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# **NURTURING HOSPITALITY, TOURISM AND WELLNESS WORLD**

*HOSPITALITY CLUSTER*

**Editors:**

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## Acceptance of Customers in Self-Order Technology Service at McDonald's Kota Bharu, Kelantan

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### ABSTRACT

In this globalize era, the development of the technology is getting rapid and various technology innovations are introduced in food and beverage industry. The technology innovation eases customers' in their daily lives. One of the innovations that have a great popularity among customers is self-order kiosk service. This research attempts to determine the acceptance of customers towards self-order technology service in food and beverage industry. The target respondents of this research are customers who use the self-service kiosk at McDonald's in Kota Bharu. The respondents consist of 306 people. was collected among local and international tourist in both locations, Penang and Kuala Lumpur. Questionnaires was distributed and data was collected. The series of statistical analysis was based on the data collected.

**Keywords:** Usage, Time, Speed effectiveness, Ease of Use, Self-order, Technology

### INTRODUCTION

Food and beverage service has grown into an enormous industry. The number and type of establishments of eating out has grown tremendously as suppliers are constantly trying to meet the market's changing demands and tastes. Due to the fast evolution, it is becoming difficult for the industry to keep up with the changes and track them. The technology is helping the outlet to improve the quality control, increase the speed of staging or sorting of products and restock items efficiently. These tasks are dependent on the technology that has a huge impact on operations and productions. Food and beverage industry contributes a lot to the benefits in hospitality industry as well as in the community (New Gen Apps, 2008, July 9).

A part of that technology infusion is the changing nature of service that retailers have commonly used in food and beverage industry. It proves that consumers choose self-service orders because of time constraint. By providing a self-service, customers quickly find the answers they seek (Wang, 2012). People with higher-qualified jobs and education levels tend to have a more quantitative time orientation as reflected in the "time is money" statement, which will make them more aware of the time gain from the use of self-service technologies (Preda, Ivanescu, & Furdui, 2009). The speed of service delivery provided by this technology results in time savings (Ding, 2007) and reduced waiting time for consumers (Walker, 2002; Beatson, 2007).

Customers who tend to make the most efficient use of their time may prefer not to interact in a full-service encounter with employees (Rodie & Kleine, 2000). The speed with which this technology delivers services leads to savings (Ding, 2007) and self-order can reduce the consumer waiting time (Beatson, 2007). Self-service technology can be assumed to be an alternative channel for consumers who want to reduce service delivery time (Lee, 2013). Besides that, the ease of use factor makes consumers are attracted to self-services. Consumers use easy-to-understand technology innovation that requires less effort to complete tasks. In the data frameworks written by Davis (1989), ease of use is presented and characterized as 'the degree to which a person believes that the use of a particular system or technology is exertion-free'. Ease of use was defined as the degree to which an individual believes it is effortless to use a particular system (Davis, 1989). Therefore, ease of use is related to the efforts a customer needs to make to make effective use of the new service process and to enjoy its expected benefit (Timmor & Rymon, 2008).



There are three objectives of this research:

1. To determine the relationship between usage of time with acceptance of self-order technology system in food and beverage outlets.
2. To examine the relationship between speed of effectiveness with acceptance of self-order technology system in food and beverage outlets.
3. To study the relationship between ease of use with acceptance of self-order technology system in food and beverage outlets.

## **Significance of the Study**

### **Academician**

In academic, this research contributes in food and beverage industry that holds research to standards other than academic journals, primarily investment returns. Exposing students to this research process gives them a different perspective than simply presenting journal theories or even academic journal research. Even better, students are exposed to real-world environments and expectations through involvement in industry research.

### **Practical**

In practical, this research exposes students to the current practices and shows them how the theories and models in their textbook have evolved and shows the applications in real life. Moreover, future researchers are able to follow the important steps according to past studies which are more or less similar to their study. This study makes the future researchers more eligible to convey their point of view regarding McDonald's Kota Bharu in food and beverage self-order services

## **LITERATURE REVIEW**

### **Usage of Time**

Usage can be defined as a way of doing things (Merriam, 2019). Usage also usually refers to habitual or customary practices or procedures (Random, 2019). Furthermore, use also refers to the act of using or employing something. For example, restaurants always use point of sale technologies and 81% restaurants use either a point of sale or electronic register system.

The meaning of usage is how we use those things either technology or something else that we can use around us or use for something like in language. Usage refers to goods that people can use to help customers or can give some benefits to people who use that goods either good way or bad. For example, people nowadays use technology during ordering. This either shows people use that technology in good ways or not. Moreover, this is also how people use that technology either they use to their benefit or just to make for play. This usage is like how we take action, amount or mode of using (Merriam, 2019).

The meaning of usage of time refers to a period of time or a point in time, when it is describing what is happening then. For example, if something happened at a particular time, that is when an individual want to do a job at that time, it will be happened but if not happened it will be us doing that job another time. In addition, the value of services provided because it reduces the amount of time and energy consumers expend to purchase a product and has been proven significant (Jeng, 2016).

### **Speed Effectiveness**

The majority of adoption of self-service technologies in restaurant industry involve a screen display ordering system, which is placed at a table allowing customers to order their food, drink and submit their payments. While, the restaurant industry has historically been slow to adopt new technology, some Canadian quick-service restaurants are adopting self-order system to differentiate their service from their competitors. Some of the recent innovations in

the quick service restaurants industry include mobile ordering, online coupons, digital menu board, smartphone apps, and self-service kiosk. 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 (Rastegar, 2018).

Moreover, self-ordering system has helped to minimize the waiting time per customer before being served. Self-ordering system can be defined as an e-ordering system that customers can place their orders electronically. Customers need not to wait endlessly on queue before being served as the system will limit the time and stress customer passes through waiting on the queue to be served by customer service providers (Ekabua & Obeten, 2015). Online order application for a fast food restaurant, get customers trustable information and verify the correct information before placing order. On the other hand, customers feel rushed when ordering directly with the employee. Hence, when a restaurant allows customers the ease of initiating a transaction on their time frame and stride, the accuracy of the transaction will increase (Wolfenbarger & Gilly's, 2001).

Speed of transaction in a self-order technology is defined as the time it takes to complete a transaction is fast (Dabholkar 1996). The supposed convenience of a self-service order can have a strong influence on the speed effectiveness. Since customers can initiate a transaction when and where they want, the concept of waiting for a service to begin is destroyed. As customers accept the convenience of a self-service order service, speed of order perceptions will increase.

### **Ease of Use**

Self-order system uses new, innovation and trending technology that is easy to understand and involves less effort to order. The degree to which a person considers that using a specific system or technology would be free of action (Davis, 1989). Furthermore, some of the prospective benefits of using self-order system include time saving from the compact times, cost-savings, and a greater control over the service delivery (Curran, 2003). Self-order system enables customers to perform and provide their own services without direct support from employees, and this allows customers to enjoy effective and personalized services (Meuter, 2000). For example, customers do not need to wait for long. The fact that mobile phones, nowadays, are much affordable and lighter to carry, they can also facilitate customers' needs in needful less effort to finish their order.

Thus, most customers prefer self-order system that offers easy borders, leadership, and assistance from the firm to ease their transition from traditional services to self-order system and it takes 20 seconds for each person to order and complete their transition (Lin & Hsieh, 2006). The self-order kiosk is easy to use because it provides two languages which help customers to use easily.

### **Acceptance**

The noun of acceptance is an active progression and it must be practiced by everyone (Bruneau, 2019). Same goes to the organization which is trying to persuade the consumers to accept the technology of self-service in the industry (Mehta, 2010). The fast acceptance of self-service technology can be blend in community this can be the factors of life be easier, which affects the usage of time in ordering, finish, and delivery. Moreover, it affects the speed effectiveness of payment time, waiting time and online transaction.

To achieve capable and potent service delivery, organizations are recommended the acceptance of self-service technologies at growing steps (Roper, 2013). The factors influencing customer acceptance of self-service technologies of this study can be identified by developing a comprehensive causal framework that harmonize the shape and relationships from different technology acceptance ideas and its use. Previous research found that the self-service technology in the industry usage is influenced in a complex fashion by certain consumers. Not just that, speed effectiveness is key pacemaker that are capable the relating of some consumers (Mavundza, 2018).

### **Research Hypothesis**

In this study, there are four hypotheses that can identify the relationship.

- H1: There is a significant relationship between usage of time and acceptance of customers in self-order technology service in food and beverage outlets.
- H2: There is a significant relationship between speed effectiveness and acceptance of customers in self-order technology service in food and beverage outlets.
- H3: There is a significant relationship between ease of use and acceptance of customers in self-order technology service in food and beverage outlets.

## Research Framework

A research framework has been conducted to investigate the connection between factors and acceptance.

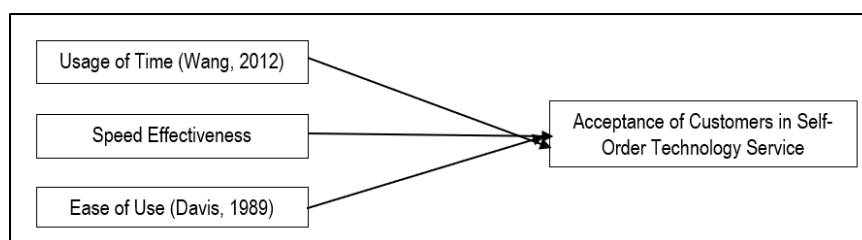


Figure 1: Conceptual Framework of the study

## METHODOLOGY

### Research Design

This study used the quantitative method. The design that was used is causal relationship. Causal is a research approach where the researcher investigates the cause and effect relationship between variables in a study where one variable is believed to affect another (Mukesh, 2013). Then, causal research is also known as an explanatory research which is used obtain that evidence and concerning the causal relation about the variables (Allen & Rao, 2000). This research is to be conducted when some background information knowledge or understanding about a certain problem are already known in the literature.

### Data Collection

#### Primary Data

As for the primary data, the research instruments used in this research is questionnaire which is used to collect the information regarding customers' acceptance of self-services at McDonald's in Kota Bharu. The questionnaires were distributed among customers that use the self-services kiosks in McDonald's Kota Bharu. The survey was carried out in the months of September and October 2019 by a team of trained final-year students, under the supervision of a senior professor assigned to each province. The respondents were given approximately 10 to 15 minutes to answer the questionnaires.

#### Secondary Data

Secondary data refers to the data collected from sources that has already been published in any form (Khodadad & Behboudi, 2017). Most of the text in this literature review is based on secondary data that has similar topic with this study. Furthermore, most of secondary data are gathered from books, journals, articles, thesis, and others. Secondary data are often readily available and growth of the Internet had made it much easier and cheaper to find them.

## Sampling

The sampling method used in this study was the convenience sampling method because this method could save the time and cost of the researchers in collecting the data (Smith, 2016). The respondents of the questionnaires were the customers who used a self-services order kiosk in McDonald's, Kota Bharu. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie and Morgan (1970) to determine the sample size. The formula is shown as below:

$$S = \frac{x^2 N p (1 - p)}{e^2 (N - 1) + X^2 p (1 - p)}$$

n = sample size

N = population size

e = the degree of accuracy expressed as proportion (0.05)

$x^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

p = proportion of population (if unknown, 0.5)

## Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained were analysed by using Statistical Package for the Social Science (SPSS).

## FINDINGS

H1: There is a significant relationship between usage of time and acceptance of customers in self-order technology service in food and beverage outlets.	r = 0.739, p = 0.000 very strong relationship	H1 : Accepted
H2: There is a significant relationship between speed effectiveness and acceptance of customers in self-order technology service in food and beverage outlets.	r = 0.722, p = 0.000 very strong relationship	H2: Accepted
H3: There is a significant relationship between ease of use and acceptance of customers in self-order technology service in food and beverage outlets.	r = 0.588, p = 0.000 strong relationship	H3: Accepted

The first hypothesis determines the relationship between usage of time with acceptance of self-order technology system as a very strong relationship. From this significance, most of the respondents agree that self-order technology can save their time. The results obtained indicate that usage of time positively affects acceptance of customer with  $r=0.739$ . The second hypothesis determines the relationship between speed effectiveness and acceptance as very strong. Most of the respondents prefer the speed of effectiveness in self-order service technology. The results obtained indicate the speed of effectiveness positively affects acceptance of customers as  $r=0.722$ . The last hypothesis determines the relationship between ease of use and acceptance as strong. Many respondents chose ease of use in self-order service technology. The results obtained designate the ease of use is more to positive towards acceptance of customers with 0.588. From 306 questionnaires collected, 30 were discarded owing to invalid response and monotonous. The remained 276 returned questionnaires were used and examined. A summary for the number of questionnaires is stated in Table 1.

Table 1  
 Total number of Questionnaires distributed

Descriptive	Number Of Percentage
Number Of Questionnaire Distributed	306
Questionnaires Returned And Useable To Be Analysed	276
Invalid Response	30
Usable Survey	276
Percentage Of Responses	83.33%

Table 2 shows the means and standard deviations according to the variable. The mean for demographic (1.5999) and standard deviation (0.39441) included the gender, age, race, monthly income, status, experiences and frequency.

Meanwhile for usage, the mean is 3.8711 and the standard deviation is 0.39441. For speed the mean is 3.8711 and the standard deviation is 0.39441. The ease mean is 3.8235 and the standard deviation is 0.67403. For acceptance the mean is 3.9451 and the standard deviation is 0.71965. The items are constructed with five (5) point Likert scale ranging from 1=strongly agree, agree, neutral, disagree to 5=strongly disagree.

Table 2  
 Summary of the means of computed items according to variable (N= 306)

	Importance	
	Mean	Std Deviation
Demography	1.5999	0.39441
Usage	3.8711	0.69965
Speed	3.9176	0.67403
Ease	3.8235	0.63636
Acceptance	3.9451	0.71965

## DISCUSSION & RECOMMENDATION

First of all, more independent factors could be integrated into the model together with psychology factors such as trust. The questionnaires could adopt scenario for each measurement for more precise results. Secondly, quota sample selection should be implemented especially in different locations in order to perform multiple group analysis that could help to explain consumer behaviour based on different demographics. This would further help the business and government to understand their target market behaviour and acceptance over self-order technology system based on certain criteria of their target market. The overall of this study shows that respondents are keen to accept self-order technology service in food and beverage outlets for example McDonald's kiosks.

On another hand, the low rates of usage on other types of self-order technology service might due to the lack of awareness, exposure, encouragement, enforcement and trial over other type of self-order technology service. Nevertheless, the benefits of self service technology are undeniable, more time and efforts should be allocated to those technology laggards, helping them to accept self-order technology service by guiding them steps by steps. McDonald's should implement more self-order technology services in every franchise or branch to enjoy the benefits of convenience. They also need to give adequate support to the design and development team on self-order technology service, review and perform process improvement where self-order technology service can better fit into the role to serve the public.

## CONCLUSION

It is hoped that this research has given a clearer view on the usage of time, speed effectiveness and ease of use towards the acceptance of customers in self-order technology service. Specifically, it is hoped that the current study gives a clear view of the usage of time, speed effectiveness and ease of use in the self-service order at McDonald's Kota Bharu outlet. With this survey and analysis, it is hoped McDonald's can develop more effective and attractive self-service to help the customers to be more alert and acknowledge the technology in ordering. Furthermore, the self-service technology provided by McDonald's will also help self-service technology can positively impact a concession stand's revenue and profitability. Therefore, self-service technology also helps enhancing staff efficiency and creating a better customer experience.

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