



**CUSTOMER ACCEPTANCE TOWARDS SELF-SERVICE
TECHNOLOGY AT MCDONALD'S**

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DEPARTMENT OF COMMERCE**

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DECLARATION

I hereby declare that the project report “Customer Acceptance towards Self-Service Technology at McDonald’s” is based on our work carried out during the course of our study under the supervision of Puan Azma Husnaiza Binti Abdul Aziz & Dr. Murugadas A/L Ramdas.

- (1) This Research Project is the end result of our work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree/diploma/qualification of this Polytechnic or any other Polytechnic Sultan Salahuddin Abdul Aziz Shah or abroad.
- (3) We have followed the guidelines provided by the polytechnic in writing the report.
- (4) The work contained in the original and has been done by us under the general supervision of my supervisor.

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Lastly, we would like to express our deep appreciate to our lovely colleagues for their encouragement during this study and the most important is thank you for our family without their support, understanding and priceless motivation we cannot to this final year project successfully. Thank you for believing us.

TABLES OF CONTENTS

DECLARATION.....	ii
ACKNOWLEDGEMENTS	iii
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix
ACKNOWLEDGEMENTS	x
CHAPTER 1	1
INTRODUCTION	1
1.1 Introduction	1
1.2 Research Background	2
1.3 Problem Statement	4
1.4 Research Objectives	5
1.5 Research Questions	5
1.6 Scope of Study	6
1.7 Significance of the Study	6
1.8 Definition of Operational Terms	6
1.9 Summary	7
CHAPTER 2	8
LITERATURE REVIEW	8
2.1 Introduction	8
2.2 Concept.....	8
2.2.1 Self-Service Technologies (SSTs).....	8
2.2.2 Perceived Control	9
2.2.3 Perceived Enjoyment	10
2.2.4 Perceived Ease of use	10

2.2.5	Perceived Usefulness	11
2.2.6	Customer Acceptance	12
2.3	Conceptual Framework	13
2.4	Summary	13
CHAPTER 3	14
RESEARCH METHODOLOGY	14
3.1	Introduction	14
3.2	Research Design	14
3.3	Data Collection Method	15
3.3.1	Primary Data	15
3.3.2	Secondary Data.....	16
3.4	Research Instruments	17
3.4.1	Questionnaire Design.....	17
3.4.2	Pilot Test	20
3.5	Sampling Techniques	21
3.5.1	Sample Size	21
3.6	Data Analysis Method.....	22
3.7	Summary	22
CHAPTER 4	23
ANALYSIS AND RESEARCH FINDINGS	23
4.1	Introduction	23
4.2	Response Rate.....	23
4.3	Respondents' Demographic Profile	24
4.4	Reliability and Normality Analysis	25
4.4.1	Descriptive Statistics for Perceived Ease of Use.....	27
4.4.2	Descriptive Statistics for Perceived of Usefulness.....	28
4.4.3	Descriptive Statistics for Perceived Ease of Control.....	29

4.4.4	Descriptive Statistics for Perceived Ease of Enjoyment	30
4.5	Summary	31
CHAPTER 5		32
DISCUSSION, CONCLUSION AND RECOMMENDATION.....		32
5.1	Introduction	32
5.2	Discussion	33
5.3	Implication.....	35
5.4	Recommendation	35
5.5	Conclusion.....	36
REFERENCES		37
APPENDICES		39
APPENDIX A.....		39

LIST OF TABLES

NO	TITLE	PAGE
3.1	Table 3.1 perceived usefulness, perceived ease of use, perceived enjoyment and perceived control	18
4.1	Profile of Respondents	24
4.2	Reliability Coefficients for Each Variable	26
4.3	Descriptive Statistics for Perceive Ease of Use towards Self Service Kiosk	27
4.4	Descriptive Statistics for Perceived of Usefulness towards Self-service Kiosk	28
4.5	Descriptive Statistics for Perceived of Control towards Self Service Kiosk	29
4.6	Descriptive Statistics for Perceived of Enjoyment towards Self-Service Kiosk	30

LIST OF FIGURES

NO	TITLE	PAGE
2.3	CONCEPTUAL FRAMEWORK	13

ABSTRACT

In today's business environment which unable to meet the needs of the customer without modern technology, providing quality and efficient services plays a critical role in attracting and maintain the customers. One of these attractive technologies is self-service kiosk. This study investigated the factors that influence the customer's decision to us Self-Service Kiosk (SSK) in Quick Service Restaurants (QSRs). Specifically, an integrated model incorporating Wang model (2012) was developed to examine the relationship among perceived usefulness, perceived control, perceived ease of use and perceived enjoyment. In addition, the moderating impact of age, gender and past experience using the self-service kiosk was examined. This study was made at Giant Seksyen 13, Shah Alam. The field study conducted is related towards self-service kiosk at McDonald's. Quantitative data collection method and sampling method was used and being analysed by using Statistical Package for the Social Sciences 25 (SPSS 25). The conclusion is the customer acceptance at McDonald's towards self-service technology which being implementing can be prove to be right approach of self-service solution to increase sales and customer experience. As the results is at the high level, this is shows significant positive relationship between all variables with customer acceptance.

Keywords: Self-Service Technology, Quick Service Restaurant, Customer Acceptance.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter will explain the introduction and ideas of the research. In chapter 1, it includes nine components of the studies which is start with the research background that explained the detailed issues of this study is research objectives, research questions, problem statement and research significance. Lastly, scope of project and summary from this chapter will be explained more clearly about the research.

1.2 Research Background

Quick service restaurants (QSR) have much variety when it comes to the type of service they offer. There are also drive-through restaurants, which do not offer any tables or seats but rather collect the order and deliver it through a single counter. The orders are generally pre-prepared and are highly standardized with no room for customization. These types of businesses don't rely on margin over their services rather rely on the frequency of footfall. A key strategy used by quick service restaurants is the bundle pricing. QSR combine their food items on the menu into a bundle of complementary meals for example McDonald's value meal of fries, a soft drink and a burger. Usually customers prefer these meals over individual food items as the former creates a sense of value addition and diversity to their expenditure.

Quick service restaurants generally function in a chains or franchises as they gain profit from the number of footfalls they receive. Operating multiple stores enables them to harness the footfall frequency from multiple locations and add to the company's value. These restaurants often cater to complementary food items or just a single class of food stuff for example McDonald's offer bundle of complementary meals. Some real-life examples of quick service restaurants are McDonald's. McDonald's is an American fast food company, founded in 1940 as a restaurant operated by Richard and Maurice McDonald, in San Bernardino, California, United States. They rechristened their business as a hamburger stand, and later turned the company into a franchise, with the Golden Arches logo being introduced in 1953 at a location in Phoenix, Arizona. In 1955, Ray Kroc, a businessman, joined the company as a franchise agent and proceeded to purchase the chain from the McDonald brothers. McDonald's had its Original headquarters in Oak Brook, Illinois, but moved its global headquarters to Chicago in June 2018.

McDonald's is the world's largest restaurant chain by revenue, serving over 69 million customers daily in over 100 countries across 37,855 outlets as of 2018. Although McDonald's is best known for its hamburgers, cheeseburgers and french fries, they also feature chicken products, breakfast items, soft drinks, milkshakes, wraps, and desserts. In response to changing consumer tastes and a negative backlash because of the unhealthy of their food, the company has added to its menu salads, fish, smoothies, and fruit. In 2015, McDonald's started testing "Create Your Taste" kiosks in US locations, allowing users to create custom burgers featuring high-end ingredients like guacamole and caramelized onions. The burgers arrived open-faced

with fries served in metal baskets, in an attempt to make the presentation feel more upscale. McDonald's shut the costly experiment down a year later, after customers complained the burgers were too expensive and took too long for fast food. But the fast-food giant didn't give up on that touchscreen ordering format instead of limiting the items consumers can order to custom burgers, McDonald's is letting people order from its entire menu, pay by debit or credit card, and then get the food brought to their table. The difference between this new iteration the 2015 effort appears to be an emphasis on convenience rather than personalization. Now McDonald's adopt the self-service kiosk as improvement besides to reduce the labour cost.

Self-service technology (SST) is one of the Information and communication technology (ICT) that allow customers to create service (e.g. personal service, self-service or combination of both) for themselves without the aid of, or with minimal help from, employees or service providers (Meuter, Ostrom, Roundtree, Bitner, & Encounters, 2000). Lin & Hsieh (2007) indicated that more and more consumers are willing to adopt these new technologies to create their own service, and thus 'high-touch and low-tech' tools or devices are gradually being replaced by 'low-touch and high-tech' ones. Restaurants use self-service kiosks (SSK) for customers to place, customize and pay for their food and drink orders while hotels utilize this technology device to provide hotel and area information and self-check in/out services. In particular, quick service restaurants (QSR) have aggressively adopted self-service kiosk (SSK) technology because it reduces labour costs (Beatson, Lee, & Coote, 2007), improves speed of service. This study investigated the customer acceptance towards self-service technology at McDonald's. The conceptual framework of research due to the research records, and related models and self-service dimensions according to Wang model (2012) is perceived usefulness, perceived ease of use, perceived enjoyment & perceived control. Perceived ease of use it is characterized as 'the degree to which a person believes that using a particular system or technology would be free of exertion'. While, perceived enjoyment is defined as "the extent to which the activity of using a specific system is perceived to be enjoyable in its own right, aside from any performance consequences resulting from system use". Next, perceived usefulness has been defined as the degree to a person believes in using a particular technology system that would improve productivity, performance and effectiveness. Lastly, perceived control one of the reasons customers prefer to use self-service processes.

1.3 Problem Statement

Self-service technology (SST) is one of the ICT that allow customers to create service (e.g. personal service, self-service or combination of both) for themselves without the aid of, or with minimal help from, employees or service providers (Meuter, Ostrom, Roundtree, Bitner, & Encounters, 2000). Lin & Hsieh (2007) indicated that more and more consumers are willing to adopt these new technologies to create their own service, and thus 'high-touch and low-tech' tools or devices are gradually being replaced by 'low-touch and high-tech' ones. In particular, quick service restaurants (QSR) have aggressively adopted SST technology because it reduces labour costs (Beatson, Lee, & Coote, 2007), improves speed of service (Kincaid & Baloglu, 2005), and accuracy of orders (Kincaid & Baloglu, 2005); increases sales due to up-selling and is generally an attractive option for Millennial customer and their younger counterparts. With SST, customers can customize products for themselves, creating a meal based on their personal choices with more control over the process and can pay conveniently without standing in long lines.

Besides customer satisfaction, customer acceptance in today's business world is very important and the secret of survival of a company in competition era. Increasing in revenue and profit through repeat purchases, buy new products and buy new customers which tend to that product through satisfied customers. On the other hand, change and demand diversity of customers has led to varied customer service tools. For example, in 2015 McDonalds that being used self-service kiosk in the U.S for reduce the labour cost. But the main reason for such disappointing results is no cash acceptance in self-service kiosk. In one article said a recent test shows the kiosk may need to be replaced or retrofitted to accommodate cash transactions because the cash users can place orders on the machine but they still have to pay at the cash register, which means they cannot skip the line like card payers can. One of the negative feedbacks also shows that if you are paying cash you need to go back into the cashier line is the main reason why McDonalds ordering kiosk have a major flaw, making them unusable for large number of customers. The findings of this study will give readers more information about the reasons that people are, or are not, accept on using this technology. It will also provide valuable information for Quick Service Restaurants (QSR) operators to guide their consideration of investing in and customer acceptance towards self-service technology at McDonald.

1.4 Research Objectives

With the above problem statement in mind, the objectives of this research are set as below:

1.4.1 To identify level of customer acceptance towards perceived usefulness of using self-service technology at McDonald

1.4.2 To identify level of customer acceptance toward perceived ease of using self-service technology at McDonald

1.4.3 To identify level of customer acceptance towards perceived enjoyment of using self-service technology at McDonald

1.4.4 To identify level of customer acceptance towards perceived control of using self-service technology at McDonald

1.5 Research Questions

The research questions are:

1.5.1 What is the level of customer acceptance towards perceived usefulness of using self-service technology at McDonald?

1.5.2 What is the level of customer acceptance towards perceived ease of use of using self-service technology at McDonald?

1.5.3 What is the level of customer acceptance towards perceived enjoyment of using self-service technology at McDonald?

1.5.4 What is the level of customer acceptance towards perceived control of using self-service technology at McDonald?

1.6 Scope of Study

Many Quick service restaurant (QSR) start using self-service technology and one of them is McDonald in Malaysia. This study focuses on the customer acceptance towards self-service technology at McDonalds among people at Giant Seksyen 13, Shah Alam because variety of customer background

1.7 Significance of the Study

The results of the study will provide valuable insight for business management and government to identify the Malaysian acceptance and adoption of SST. From literature review four factors has been identify to examined in this study which include perceived usefulness, perceive control, perceived ease of use and perceived control. These factors help to find out if there any significant to find out level of customer acceptance towards self-service technology at McDonald that impact on customer acceptance towards Self-Service Technology (SST).

1.8 Definition of Operational Terms

Self Service kiosk

An interactive kiosk is a computer terminal featuring specialized hardware and software that provides access to information and applications for communication, commerce, entertainment, or education.

Early interactive kiosks sometimes resembled telephone booths, but have been embraced by retail, food service and hospitality to improve customer service. Interactive kiosks are typically placed in high foot traffic settings such as shops, hotel lobbies or airports

Integration of technology allows kiosks to perform a wide range of functions, evolving into self-service kiosks. For example, kiosks may enable users to order from a shop's catalogue when items are not in stock, check out a library book, look up information about products, issue a hotel key card, enter a public utility bill account number in order to perform an online transaction, or collect cash in exchange for merchandise.

Self-service technologies in QSRs

Restaurant operators have experimented to use and offer self-service technologies to enhance customer satisfaction. Self-service technologies in the restaurant industry allow customers to have more control over their customized orders. The majority of adopted SSTs in a restaurant industry involve a screen display ordering system, which is placed at a table in a restaurant allowing customers to order their food, drink and submit their payments. While, the restaurant industry has historically been slow to adopt new technology and some of the recent innovations in the QSRs industry include mobile ordering, online coupons, digital menu board, smart phone apps, and self-service kiosk (Tice, n.d). Kiosks are self-service machines with a large touch screen that enable customers to order food, customize their menu items and even pay their bill without interacting with employees. The main reasons why QSRs are adopting these kiosks is to increased sales. The option to use an SSK eliminates these obstacles, encouraging the customer to spend more freely.

Self-Service advantages

Self-service tools offer many advantages for users and IT personnel. The reason more customers are turning with these technologies is the perceived benefits of the transaction independently (Lee and Lu, 2016). One of the most important of these benefits is that customers could achieve to better efficiency in a transaction through self-service technologies. Self-service technologies enable customers to develop independent services without the direct participation of employees (Meuter et al, 2000).

1.9 Summary

In conclusion, the research can benefit from the fact knowing how the customer accepted the self- service kiosk. Next, the research needs to know that understanding customer acceptance towards self-service kiosk at McDonald's is challenging.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

There are some important parts that require us to refer to literature studies such as development theory studies, development design studies, and data collection and analysis methods. In short, all aspects of thesis writing require references that are correct to prove our research in scientific and empirical.

Published articles, journals and books were collected to investigate the theories and past empirical studies which are related to this study. This chapter consists of literature review, conceptual framework, hypothesis development and overall conclusion for Chapter 2.

2.2 Concept

2.2.1 Self-Service Technologies (SSTs)

Meuter, Ostrom, Roundtree, Bitner (2000) define self-service technologies (SSTs) as technological interfaces that enable consumer to produce a service independently from the interaction of direct service-employee involvement. One of the most well-known self-service technologies is automated teller machine (ATM), which was invented back in 1967 and it was 1st installed in London by Barclays Bank (Milligan, 2007). Only by year 1981, ATM was introduced to Malaysian by Maybank (Moreira, 2013). Besides that, SSTs also include online banking, self-service laundry service, check-in kiosk in airport or hotel, commerce and etc.

2.2.2 Perceived Control

Bateson (1985) found that one of the reasons customers prefer to use self-service processes is because of perceived control, although there are no additional advantages such as less waiting time or lower price. Consumers prefer to have some degree of control over a process or outcome (Anselmsson, 2001). Meanwhile consumer must have some extent of understanding or instruction given on how to operate the SST in order to have controllability over it (Lee & Allaway, 2002). Collier (2006) study found that consumer who has a greater control in using SST will generate positive attitude on SST as a result from inner tension and overall anxiety from using SST. Similar results were concluded by Hui and Bateson (1991). Dabholkar (1996) pointed that perceived control is being associated with service quality, which consumer expect themselves to have some control to reduce the chance of service failure while performing a task using SST and thus stimulate SST adoption (Lee and Allaway, 2002). In contrast, the lesser perceive control, consumer will tend to have negative attitude towards SST. Yet, increasing in individual perceived control implied the transferring power of control from employee to consumer. It became debatable topic on responsibilities as this may give rise to the chances of making mistake as employees are trained on the matter but not all individual could handle the same matter correctly. Misinterpretation may happen even instruction is given. The mistake may frustrate consumer as they would have to bear with the mistake and even absorb the cost of error. Therefore, options are important for consumer to correct their mistake or even cancel the whole transaction. (Collier, 2006) Although consumer prefer to have options to control, but too much of options may results a negative out come as it might become too complicated to use if consumer cannot understand all the options available, thus finding a balance is essential when designing on a SST (Collier, 2006). Wind and Rangaswamy (2001) also state that when an individual is faced with too many options or a lack of control when using a technology, they will psychologically shut down. When consumers take on the role of a partial employee, they must feel capable and in control of the process. If a consumer is performing a transaction without the assistance of an employee then, he or she should have the ability to request different options and also the ability to correct mistakes if they occur.

2.2.3 Perceived Enjoyment

Studies have added and investigated perceived enjoyment (PE), as a source of intrinsic motivation (Davis et al, 1992; Moon & Kim, 2001; Pikkarainen et al, 2004). Perceived enjoyment is defined as “the extent to which the activity of using a specific system is perceived to be enjoyable in its own right, aside from any performance consequences resulting from system use” (Venkatesh,2000, p.351). PE plays a critical role in determining technology adoption (Venkatesh et al, 2012; Lewis & Loker, 2014). For example, if a McDonald’s customer enjoyed using the SSK to order their meal, they are more likely to use it on their next visit than if they did not enjoy using the SSK. Studies of technology acceptance have demonstrated that this enjoyment in using new technology is positively related to PU (Chen et al., 2017). Therefore, based on these findings this study examines the key role of PE in SSK usage as this variable has been widely applied and validated as the key determinant in using SSTs. For the purpose of this study, perceived enjoyment is defined as the degree to which a person believes that adoption of SSK in QSRs is enjoyable.

2.2.4 Perceived Ease of use

Consumers will utilize another technology innovation that is easy to understand and requires less effort to finish undergoing tasks. Ease of use is presented in the data frameworks writing by Davis (1989) and it is characterized as ‘the degree to which a person believes that using a particular system or technology would be free of exertion’. Furthermore, some of the potential benefits of using SSTs include time-saving from the reduced waiting times, cost-savings, and a greater control over the service delivery (Curran, 2003). SSTs enable consumers to perform and provide their own services without direct assistance from employees, and this allows customers to enjoy efficient and customized services (Meuter, 2000). For example, consumers do not need to wait for a long queue during check-in process either in a hotel or airport due to the SSTs technology that consumers can perform by themselves. The fact that mobile phones, nowadays, are much smaller and lighter to carry, can facilitate consumer’s need in requiring less effort to finish their check-in process via mobile check-in. Thus, most consumers prefer SSTs that offer easy interfaces, guidance, and assistance from the firm to ease their transition from traditional services to SSTs (Lin & Hsieh, 2006).

2.2.5 Perceived Usefulness

Perceived usefulness has been defined as the degree to which a person believes in using a particular technology system that would improve productivity, performance and effectiveness (Davis, 1989). Perceived usefulness has been an important factor influencing the adoption level of self-service technology. For instance, Cho (2011) was using perceived usefulness in the study of self-service technology, investigating the potential for adoption in apparel retail settings; the results show that perceived usefulness has a significant relationship toward consumer attitude.

Besides the apparel industry, such as banking, airport, and trading industry also have a similar outcome, identifying perceived usefulness as one of the major drivers for attitude toward an SST (Cho, 2011; Liu, Huang and Chiou, 2012; Esman et al., 2010). Dabholkar and Bagozzi (2002) mention it is difficult to measure perceived usefulness in SST as consumers of SST do not own the technology, despite the fact that they participate in using the technology. Unless this construct is measured in a consistent and accurate manner on a performing task.

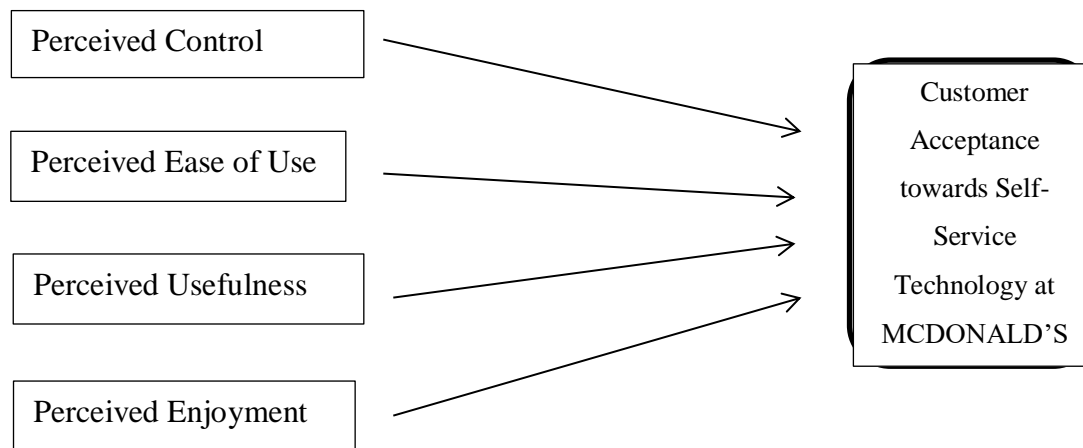
2.2.6 Customer Acceptance

The rapid acceptance of modern information and communication technologies in daily business activities is the most important long-term trend in the business world (Rust 2001). Consequently, retailers are increasingly considering innovative options for delivering service to their customers (Bobbitt and Dabholkar 2001; Dabholkar, Bobbitt, and Lee 2003; Quinn 1996). As a result, the mode of service provision and production is increasingly turning towards the use of self-service technologies (SSTs). Additionally, the introduction of SSTs opens up for retailers and also in Quick Service Restaurants (QSR) improving productivity and service quality while cutting costs.

Self-service tools offer many advantages for the users. The reason more customers are turning with these technologies is the perceived benefits of the transaction independently (Lee and Lu, 2016). One of the most important of these benefits is that customers could achieve to better efficiency in a transaction through self-service technologies. Based on the conceptual framework, we can see that dimension of Wang model (2012) has an impact on customer acceptance towards self-service technology. The theory postulates that perceived usefulness and ease of use determine use of technology and that other factors influence in Wang model (2012).

2.3 Conceptual Framework

The conceptual framework of research due to the research records, and related models and self-service dimensions according to Wang model (2012) is given below.



2.3 CONCEPTUAL FRAMEWORK

2.4 Summary

In conclusion, in this chapter we have discussed all about the self-service technology and the dimension that influence the customer acceptance towards self-service kiosk. We also identify the dependent and independent variable in order to complete this study. This chapter was able to complete by gaining useful information and references that made by other researchers to support the research topic and fill up the blank of the studies. In next chapter, the researchers would be proceeding to research methodology to ensure that the methods of study to be carried out.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

In this chapter will describe the research methodology and the procedures used for the study conducted. This section is an important part of conduct research to obtain accurate information. Therefore, this chapter focuses on the discussion about questionnaire design, survey result and data analysis. Statistical methods adopted and validity and reliability scales applied in the data analysis are also discussed.

3.2 Research Design

The purpose of this research is to explore the customer acceptance towards self-service kiosk at McDonald's. The decision of whether to carry out a qualitative or quantitative approach lies on the researcher's assumptions (Kanaan, 2009). The present study is based quantitative approach and a questionnaire is utilized for the purpose of meeting the objectives of the study. We decide on for a quantitative because inexpensive to be conducted and it is less time rather than researcher that using both quantitative scale and qualitative data. The question is designed in a better understanding and easily to be analysed. This is suitable for the next researcher because this is about current events.

3.3 Data Collection Method

Data collection is a method of gathering information from all relevant sources in order to get the best response to the research question. Data collection method divided into two categories which is primary and secondary data collection method. Primary data consists of information collected for specific purposes and questionnaire method will be chosen to collect primary data. The questionnaire that given to the respondents at Giant McDonald's at Seksyen 13, Shah Alam is through face to face. While, secondary data consist of information that already exists that has been gathered for some purposes.

3.3.1 Primary Data

Primary data can help to fill up the gap in of secondary data problems such as out-date, different target respondent, different measurement design, unable to exactly fit into the research objectives. Primary data are information that is the first-hand data collected by the researcher specifically for the research objectives (Burns and Bush, 2000) that targeted to solve the research problem. There are three methods to collect primary data such as survey method, interview method and observation method (Currie & CIPD, 2005).

In this study, questionnaire is used to collect primary data. Questionnaires are provided to 80 people that are selected randomly in Giant McDonald's Seksyen 13, Shah Alam area. We are using roscoe method because of variation customer at that area. This method is selected because it is cost-efficient, practical and fast results and to provide a standardize question and with a same set of options given to the respondents which enable to have easier data analysis on a later stage.

3.3.2 Secondary Data

Secondary data are information that has been collected by previous researcher for some other purpose than the research project on hand (Burns and Bush, 2000) such as government statistic, historical share price, company annual accounting report and other. Secondary data normally serve with low cost or even free of charge unless the particular important question cannot be adequately addressed or resolved with secondary data then collecting of primary data necessarily (Hair et al., 2007)

In this study, secondary data was collected for the purpose of better understanding and define the problem in order to develop the research model and to identifying the key perceived factors that have the most influential in self-service technology. Sources of secondary data are books, articles, statistics and research reports. In this research, we are using quantitative method because of cheaper and less time rather than using qualitative method. The quantitative method will be used for data collection conducted using the questionnaire.

3.4 Research Instruments

The main of this study is to explore the main determinants that influence customer acceptance towards self-service kiosks at McDonald's. To achieve this, this study adopts a questionnaire approach to collect data.

3.4.1 Questionnaire Design

The questionnaire consists 20 questions excluding demographic which were assessed on a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). A Five-point Likert scale has an advantage over the four-point Likert scale because it allows participants to respond with a middle position if they uncertain or not sure about some questions and it does not force participants to decide between agree or disagree.

The first section of the questionnaire asks for respondent social-demographic information which is gender, races, age and level education. The second section of the questionnaire contains the measurement items for all of proposed constructs: Perceived Ease of Use (PEOU), Perceived of Usefulness (POU), Perceived of Control (POC) and Perceived of Enjoyment (POE) and each of measurement items contain 5 questions. Lastly, the measurement items for proposed constructs of this study are mainly adopted from prior studies and the wording changed slightly to fit the context of this study.

Table 3.1 Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment and Perceived Control.

Variable	Code	Items	Sources
Perceived of usefulness	PUF 1	1. Self-service kiosk enables to accomplish ordering food more quickly	Adapted from Chang Mexen (2015)
	PUF 2	2. Using self-service kiosk enhances my effectiveness to make an order	
	PUF 3	3. Using self-service kiosk makes it easier to make an order	
	PUF 4	4. The self-service kiosk improves my ordering food ability	
	PUF 5	5. Using the self-service kiosk will make ordering food more productivity	
Perceived Ease of Use	PEU 1	1. Self-service kiosks introduced in McDonald's are used to simplify the buying process	Adapted from Hyun-joo Lee (2008)
	PEU 2	2. Using the self-service kiosk systematically meeting the needs of today's generation of consumers	
	PEU 3	3. I have experience with technologically based products and services	
	PEU 4	4. Self-service kiosks provide a convenient payment method for users	
	PEU 5	5. Self-service kiosks have a simple and fast application	

Perceived Enjoyment	POE 1	1.Using self-service kiosk makes me feel efficient	Adapted from Hyun-Joo Lee (2008)
	POE 2	2. Using self-service kiosk is more convenient	
	POE 3	3. Using self-service kiosk exciting	
	POE 4	4. Using self-service kiosk to avoid ordering food that takes too long	
	POE 5	5. Using self-service kiosk is easier to see menu	
Perceived Control	POC 1	1.Self-service kiosks are less intrusive as opposed to interpersonal with front desk staff	Adapted from Chang Mexen (2015)
	POC 2	2. I have control over using self-service kiosks	
	POC 3	3. Using the self-service technology would provide me with feelings of independence	
	POC 4	4. Using self- service technology give me control over my ordering food	
	POC 5	5. Using self-service technology delivers the same result / performance as approaching service employee	

3.4.2 Pilot Test

The data collection process of the research usually begins with a pilot test. According to (Cooper and Schindler, 2003) a pilot test is conducted to identify weakness in questionnaire design to provide proxy data for the selection of a probability sample. Subjects of the pilot test were drawn from the target population and the test was conducted in the same way as planned for the final questionnaire. The respondents for the pilot test study do not have to be statistically selected. The main reason for conducting pilot test was to identify problems with the measurement items, questionnaire instructions and the time required by the respondents to complete the questionnaire.

The questionnaire answered by 30 students of Polytechnic Sultan Salahuddin Abdul Aziz Shah. The Cronbach's Alpha values for all the constructs ranged from 0.73 to 0.79, above the commonly acceptable value of 0.70 suggested by (Nunnally, 1978). Descriptive analyses showed that all measures had acceptable ranges and variances with no evidence of item non-response and no evidence of misinterpretation of reverse or negative worded items.

3.5 Sampling Techniques

Sampling is a procedure that entails utilizing a small number of units in a given population as a basis for drawing conclusions regarding the whole population (Jemain *et al.*, 2007). The sample is considered as a subset of the population comprising of some members selected from it (Al-Omari *et al.*, 2008). The aim population for this study is McDonald's Giant Seksyen 13, Shah Alam customers and the study population is who have used self-service kiosk at least once. Before data collection, to increase validity and reliability of the questionnaire, pre-tests were conducted using 30 students Polytechnic Sultan Salahuddin Abdul Aziz Shah who have used McDonald's self-service kiosk before. For example, we are using sample random at student Polytechnic Sultan Salahuddin Abdul Aziz Shah (PSA).

3.5.1 Sample Size

Determination of the sample size is influenced by several factors that must be simultaneously taken into consideration. Among the factors are cost and time constraints, variability of elements in the target population, required estimation precision and whether the findings are to be generalized and if so to what degree of confidence (Hair *et al.*, 2007).

Roscoe (1975) suggested that sample sizes larger than 30 and less than 500 are appropriate for most research. If samples are to be segregated into sub-samples, a minimum sample size of 30 for each category is necessary. This suggestion was supported by (Stutely (2003) who suggested a minimum number of 30 for statistical analyses. Thus, this study chooses Roscoe methods because of the variation customer that come to McDonald's and cannot get the accurate populations.

3.6 Data Analysis Method

There are three objectives of implementing data analysis; (i) getting overview for the sample data and its attributes, (ii) testing the goodness of data and (iii) validating the proposed objectives. To identify a demographic profile, frequency analysis of the samples and descriptive statistics such as mean and standard deviation to answer each of questions was conducted via Statistical Package for the Social Sciences 25 (SPSS 25). Results of the analysis will be displayed using statistical summary tables, charts, and graphs.

3.7 Summary

This chapter describes the study design, sampling techniques, data collection, population and analysis procedures. Then, in this study also learn how to using qualitative data and the data conducted by Statistical Package for the Social Sciences 25 (SPSS 25) to get the result analysis to answer the research questions in Chapter 1.

CHAPTER 4

ANALYSIS AND RESEARCH FINDINGS

4.1 Introduction

Data gathered from respondent were analysed using Statistical Package for Social Science (SPSS). SPSS is a data management and analysis program which design to do statistical procedures like analysis, including descriptive statistics as well as sophisticated inferential statistical procedures. A frequency analysis was run and data were cleaned to ensure that data were correctly coded and entry. Descriptive statistics that contain of means, percentages and frequencies. Inferential statistical procedure conducted includes Correlation. Correlation is used to study the relationship between a dependent variable and an independent variable for explanation. Multiple regression is to study the relationship between a dependent variable and two or more independent variables for explanation and eventually predict a model relating the different variables (Pallant, 2011).

4.2 Response Rate

Response rate is the percentage of people who respond to the survey that given. In this analysis, we are using Roscoe methods because of variation people at Giant McDonald's Seksyen 13, Shah Alam. Roscoe methods suggested that sample sizes larger than 30 and less than 500 are appropriate for most research.

4.3 Respondents' Demographic Profile

The demographic profile of the respondents contains their personal information and questions related to their behaviour. The questions that are related to the respondents' behaviour are intended to assess their ability to recall the information (Bryman, 2012). Eighty respondents participated in the study. All 80 responses were usable for data analysis. This study also requested for the respondents' personal information such as gender, race, age and education qualification. Table 4.1 shows the respondents' profile for this study.

Table 4.1: Profile of Respondents (N=80)

Demography		Frequency	Percentage
Gender	Male	39	48.8
	Female	41	51.3
Race	Malay	69	86.3
	Chinese	6	7.5
	Indian	4	5.0
	Others	1	1.3
Age group	Under 20	-	-
	21 – 30	64	80.0
	31 – 40	13	16.3
	41 – 50	2	2.5
	Above 50	1	1.3
Education Qualification	PHD	-	-
	Master	1	1.3
	Degree	3	3.8
	Diploma/ Sijil	69	86.3
	SPM	5	6.3
	No Education	2	2.5

Table 4.1 shows the profile of respondents in the study. In total 80 responses to the questionnaire was received of which according to gender, the number of respondents is almost equally distributed with 39 (48.8%) male respondents and 41 (51.3%) female respondents. Race, almost all the respondents are Malay with a total number 69 (86.3%) respondents, next is by Chinese that are 6 (7.5%) respondents. Then followed by Indian 4 (5.0%) respondents and only one (1.3%) respondent is for others.

According to age group, most of the respondents are from the age group of 21 – 30 years old with a total number of 64 (80%) respondents. This is followed by the age group of 31 – 40 years old with a total number of 13 (16.3%) respondents. The next age group is 41 – 50 years old with a total number of 2 (2.5%) respondents. This is followed by the age group of >50 years old with a total number of 1 (1.3%) respondents. The least number of respondents are in the age group of <18 years old with null (0%) respondent.

According to education qualification, most of the respondents hold a Diploma with a total number of 69 (86.3%) respondents. This is followed by respondents with Sijil Pelajaran Malaysia (SPM) with a total number of 5 (6.3%) respondents. This is followed by respondents with Degree qualification with a total number of 3 (3.8%) respondents. The next is no education qualification is with a total number of 2 (2.5%) respondents. There are only one (1.3%) respondents who hold a Master's and none of the respondents holds a PhD.

4.4 Reliability and Normality Analysis

The reliability of each item in the instruments was measured using the Cronbach’s Alpha Coefficient. Each dimension of the questionnaire was calculated separately to facilitate clear understanding. The reliability analysis is then conducted to derive the consistency of a measuring instrument in measuring whatever concept it is measuring. Reliability of measure is an indication of the stability and consistency with which the instrument the concept and helps to assess the “goodness” of a measure.

Table 4.2: Reliability Coefficients for Each Variable (N=80)

Variables	No. of Item Items	Deleted	Cronbach’s Alpha
Perceive Ease of Use	3	-	0.744
Perceived of Usefulness	3	-	0.660
Perceived of Control	2	-	0.798
Perceived of Enjoyment	3	-	0.745

*Good Reliability is measured > 0.8

*Acceptable Reliability is measured > 0.6

As rules of thumb, values which were above 0.6 were considered acceptable and 0.8 is the most appropriate and acceptable stated by Pallant (2011). Based on the table appended all variable that addressed in the questionnaire achieved reliability of close to 0.8 or above to the fact that the items in the questionnaire is reliable because had already been used and tested by other researchers in the same field of study. More or less this result also showed that the questionnaire is understandable and align with the situation.

4.4.1 Descriptive Statistics for Perceived Ease of Use

The descriptive statistics were also calculated for each items and variable to investigate their level among the respondents. The three levels of categories according to the mean consist of low (1.00 – 2.33), medium (2.34 -3.67) and high (3.68 – 5.00) (Mohd Najib Abd Ghafar, 2003).

Table 4.3: Descriptive Statistics for Perceive Ease of Use towards Self Service Kiosk (N=80, Mean=4.985)

Items	Mean	SD	Level
Self-service kiosks introduced in McDonald are used to simplify the buying process	5.000	0.000	High
Using the self-service kiosk systematically meeting the needs of today's generation of I have experience with technologically based products and services	5.000	0.000	High
Self-service kiosks provide a convenient payment method for users	4.975	0.157	High
Self-service Kiosks have a simple and fast application	4.962	0.191	High
	4.987	0.111	High

Table 4.3 shows the descriptive statistics for the level of customer acceptance variable. Overall the perceive ease of use is at a high level (Mean=4.98). However, there is item that have low perception among others perception on payment method which are “convenient payments method” in high level (Mean=4.96).

4.4.2 Descriptive Statistics for Perceived of Usefulness

Table 4.4: Descriptive Statistics for Perceived of Usefulness towards Self-service Kiosk (N=80, Mean=4.987)

Items	Mean	SD	Level
Self-service kiosk enables to accomplish ordering food more quickly	5.000	0.000	High
Using self-service kiosk enhances my effectiveness to make an order	5.000	0.000	High
Using self-service kiosk makes it easier to make an order	4.962	0.191	High
The self-service kiosk improves my ordering food ability	4.987	0.111	High
Using the self-service kiosk will make ordering food more productivity	4.987	0.111	High

Table 4.4 shows the descriptive statistics for the level of customer acceptance variable. Overall the perceived of usefulness is at a high level (Mean=4.98). However, there is item that have low perception among others perception which are “makes it easier to make an order” still high level (Mean=4.96).

4.4.3 Descriptive Statistics for Perceived Ease of Control

**Table 4.5: Descriptive Statistics for Perceived of Control towards Self Service Kiosk
(N=80, Mean=4.992)**

Items	Mean	SD	Level
Self-Service kiosks are less intrusive as opposed to interpersonal interactions with front desk staff	5.000	0.000	High
I have control over using self-service kiosks	5.000	0.000	High
Using the self-service technology would provide me with feelings of independence	5.000	0.000	High
Using self-service technology give me control over my ordering food	4.987	0.111	High
Using self-service technology delivers the same result/ performance as approaching service employee	4.975	0.157	High

Table 4.5 shows the descriptive statistics for the level of customer acceptance variable. Overall the perceived of control is at a high level (Mean=4.98). The item that has the highest perception are on “less intrusive as opposed to interpersonal interactions”, “control over using self-service kiosks” and “provide me with feelings of independence” (Mean=5.000).

4.4.4 Descriptive Statistics for Perceived Ease of Enjoyment

Table 4.6: Descriptive Statistics for Perceived of Enjoyment towards Self-Service Kiosk (N=80, Mean=4.990)

Items	Mean	SD	Level
Self-service kiosks introduced in mcd are used to simplify the buying process	5.000	0.000	High
Using the self-service kiosk systematically meeting the needs of today's generation of I have experience with technologically based products and services	4.987	0.111	High
Self-service kiosks provide a convenient payment method for users	4.975	0.157	High
Self-service Kiosks have a simple and fast application	4.987	0.111	High
	5.000	0.000	High

Table 4.6 shows the descriptive statistics for the price variable. Overall perceived ease of enjoyment is at high level (Mean=4.99). However, there is items that have high perception on “simple and fast application” and “introduced in mcd are used to simplify the buying process” (Mean=5.000) and the low perception but still in high level is “experience with technologically based products and services” (Mean=4.975).

4.5 Summary

Overall the perceive ease of use, perceived of usefulness, perceived of control and perceived of enjoyment towards level of customer acceptance is at high level. There is significant positive relationship between all the variables with customer acceptance.

The findings from this study show a good rate consistency, as verified by Cronbach's α , for constructs namely perceive ease of use, perceived of usefulness, perceived of control and perceived of enjoyment. We found that in our sample, respondents believe that SSTs in their specific organizations can help them get their services completed in a short time they are easy to use and little effort is required to operate the technology. However, respondents do not believe that the experience is error-free. We learned that in the respondents in our sample strongly believes that the level of safety when executing transactions with SST within the organization is high.

CHAPTER 5

DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Introduction

Chapter 5, it provides the overall of conclusion and discussion of the research. This chapter summarized the highlights of the study which stated the limitations of the study provide recommendations for the future research and provide conclusion of the entire research.

5.2 Discussion

The general purpose of this study was to identify the level of customer acceptance towards self-service technology and level of customer acceptance towards perceived usefulness, perceived ease of use, perceived enjoyment and perceived control at McDonald's self-service kiosk. The research purpose serves as a ground for achieving objectives throughout the study.

Furthermore, Questionnaire survey was conducted to gather data for statistical analysis to justify the objectives statement. Based on table 4.2 using Cronbach alpha coefficient good reliability will be above 0.8 and acceptable reliability is >0.6 . Perceived ease of use is 0.744 which can be accepted. In literature review said that consumers will utilize another technology innovation that is easy to understand and requires less effort to finish undergoing tasks.

Other than that, some of the potential benefits of using SSTs include timesaving from the reduced waiting times, cost-savings, and a greater control over the service delivery (Curran, 2003). SSTs enable consumers to perform and provide their own services without direct assistance from employees, and this allows customers to enjoy efficient and customized services (Meuter, 2000).

As you can see from literature review on chapter 2 (Coller, 2006) study found that consumer who has a greater control in using SST will generate positive attitude on SST as a result from inner tension and overall anxiety from using SST. Similar results were concluded by Hui and Bateson (1991). Dabholkar (1996) pointed that perceived control is being associated with service quality, which consumer expect themselves to have some control to reduce the chance of service failure while performing a task using SST and thus stimulate SST adoption (Lee and Allaway, 2002). In contrast, the lesser perceive control, consumer will tend to have negative attitude towards SST.

For perceived enjoyment it's plays a critical role in determining technology adoption (Venkatesh et al, 2012; Lewis & Loker, 2014). For example, if a McDonald's customer enjoyed using the Self-Service Kiosk to order their meal, they are more likely to use it on their next visit than if they did not enjoy using the Self-Service Kiosk. Studies of technology acceptance have demonstrated that this enjoyment in using new technology is positively related to Perceived Usefulness (Chen et al., 2017). Therefore, based on these findings this study examines the key role of Perceived Enjoyment in Self- Service Kiosk usage as this variable has been widely applied and validated as the key determinant in using Self- Service Technology.

Based on chapter 2 perceived usefulness has been an important factor influencing in adoption level on self-service technology. For instant, Cho (2011) was using perceived usefulness on the study in self-service technology, investigation of the potential for adoption in apparel retail settings; the results show perceived usefulness has significant relationship toward consumer attitude.

5.3 Implication

The findings of this study help in understanding the adoption of self-service technology and customer satisfaction at McDonald's. Through this understanding of study, reducing queue will greatly affect making the ordering process much more satisfying for customers because long queue can be unpleasant for customer.

5.4 Recommendation

In this research, there is limitation for understanding how is the level of customer satisfaction toward perceived usefulness, perceived ease of use, perceived enjoyment and perceived control can be determined because of limitation of area where only on McDonald being on research where for better future research are suggest to take a two place where one place are have using the self-service kiosk for long time and a place where self-service kiosk are newly being introduced. This is because to have a better understanding where researcher can differentiate between on how customer adapt on new technology and how they will be satisfying if it is use for a long term.

5.5 Conclusion

As a conclusion, the adoption of self-service technology and customer acceptance at McDonald's which being implementing can be prove to be right approach to self-service solution to increase sales and customer experience. Technological innovation can and has helped employees work more comfortably and efficiently.

To achieve the objective of the research, which are to identify the level between customer acceptances towards aspect of self-service technology and identify level of customer satisfaction by using questionnaires that was being distributed at McDonald's. Total number of 80 questionnaires are collected was processed and analysed using SPSS in which outcome generated included both descriptive and inferential analysis. Overall statistic shows that level of customer satisfaction toward perceived usefulness, perceived ease of use, perceived enjoyment and perceived control are at medium level and high level but slightly have low level items which are subjective and the main objective can be achieved. (Reference table 4.1 - table 4.6 Chapter 4)

Last but not least, the research has met the requirement to achieve the main objectives which to study about level customer acceptance towards aspect of self-service technology are acceptable and level of customer acceptance towards perceived usefulness, perceived ease of use, perceived enjoyment and perceived control are still acceptable and can be improve more even though there are slightly low-level items on the respondent. This research has created a better understanding and exposure to the efficiency of the adaption of the self-service technology and future researcher may fully use the knowledge in this research for reference purpose and better understanding.

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APPENDICES

APPENDIX A

Questionnaire



**CUSTOMER ACCEPTANCE TOWARDS SELF-SERVICE TECHNOLOGY AT
MCDONALD'S**

Mr/Mrs,

Your cooperation is essential to the success of this study. We are a group of researchers named below from the Department of Commerce, Polytechnic Sultan Salahuddin Abdul Aziz Shah, Shah Alam, Selangor, Darul Ehsan.

STUDENT'S NAME	MATRIC NO
JARINA BINTI JAMIL	08DPI17F2024
NUR IZZATY SYAFIQA BINTI AZLY AFIZ	08DPI17F2027
PUTERI NURAFILAH RIJALLAH BINTI ABDUL JALIL	08DPI17F2030
MIZARIA BINTI SUMAR	08DPI17F2034

SUPERVISOR'S NAME: DR MURUDAGAS A/L RAMDAS 0122393916

We are conducting a study titled: **CUSTOMER ACCEPTANCE TOWARDS SELF-SERVICE TECHNOLOGY AT MCDONALD'S**. This study was conducted by students of the Diploma International Business semester 5 for identify customer acceptance towards self-service technology at McDonald's.

We would appreciate it if you could take the time to answer the questions provided honestly and prudently. All feedback provided is confidential and is for academic use only. Your cooperation and participation in this study is greatly appreciated and is gratefully acknowledged.

Any questions regarding this study can be directed to the above researcher by telephone number.

Thank you for your time and cooperation.

SECTION A
BAHAGIAN A

(Respondent background)
(Latar belakang responden)

Check (/) in the space provided as the answer to the next question.

Semak (/) di ruang yang disediakan sebagai jawapan kepada soalan seterusnya.

Gender <i>Jantina</i>	1.	Male <i>Lelaki</i>	
	2.	Female <i>Perempuan</i>	

Races <i>Agama</i>	1	Malay <i>Melayu</i>	
	2	Chinese <i>Cina</i>	
	3	Indian <i>India</i>	
	4	Others <i>Lain</i>	

Age <i>Umur</i>	1	Below <20	
	2	21-30	
	3	31-40	
	4	41-50	
	5	Above >50	

Level of Education <i>Tahap Pendidikan</i>	1	PhD	
	2	Master	
	3	Ijazah	
	4	Diploma / Sijil	
	5	SPM	
	6	No Formal Education	

SECTION B

BAHAGIAN B

PERCEIVE EASE OF USE TOWARDS SELF SERVICE KIOSK

PERHATIKAN KEMUDAHAN PENGGUNAAN TERHADAP KIOS KHIDMAT DIRI

Directions:

Arahan:

Please indicate (/) answer options for statements describing the use of Self-service Kiosks in Fast-food Restaurants.

Sila nyatakan (/) pilihan jawapan bagi pernyataan yang menggambarkan penggunaan Kios Layan-diri di Restoran Makanan Segera.

1	2	3	4	5
<i>STRONGLY DISAGREE SANGAT TIDAK SETUJU</i>	<i>DISAGREE TIDAK SETUJU</i>	<i>NOT SURE TIDAK PASTI</i>	<i>AGREE SETUJU</i>	<i>STRONGLY AGREE SANGAT SETUJU</i>

Perceive Ease Of Use Towards Self Service Kiosk <i>Perhatikan Kemudahan Penggunaan Terhadap Kios Khidmat Diri</i>		1	2	3	4	5
PEU 1	Self-service kiosks introduced in mcd are used to simplify the buying process <i>Kios layan diri yang diperkenalkan di McDonald's digunakan untuk mempermudah proses pembelian</i>					
PEU 2	Using the self-service kiosk systematically meeting the needs of today's generation of customers <i>Menggunakan kios layan diri secara sistematik memenuhi keperluan pelanggan generasi masa kini</i>					
PEU 3	I have experience with technologically based products and services <i>Saya mempunyai pengalaman dengan produk dan perkhidmatan berasaskan teknologi</i>					
PEU 4	Self-service kiosks provide a convenient payment method for users <i>Kios layan diri menyediakan kaedah pembayaran yang mudah untuk pengguna</i>					
PEU 5	Self-service Kiosks have a simple and fast application <i>Kios layan diri mempunyai aplikasi yang mudah dan pantas</i>					

SECTION C

BAHAGIAN C

PERCEIVED OF USEFULNESS TOWARDS SELF-SERVICE KIOSK

Directions:

Arahan:

Please indicate (/) answer options for statements describing the use of Self-service Kiosks in Fast-food Restaurants.

Sila nyatakan (/) pilihan jawapan bagi pernyataan yang menggambarkan penggunaan Kios Layan-diri di Restoran Makanan Segera.

1	2	3	4	5
<i>STRONGLY DISAGREE SANGAT TIDAK SETUJU</i>	<i>DISAGREE TIDAK SETUJU</i>	<i>NOT SURE TIDAK PASTI</i>	<i>AGREE SETUJU</i>	<i>STRONGLY AGREE SANGAT SETUJU</i>

Perceived of Usefulness Towards Self-service Kiosk		1	2	3	4	5
PUF 1	Self-service kiosk enables to accomplish ordering food more quickly <i>Kios layan diri membolehkan untuk mencapai pesanan lebih cepat</i>					
PUF 2	Using self-service kiosk enhances my effectiveness to make an order <i>Menggunakan kios layan diri meningkatkan keberkesanan saya untuk membuat pesanan</i>					
PUF 3	Using self-service kiosk makes it easier to make an order <i>Menggunakan kios layan diri menjadikannya lebih mudah untuk membuat pesanan</i>					
PUF 4	The self-service kiosk improves my ordering food ability <i>Kios layan diri meningkatkan keupayaan pesanan makanan saya</i>					
PUF 5	Using the self-service kiosk will make ordering food more productivity <i>Menggunakan kios layan diri akan membuat pesanan lebih produktiviti</i>					

SECTION D

BAHAGIAN D

PERCEIVED OF CONTROL TOWARDS SELF SERVICE KIOSK

Directions:

Arahan:

Please indicate (/) answer options for statements describing the use of Self-service Kiosks in Fast-food Restaurants.

Sila nyatakan (/) pilihan jawapan bagi pernyataan yang menggambarkan penggunaan Kios Layan-diri di Restoran Makanan Segera.

1	2	3	4	5
<i>STRONGLY DISAGREE SANGAT TIDAK SETUJU</i>	<i>DISAGREE TIDAK SETUJU</i>	<i>NOT SURE TIDAK PASTI</i>	<i>AGREE SETUJU</i>	<i>STRONGLY AGREE SANGAT SETUJU</i>

Perceived Of Control Towards Self Service Kiosk		1	2	3	4	5
POC 1	<p>Self-service kiosks are less intrusive as opposed to interpersonal interactions with front desk staff</p> <p><i>Kios layan diri kurang mengganggu berbanding dengan interaksi antara pekerja dengan kakitangan meja depan</i></p>					
POC 2	<p>I have control over using self-service kiosks</p> <p><i>Saya mempunyai kawalan ke atas menggunakan kios layan diri</i></p>					
POC 3	<p>Using the self-service technology would provide me with feelings of independence</p> <p><i>Menggunakan teknologi layan diri memberikan saya rasa bebas</i></p>					
POC 4	<p>Using self-service technology give me control over my ordering food</p> <p><i>Menggunakan teknologi layan diri memberi saya kawalan ke atas tempahan makanan saya</i></p>					
POC 5	<p>Using self-service technology delivers the same result/performance as approaching service employee</p> <p><i>Menggunakan teknologi layan diri menyampaikan hasil/prestasi yang sama seperti menghampiri pekerja perkhidmatan</i></p>					

SECTION E

BAHAGIAN E

PERCEIVED OF ENJOYMENT TOWARDS SELF-SERVICE KIOSK

Directions :

Arahan:

Please indicate (/) answer options for statements describing the use of Self-service Kiosks in Fast-food Restaurants.

Sila nyatakan (/) pilihan jawapan bagi pernyataan yang menggambarkan penggunaan Kios Layan-diri di Restoran Makanan Segera.

1	2	3	4	5
<i>STRONGLY DISAGREE SANGAT TIDAK SETUJU</i>	<i>DISAGREE TIDAK SETUJU</i>	<i>NOT SURE TIDAK PASTI</i>	<i>AGREE SETUJU</i>	<i>STRONGLY AGREE SANGAT SETUJU</i>

Perceived Of Enjoyment Towards Self-Service Kiosk	1	2	3	4	5
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POE 1	Using Self-service kiosk makes me feel efficient <i>Menggunakan kios layan diri membuatkan saya merasa cekap</i>					
POE 2	Using Self-service kiosk is more convenient <i>Menggunakan kios layan diri lebih mudah</i>					
POE 3	Using Self-service kiosk is exciting <i>Menggunakan kios layan diri adalah menarik</i>					
POE 4	Using self-service kiosk to avoid ordering food that takes too long <i>Menggunakan kios layan diri untuk mengelakkan pesanan makanan yang ambil masa terlalu lama</i>					
POE 5	Using self-service kiosk is more easy to see menu <i>Menggunakan kios layan diri lebih mudah untuk melihat menu</i>					