

## CHAPTER IV CLOSING

### 1. CLOSING

#### 1.1. Conclusion

From the comprehensive analysis of the influence of self-service technology and service quality on repurchase intention through customer satisfaction at McDonald's Semarang, the following detailed conclusions can be drawn:

**1. Self-Service Technology:** McDonald's Semarang's self-service technology is categorized as useful by its customers. This assessment is from the alignment of the self-service technology with customer expectations. Key features of the self-service machines, such as customizable options (language selection, payment methods) and user-friendly interfaces (clear and comfortable displays), contribute significantly to the positive perception of this technology. The machines operate influenceively according to customer preferences, enhancing their overall ordering experience. Most respondents indicated satisfaction with these self-service features, underscoring that the ability to tailor the self-service experience to individual needs and preferences is highly valued.

**2. Service Quality:** The service quality provided by McDonald's Semarang is rated as good by 52% of respondents. This rating reflects the company's success in delivering services that meet or exceed customer expectations. Key factors contributing to this positive assessment include the employees' commitment to facilitating seamless communication and providing personalized attention. McDonald's staff are recognized for their proactive approach to ensuring customers receive adequate assistance and information, as well as their dedication to delivering service beyond basic transactional interactions. This high level of service quality is seen as a significant factor in maintaining customer satisfaction.

**3. Customer Satisfaction:** Customer satisfaction at McDonald's Semarang is reported as good by 45% of respondents. This high level of satisfaction is

attributed to the alignment of product quality, the performance of self-service machines, and the overall service quality with customer expectations. Customers perceive that the quality of the products and services provided matches the value they receive, contributing to their satisfaction. This positive customer experience is reflected in their overall assessment of McDonald's offerings.

**4. Repurchase Intention:** The intention to repurchase at McDonald's Semarang is categorized as good by 38% and very good by 29% of respondents. This indicates that a significant proportion of customers view McDonald's as their preferred fast-food choice for future purchases. The adequacy of product quality and self-service technology plays a crucial role in influencing customers' likelihood to return. The high percentage of respondents indicating a very good repurchase intention suggests strong customer loyalty and satisfaction with McDonald's offerings.

**5. Influence of Self-Service Technology on Customer Satisfaction:** The self-service technology at McDonald's Semarang enhances customer satisfaction in a significant and positive way. This means that improvements in the self-service technology lead to higher levels of customer satisfaction. The influenceiveness and convenience provided by the self-service machines contribute to a more satisfying customer experience.

**6. Influence of Service Quality on Customer Satisfaction:** Similarly, the service quality at McDonald's Semarang significantly affects customer satisfaction. Enhanced service quality results in greater customer satisfaction. This underscores the importance of maintaining high standards of service to meet and exceed customer expectations.

**7. Influence of Self-Service Technology on Repurchase Intention:** There is a significant positive influence of self-service technology on repurchase intention. Customers who experience higher-quality self-service technology at McDonald's Semarang are more likely to have a desire to make repeat purchases. This relationship highlights the role of influenceive self-service technology in fostering customer loyalty.

**8. Influence of Service Quality on Repurchase Intention:** Service quality also has a positive and significant influence on repurchase intention. Better service quality enhances customers' likelihood of choosing McDonald's Semarang for future dining. This indicates that high service standards play a critical role in maintaining and increasing customer loyalty.

**9. Influence of Customer Satisfaction on Repurchase Intention:** Customer satisfaction significantly influences repurchase intention. Satisfied customers are more inclined to reorder from McDonald's Semarang. This relationship emphasizes the importance of achieving high levels of customer satisfaction to encourage repeat business.

**10. Mediating Role of Customer Satisfaction between Self-Service Technology and Repurchase Intention:** Self-service technology positively affects repurchase intention through customer satisfaction. The direct influence of self-service technology on customer satisfaction, combined with the significant impact of customer satisfaction on repurchase intention, demonstrates that customer satisfaction mediates the correlation from self-service technology and repurchase intention. This means that improved self-service technology enhances customer satisfaction, which in turn drives higher repurchase intention.

**11. Mediating Role of Customer Satisfaction between Service Quality and Repurchase Intention:** Similarly, customer satisfaction mediates the correlation from service quality and repurchase intention. Service quality directly influences customer satisfaction, and customer satisfaction, in turn, affects repurchase intention. This mediation suggests that high service quality leads to increased customer satisfaction, which then fosters a greater intention to repurchase.

These findings highlight the interconnected nature of self-service technology, service quality, and customer satisfaction in shaping repurchase intentions. They underscore the importance of both enhancing self-service technology and maintaining high service standards to boost customer

satisfaction and loyalty. By focusing on these areas, McDonald's Semarang can influentially increase customer retention and encourage repeat business.

## **1.2. Suggestion**

From the comprehensive analysis of self-service technology, service quality, and their impacts on customer satisfaction and repurchase intention at McDonald's Semarang, several detailed recommendations are suggested to improve service quality and business sustainability. Additionally, suggestions for future research are proposed to provide a broader understanding of these dynamics.

### **a. Suggestions for Companies**

#### **1. Enhancement of Self-Service Technology:**

- **Address Operational Issues:** The self-service technology at McDonald's Semarang currently has some features that are not performing optimally. It is crucial to address operational glitches and performance issues that may hinder the user experience. This involves ensuring that all features of the self-service machines, such as order-taking, payment processing, and interface adjustments, function seamlessly. For example, if certain machine components are frequently malfunctioning or if the user interface is not intuitive, these issues should be resolved promptly to avoid customer frustration.
- **Innovate Machine Features:** To better meet customer needs, the self-service machines should be upgraded with advanced features. Enhancements could include adjustable screen brightness for varying lighting conditions, customizable font sizes for better readability by customers with visual impairments, and adjustable machine heights to accommodate users of different statures. Such

innovations will cater to a wider range of customer preferences and improve the overall user experience.

- **Improve Error Handling:** Develop a robust system for managing and rectifying machine errors. This includes providing clear instructions for customers on how to deal with common issues and ensuring that there are immediate support options available if problems arise. Consider incorporating real-time troubleshooting support or on-site assistance to resolve issues quickly.

## 2. **Improvement of Service Quality:**

- **Enhance Reliability:** Employees should be trained to handle complaints influenceively and provide accurate product information. This involves developing a more reliable complaint resolution process and ensuring that staff are well-versed in product details and company policies. Regular training sessions can be implemented to keep employees updated on best practices for customer service.

- **Boost Responsiveness:** Improve the responsiveness of employees by focusing on communication skills and the ability to explain products clearly. This can be achieved through targeted training programs that emphasize influenceive communication techniques and customer interaction strategies. Additionally, streamline internal processes to ensure that employees can quickly access and provide accurate information.

- **Strengthen Assurance and Empathy:** Cultivate a service culture that emphasizes politeness, empathy, and understanding. Employees should be encouraged to show genuine concern for customer needs and to personalize their interactions. Training programs should include modules on emotional intelligence and customer service excellence.

- **Upgrade Tangibles:** Take notice of the physical aspects of the service environment, such as staff appearance and restaurant

cleanliness. Regular audits and feedback mechanisms should be established to maintain high standards in these areas. Additionally, ensure that all facilities are well-maintained and visually appealing to create a positive impression on customers.

3. **Boosting Repurchase Intention:**

- **Enhance Exploratory Intention:** To increase customers' intent to explore and seek information about McDonald's, improve visibility and accessibility of information. Utilize various platforms such as the McDonald's website, mobile apps, and social media to provide comprehensive and engaging information. Develop creative marketing campaigns, including collaborations with influencers or celebrities, to attract attention and create buzz about new offerings.

- **Increase Information Accessibility:** Implement strategies to make information easily accessible, such as interactive digital displays in-store and informative content on digital platforms. Provide incentives for customers to seek out information, such as special promotions or discounts for engaging with McDonald's content or participating in loyalty programs.

4. **Enhancing Customer Satisfaction:**

- **Promote New Products Influenceively:** To improve customers' willingness to try new products, conduct targeted promotional campaigns. Utilize sampling techniques to introduce new products, allowing customers to experience them before making a purchase. Offer introductory discounts or bundled deals to encourage trial.

- **Improve Product Recommendations:** Ensure consistency in product quality and service across all locations. Implement quality control measures to guarantee that each franchise adheres to high standards. Enhance customer service to ensure that every interaction is positive, as this will influence customers' likelihood to recommend McDonald's to others.

- **Increase Willingness to Pay More:** Justify pricing by delivering high-quality products and exceptional service. Implement loyalty programs that offer rewards and incentives for repeat purchases. Regularly review pricing strategies to ensure that customers perceive value in relation to the price, and offer promotions that provide added value.

## **b. Suggestions for Researcher**

### **1. Explore Additional Variables:**

- **Price Sensitivity:** Conduct studies to explore how different pricing strategies affect customer perceptions of value and repurchase intention. Investigate the balance between price, quality, and service to identify optimal pricing strategies that align with customer expectations.
- **Customer Experience:** Examine the broader aspects of customer experience beyond self-service technology and service quality. This includes exploring factors such as convenience, ease of ordering, and overall ambiance of the restaurant. Understanding these elements can provide insights into how they impact customer satisfaction and loyalty.
- **Customer Value:** Study how perceived customer value influences loyalty and repurchase behavior. Investigate how factors such as product quality, service excellence, and overall experience contribute to customers' perceptions of value.
- **Store Atmosphere:** Research the impact of the physical store environment on customer satisfaction and repurchase intention. Factors such as cleanliness, decor, and ambiance play a role in shaping customers' overall impressions and their likelihood of returning.
- **Customer Loyalty:** Investigate the factors that drive customer loyalty, including the influence of loyalty programs, personalized service, and exclusive offers. Understanding these

drivers can help in designing strategies to retain customers and foster long-term loyalty.

By implementing these recommendations and pursuing other variables for research, McDonald's Semarang can enhance its service quality, improve customer satisfaction, and increase repurchase intention. These efforts will contribute to the company's long-term success and sustainability in the competitive fast-food industry.