., 2019). In addition, self-service technology also contributes positively to customer satisfaction by providing convenience, speed, and efficiency in service processes (Nilsson et al., 2021). Simultaneously, the combination of service quality and self-service technology exerts a stronger influence on customer satisfaction, as both factors complement each other in creating an optimal service experience (Stanley et al., 2023).

The purpose of this study is to examine : the effect of service quality on customer satisfaction, the effect of self-service technology on customer satisfaction, and the simultaneous effect of service quality and self-service technology on customer satisfaction.

## **LITERATURE REVIEW**

### **Quality of Service**

Service quality is the result of customer assessment of the difference between expectations and the perceived reality of the service they receive from the service provider, either partially or as a whole. If customer perceptions are in line with expectations, the service quality is considered good, but if customer perceptions do not meet expectations, the service quality is considered poor. The quality of service depends on the service provider's ability to consistently meet customer expectations (Sasongko, 2021). Service quality is a presentation of products or services that are in accordance with company standards and strives to deliver products and services that are the same as what guests expect. Service quality is closely related to customer satisfaction (Setiawan & Rahmawati, 2020). Service quality is the number of services that require

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direct interaction between customers and business actors. Differences in service methods between one service provider and another are often seen in the attitudes and skills of employees. According to Wijayanti (2020), there are five dimensions of service quality: reliability, assurance, tangibles, empathy, and responsiveness.

### **Self-service technology**

*Self-service technology* is a form of service where no employees or waiters are involved, and customers take care of all their needs themselves. Self-service technology refers to technology that facilitates customers to conduct transactions or services independently or directly (Jaya et al., 2023). Self-service technology is generally defined as technology that allows customers to transact or perform services independently as if they were done in person (Arnita et al., 2023). Rambat (2013) states that self-service technology is a technological intermediary that allows consumers to produce their own services without depending on employees. According to (Rosyidah & Andjarwati, 2021), self-technological systems have six dimensions: functionality, enjoyment, security/privacy, design, convenience, and customization.

### **Customer satisfaction**

Customer satisfaction is a customer's overall evaluation of what they expected versus what they received regarding the fulfillment of their needs, goals, or ideals for a product or service (Angelova & Zekiri, 2021). Customer satisfaction is a "post-consumption" experience that stems directly from a cognitive assessment of previous experiences (Gounaris et al., 2019). Customer satisfaction, from a customer perspective, is about how customers perceived the service provided compared to what they desired (Lubis & Andayani, 2019). Customer satisfaction is something felt by customers, usually in the form of a feeling of pleasure for what they have received, whether in the form of a product or service. According to Wijayanti (2020), there are five dimensions: expectation, performance, comparison, experience, and confirmation.

### **Relationship between variables**

#### **The Influence of Service Quality on Customer Satisfaction**

Research conducted by Siswadi et al. (2019) states that service quality has a positive influence on customer satisfaction. This is reinforced by research by Supriyanto et al. (2021), which states that service quality can positively influence customer satisfaction. Furthermore, research by Novia et al. (2020) states that service quality

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positively influences customer satisfaction. This is also supported by research by Sholikhah (2023), which states that service quality has a positive effect on customer satisfaction. Furthermore, Saraswati (2021) states that service quality has a positive effect on customer satisfaction. This statement is also supported by research conducted by Özkan et al. (2019), which states that service quality influences customer satisfaction. Based on the results of previous research, the following hypotheses are proposed:

H1: Service quality has a positive effect on customer satisfaction.

### **The Influence of Self-Service Technology on Customer Satisfaction**

Research conducted by Nilsson et al. (2021) found that self-service positively influences customer satisfaction when engaging in certain activities. These results align with research conducted by Rosyidah & Andjarwati (2021), which found that self-service technology can positively influence customer satisfaction. This finding is also supported by research by Pooya et al. (2020), which found that self-service technology positively influences customer satisfaction. Based on the results of previous research, the following hypothesis is proposed:

H2: Self-service technology has a positive effect on customer satisfaction.

### **The Influence of Service Quality and Self Service Technology on Customer Satisfaction**

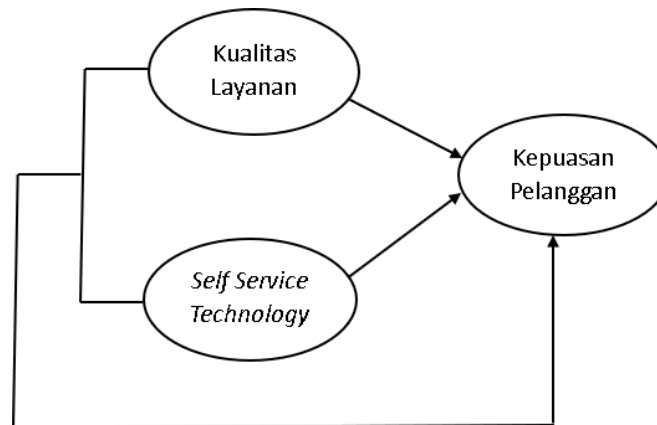
Research conducted by Stanley et al. (2023) states that service quality and self-service technology influence customer satisfaction. This is supported by the statement by Latif & Priyanti (2024), who stated that service quality and self-service technology can jointly influence customer satisfaction. This statement is reinforced by research conducted by Ishak et al. (2021), which states that service quality and self-service technology can influence customer satisfaction. Based on the results of previous research, the following hypothesis is proposed:

H3: Service quality and self-service technology jointly influence customer satisfaction.

### **RESEARCH MODEL**

Based on several previous studies, the following research model was prepared.





Source: Author, 2024

**Figure 1. Research Model**

## METHODOLOGY

### Research Design

The research design used in this study is causal associative. Causal associative is a study that aims to see the influence between one variable and another (Wardani & Jelati, 2022). Sugiyono (2019) states that causal associative is a research problem formulation that is in the nature of asking the relationship between two or more variables. A causal relationship is a cause and effect relationship. In this study, there are independent variables (which influence) and dependent variables (which are influenced). This study aims to determine the influence between the Service Quality variable (X1) and Customer Satisfaction (Y), the direct influence of the Self-service technology variable (X2) on Customer Satisfaction (Y), as well as the influence of the Service Quality variable (X1) and Self-service technology (X2) on Customer Satisfaction (Y). The approach in this study uses primary data generated by the researcher himself and obtained from questionnaire data distributed by the researcher through the help of a Google form distributed online.

### Measurement

In this study, the questionnaire was compiled using a Likert scale. According to Sugiyono (2019), a Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. This study used four Likert scales, namely one to four levels of answers consisting of strongly agree (SS),

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agree (S), disagree (TS), and strongly disagree (STS). In this study, there are four variables consisting of service quality, self-service technology, and customer satisfaction. Measurement of the service quality variable consists of 19 questions. Measurement of the self-service technology variable consists of 9 questions. Measurement of the customer satisfaction variable adopts a consisting of 5 questions. So the total measurement is 33 questions.

### **Population and Sample**

The population in this study is all people who know McDonald's restaurants and use self-ordering kiosk machines. The minimum sample size set in this study is five times the number of questions and will be more acceptable if the sample size is 5 times the number of variables to be studied and analyzed (Hair et al., 2019). There are 33 statements in this research questionnaire so the minimum sample size required is 165 respondents. The sampling technique in this study is non-probability, namely purposive sampling, Sugiyono (2019) is sampling using certain considerations according to the desired criteria to be able to determine the number of samples to be studied. The following sample criteria determined by the researcher are people who visit, buy and consume McDonald's products at least once in the past month, have used a self-ordering kiosk machine, are 17 years old and are in the West Jakarta area.

### **Data Analysis Methods**

In this study, data collection was conducted using a questionnaire, therefore a measuring instrument is needed to measure validity and reliability. The validity test in this study used the Pearson product moment correlation technique with the requirement of validity if significant  $<0.05$  (Ghozali, 2019). To test reliability using Cronbach alpha, with a reliable standard if the Cronbach alpha value is  $>0.6$  (Ghozali, 2019). Next, an assumption test was carried out which is a fixed requirement for the multiple regression analysis model. In this classical assumption test includes a normality test, a multicollinearity test, a heteroscedasticity test (Sugiyono, 2019). Then for hypothesis testing using the F test aims to test the significance of independent variables together or simultaneously, the requirement is accepted if the significance value is  $<0.05$ , then to test the partial effect using the t test with the requirement of acceptance if the significance value is  $<0.05$  (Sugiyono, 2019). Next, test the coefficient of determination ( $R^2$ ) from the magnitude of the square of the correlation coefficient so that this coefficient test is useful for determining the magnitude of the variable contribution (Sugiyono, 2019).

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## **RESULTS AND DISCUSSION**

### **Respondent Demographics**

Based on the results of the use of an online questionnaire via Google Form, a total of 165 respondents were collected. Respondents in this study were people who visited, purchased and consumed McDonald's products at least once in the past month, had used a self-ordering kiosk machine, were 17 years old and were in the West Jakarta area. For the characteristics of the respondents described related to gender, age, place of residence, work, reasons for buying McDonald's. From the calculation results, it can be seen that the largest number of respondents based on gender is female with a total of 87 people (52.9%). This means that women buy more McDonald's products than men who are 78 people (47.1%). Respondents based on age are mostly 17-25 years old as many as 37 people (22.4%), then 26-36 years old as many as 71 people (42.9%), and over 36 years old as many as 57 people (34.7%). Respondents whose characteristics have the ability to adapt to technological advances so that this will attract and make it easier for them to be able to buy and transact using the self-ordering kiosk machine. Respondents were mostly private employees, namely 63 people (37.9%), followed by students/university students as many as 48 people (29.1%), as many as 29 people (17.6%) self-employed, and as many as 23 people (14.1%) civil servants and 2 people (1.3%) who answered others. This means that private employees make more purchases of McDonald's products. Most respondents buy McDonald's products, namely as many as 51 people (30.9%) who buy because McDonald's has many types of food/drinks, as many as 47 people (28.5%) say that McDonald's products are easy to get, as many as 38 people (23.2%) say the taste of McDonald's food/drinks is delicious, and 29 other people (17.4%) say that the price of McDonald's products is affordable.

### **Validity and Reliability Test**

Validity testing on the variables of service quality, self-service technology and customer satisfaction shows that all statements in the questionnaire are declared valid, because they have a significant value of  $<0.05$ . Furthermore, reliability testing is used to measure consistency, by checking the Cronbach's alpha score which must be  $> 0.6$ . The results of the analysis show that the Cronbach's alpha score for service quality is 0.616, the self-service technology variable is 0.793, and the customer satisfaction variable is 0.886. Based on these results, it can be concluded that all variables in this study are very reliable, because the Cronbach alpha value for all variables exceeds 0.6.

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**Classical Assumption Test**

Based on the results of the normality test, a significant value of  $0.200 > 0.05$  was obtained. Therefore, it can be concluded that the data is normally distributed. Furthermore, the results of the multicollinearity test show that the Tolerance and VIF values for the service quality variable have a Tolerance value of 0.294 and a VIF value of 3.399, the self-service technology variable has a Tolerance value of 0.294 and a VIF value of 3.399. Since all variables have a Tolerance value  $> 0.10$  and  $VIF < 10$ , it can be concluded that there are no symptoms of multicollinearity. In addition, based on the scatter plot graph, there is no clear pattern and the points are spread above and below the number 0 on the y-axis, indicating the absence of symptoms of heteroscedasticity.

**Regression Model Equation Analysis**

Based on the t-test table, it has a constant value of 3.089, if the service quality and self-service technology variables are zero (0), then the amount of customer satisfaction is 3.089. The service quality variable gets a regression coefficient value of 0.258 indicating that every increase in the service quality variable will cause an increase of 0.258 in customer satisfaction. Based on the self-service technology variable, it has a regression coefficient value of 0.267 indicating that every increase in the self-service technology variable will cause an increase of 0.313 in customer satisfaction. Based on the results of the analysis, the regression model equation of this study can be expressed as follows:  $Y = 3.089 + 0.258X_1 + 0.267X_2$ .

**Table 1. Multiple Linear Regression Results**

| Model                                        | Unstandardized Coefficients |            | Standardized Coefficients |
|----------------------------------------------|-----------------------------|------------|---------------------------|
|                                              | B                           | Std. Error | Beta                      |
| (Constant)                                   | 3,089                       | 2,201      |                           |
| Quality of Service                           | .258                        | .073       | .378                      |
| Self-Service Technology                      | .267                        | .086       | .330                      |
| a. Dependent Variable: Customer Satisfaction |                             |            |                           |

**Simultaneous Influence Analysis**

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Based on the F test table, the F test value obtained was 69.248 and a significance value of  $0.001 < 0.05$ . This shows that there is a joint influence of the service quality and self-service technology variables on McDonald's customer satisfaction (Results can be seen in table 2).

**Table 2. F Test**

| Model                                                               |            | Sum of Squares | Df  | Mean Square | F      | Sig.   |
|---------------------------------------------------------------------|------------|----------------|-----|-------------|--------|--------|
| 1                                                                   | Regression | 306,238        | 2   | 153,119     | 69,248 | <.001b |
|                                                                     | Residual   | 358,210        | 162 | 2,211       |        |        |
|                                                                     | Total      | 664,448        | 164 |             |        |        |
| a. Dependent Variable: Customer Satisfaction                        |            |                |     |             |        |        |
| b. Predictors: (Constant), Self Service Technology, Service Quality |            |                |     |             |        |        |

### Partial Influence Analysis (individually)

Based on the t-test table, the results show that the service quality variable has a positive effect on customer satisfaction with a significant value of  $0.001 < 0.05$  with an influence value of 0.258, the self-service technology variable has an influence on customer satisfaction and a significance value of  $0.002 < 0.05$  with an influence value of 0.267. Furthermore, service quality is not a dominant variable, but based on the results of the analysis, the self-service technology variable is the dominant variable that influences customer satisfaction because it has the highest influence value compared to the service quality variable, which is 0.267. From the overall results, it can be stated that service quality and self-service technology influence customer satisfaction individually.

**Table 3. t-test**

| Model |                         | Standardized Coefficients | T     | Sig.  |
|-------|-------------------------|---------------------------|-------|-------|
|       |                         | Beta                      |       |       |
| 1     | (Constant)              |                           | 1,403 | .162  |
|       | Quality of Service      | .378                      | 3,550 | <.001 |
|       | Self-Service Technology | .330                      | 3.103 | .002  |

### Analysis of the Coefficient of Determination (R<sup>2</sup>)

Based on the coefficient of determination (R<sup>2</sup>), the analysis results show that the



variables of service quality and self-service technology jointly influence customer satisfaction with an influence level of 0.461. Thus, 46.1% of the purchasing decision variables can be explained by the variables of service quality and self-service technology, while the remaining 53.9% can be explained by other factors not included in this study, such as price, promotion, product quality and so on.

**Table 4. Coefficient of Determination R<sup>2</sup>**

| Model                                                               | R     | R Square | Adjusted R Square | Standard Error of the Estimate |
|---------------------------------------------------------------------|-------|----------|-------------------|--------------------------------|
| 1                                                                   | .679a | .461     | .454              | 1.48700                        |
| a. Predictors: (Constant), Self Service Technology, Service Quality |       |          |                   |                                |

## DISCUSSION

Based on the results of research conducted by researchers, McDonald's service quality has a positive influence on customer satisfaction at McDonald's restaurants. These results indicate that the higher the quality of service provided by McDonald's, the more it will provide customer satisfaction. The results of this study are in line with previous research conducted by Afandi et al., (2019), who concluded that service quality has a positive influence on customer satisfaction. Service quality plays a very important role in shaping customer satisfaction. When customers receive quality service, they tend to be satisfied with the experience they get. Good service encompasses various aspects, such as speed of response, staff friendliness, the ability to meet customer needs, and convenience in the transaction process. Customers who feel that they are treated well and appreciated are more likely to feel satisfied.

Based on research conducted by researchers, self-service technology has a positive influence on customer satisfaction at McDonald's restaurants. These results indicate that the better the self-service technology provided by McDonald's, the better customer satisfaction. These results align with previous research conducted by Angelova & Zekiri (2021), who concluded that self-service technology influences customer satisfaction. In the increasingly advanced digital era, customers are increasingly accustomed to and expect technology that makes it easier for them to conduct various transactions independently without having to rely on staff. When technology functions well, is easy to use, and is reliable, customers tend to be more satisfied because they can save time and feel more comfortable during transactions. However, if this technology does not work as expected or is difficult to use, this can cause frustration, which can reduce customer satisfaction.

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Based on the results of research conducted by researchers, service quality and self-service technology simultaneously influence McDonald's customer satisfaction. This condition can be stated that the better the quality of service and self-service technology, the more customer satisfaction increases. Most respondents, who are women aged 26-35 years, think that they will feel satisfied when they receive service according to their wishes, feel they have a special pleasure when buying and transacting with the self-ordering kiosk machine. McDonald's provides a variety of delicious and diverse food/drink products for its customers so that it can create a sense of pleasure when buying and consuming McDonald's food/drinks. The results of this study align with research by Latif & Priyanti (2024) which shows that service quality and self-service technology influence customer satisfaction. This finding indicates that customers value not only human interaction but also the efficiency and convenience offered by technology. The integration of both aspects a more satisfying customer experience.

## **CONCLUSION**

This study shows that service quality and self-service technology have a positive and significant influence on customer satisfaction. Partially, both variables are able to increase satisfaction, with self-service technology being the more dominant factor. Simultaneously, both are also proven to make a significant contribution in explaining variations in customer satisfaction. These findings confirm that the combination of quality service and the use of easy, fast, and efficient technology can create a better customer experience. The practical implication of these results is the importance for companies, especially fast food restaurants, not only to improve employee service competency but also to continue developing self-service technology systems that are user-friendly, reliable, and tailored to customer needs to continuously improve satisfaction.

However, this study is limited by its focus on West Jakarta and the relatively limited number of respondents. Therefore, generalizations of the results should be approached with caution. Furthermore, the variables used are only able to partially explain the factors influencing customer satisfaction. Therefore, future research is recommended to expand the research area, increase the sample size, and include other variables such as price, product quality, brand image, and customer loyalty to achieve more comprehensive results. The use of more diverse analysis methods, such as SmartPLS-based SEM or AMOS, can also be considered to gain a deeper understanding of the relationships between variables.



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