

# Factors that influence customers satisfaction towards robotic service restaurant in Malaysia

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## ABSTRACT

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*“The world has been presented with a variety of modernity and technological sophistication that can match human efficiency. Robots are among the technologies that can replace humans in terms of daily work. But to what extent can these advanced robot capabilities meet and give satisfaction to humans in their use, especially in industrial sectors such as the hospitality industry where robots are now increasingly taking over all the tasks that were previously done by humans. Research has shown that there are several factors that influence customer satisfaction towards robotic service restaurants. The purpose of the study is to determine the four main factors in knowing customer satisfaction with robot restaurant services. These four factors are service efficiency, time saving, security and monetary value. For gathering information and data, an online questionnaire has been distributed through social media. Malaysian population is used, and samples have been taken to analyse the data to find answers to this study. Scientific methods are also applied to obtain excellent results along with making this study more practical and useful”.*

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**Keywords:** Customer Satisfaction, Time Saving, Service Efficiency, Security, Monetary Value

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## INTRODUCTION

Numerous sectors around the world use robots nowadays, particularly in the restaurant sector of the hospitality industry. Our daily lives now contain many robots (Ferreira, 2017). The restaurant sector makes use of several different kinds of robots. For instance, a cook robot oversees preparing various foods, and a host robot oversees welcome clients to the reception area and directing them to their tables (Lu, 2019). Customers place orders, and a waiter robot brings the food to the tables (Eksiri & Kimura, 2015). In 2014, Aloft Hotels debuted the A.L.O "robotic butler or Botlr" in its Cupertino location, making it the first hotel chain to use robot technology. The robot can deliver packages across the hotel. Robot service is already being used in the restaurant and hotel industries in Arabic. Due in part to the fact that concepts of mechanisation and self-administration are unquestionably playing a key role in the customer experience, restaurant hotel robots in Saudi Arabia have become a popular technological trend within the hospitality industry. The use of robots can lead to improvements in terms of speed, cost effectiveness, and even precision (Insureqlik, 2021). In the core of Dubai's city centre, at Umm Hurair 1, the restaurant known as "Drink and Spice Magic" is the first to employ the services of a robot server named Ruby which is entertains and increases customers satisfaction who visit his restaurant (AirTimes,2018).