

CHAPTER I

INTRODUCTION

1. INTRODUCTION

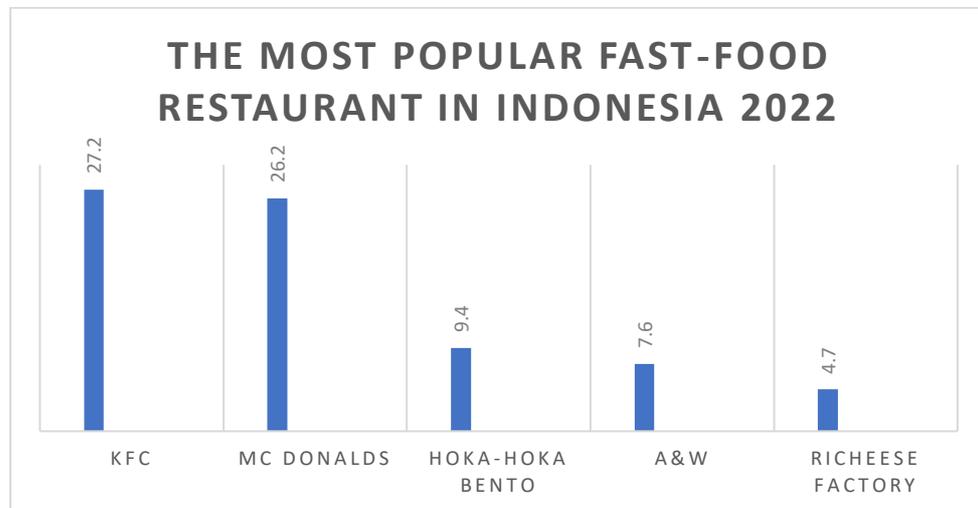
1.1. Background Of the Research

In recognition of the current globalization era, technology is advancing quickly every day. The ease of access obtained in this era of globalization makes it easier for us to obtain information from one country to another. Not only exchanging information, with technological advances it has also made it easier for products from other countries to go global. With existing access, these products can easily enter countries in the world and introduce their products. Starting from the clothing industry to the food industry. In the food industry, many foods from other countries have successfully entered and are liked by the people of Indonesia. Fast food is one among them.

In Indonesia, fast food restaurants rose to popularity in the early 1980s. United States fast food is the primary source of imported fast food entering Indonesia (Manoppo and Abdurachman, 2009). According to Setiadi in Mayvita and Faisal (2015) the tendency of residents of cities in Indonesia to eat at fast food restaurants is considered to have its own social value and prestige, so as to be able to elevate that person's social status, which in turn will bring the impression that the image of a luxury fast food restaurant or prestigious. Furthermore, it is this tendency that is then captured by entrepreneurs as an opportunity to establish a fast-food restaurant.

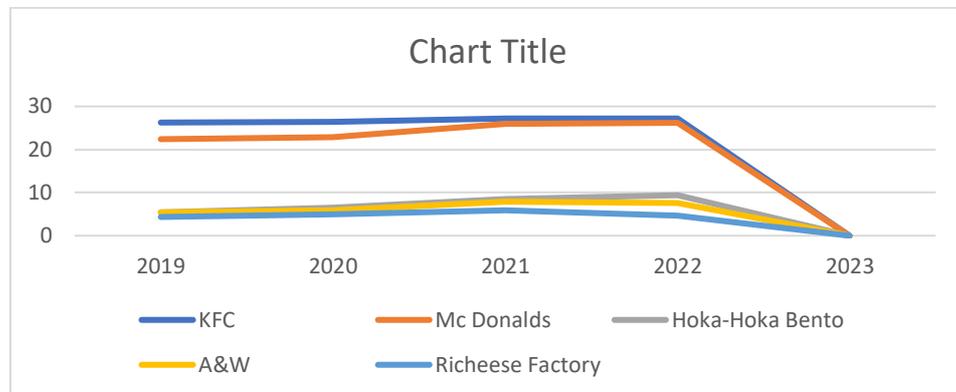
Fast food business competition is getting tougher and very competitive. One thing that strengthens this is the rise of the fast-food business carried out by companies engaged in the fast-food restaurant business. The easier it is for us to find various fast-food restaurants in the area near where we live is clear evidence of how fast and prospective this fast-food restaurant business is in Indonesia.

Image 1.1 The Most Popular fast-food Restaurant in Indonesia 2022



Source: Top Brand Award Index

In Indonesia in 2022, Kentucky Fried Chicken (KFC) is the most well-liked fast-food restaurant, according to a Top Brand Award study. Among other fast-food establishments, KFC has the highest Top Brand Index (TBI) score—27.2%. MC Donald's came next, with a TBI of 26.2%. Figure 1.1 illustrates how fiercely competitive the fast-food restaurant industry is in Indonesia. As a result, there is distinct competition amongst these fast-food establishments, which forces those in the food supply industry to constantly raise the standard of service provided by these businesses. In order to satisfy consumers and keep hold of existing clients in order to generate profits and enable these business actors—also known as customers—to remain viable in the marketplace, they improve service quality, offer self-service technology, and create a positive customer experience so that it creates customer satisfaction. Where in business practice, "Selling products to existing customers is easier than to new customers."

Image 1.2 “FastFood Restaurant” Top Brand Index

Brand Name	2019	2020	2021	2022	2023
A&W	5.40	5.90	7.90	7.60	0
Hoka-Hoka Bento	5.40	6.50	8.50	9.40	0
KFC	26.20	26.40	27.20	27.20	0
Mc Donalds	22.40	22.80	26.00	26.20	0
Richeese Factory	4.30	4.90	5.90	4.70	0

Source: Top Brand Index

From the "Top Brand Index" data in the "Fastfood Restaurant" category, Mc Donald's is in second place after KFC in 2022, with TBI KFC of 27.20% and TBI Mc Donald's of 26.20%. And also when viewed from the chart, Mc Donald's has never been the number 1 Fastfood Restaurant in Indonesia. Mc Donald's is a fast-food restaurant that is popular with people in Indonesia.

Image 1.3 MCD Franchise Restaurants by Country 2022

McDonald's Systemwide Restaurants	
<i>(at year-end 2022)</i>	2022
International Developmental Licensee	16,728
Asia	2,649
Brunei ⁽¹⁾	4
India ⁽¹⁾	512
Indonesia ⁽¹⁾	279
Malaysia ⁽¹⁾	341
Philippines ⁽¹⁾	705
Singapore ⁽¹⁾	143
Taiwan ⁽¹⁾	409
Thailand ⁽¹⁾	227
Vietnam ⁽¹⁾	29

Source: Corporate McDonalds Website

From data presented by the “Corporate McDonalds” website regarding “Number of Restaurants in each country” which countries are included in the 115-country count as of 12/31/2022, by 2022, Indonesia has 279 McDonald's franchises spread across each region which means that McDonald's is growing rapidly as well as shown by data showing that in 115 countries, the branch stores of McDonald's alone totaled 40,275.

Even though McDonald's is the people's favorite fast food and can be consumed by all ages, from small children to adults, the total revenue owned by Mc Donald's tends to fluctuate every year.

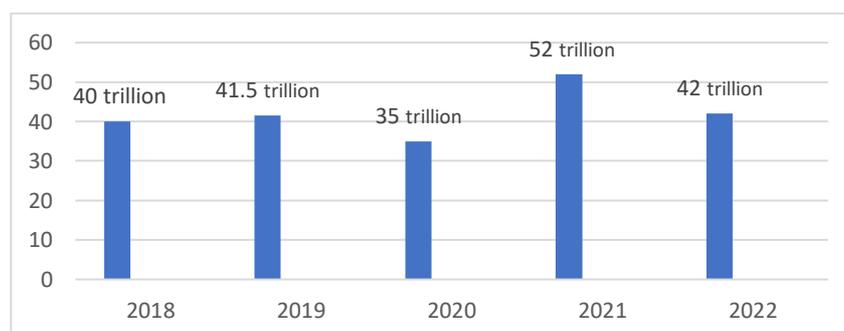
Image 1.4 MCD 2023 Annual Report (in millions)



Source: Top Brand Index

From data provided by Mc Donald's in the MCD 2023 Annual Report book, MCD's revenue in 2020 has dropped by \$2,157 million. After recovering and revenue increasing by \$4,015 million, MCD will again lament the decline in revenue in 2022, with revenue reduced by \$40 million. Although the decline in 2023 is not as sharp as in 2020, MCD plans for layoffs (PHK) in 2023.

Image 1.5 Net profit McD ID (2018-2022) in trillion



This layoff plan emerged after McDonald's profits fell last year. Throughout 2022 they scored a net profit of around 42 trillion, an 18% decrease compared to the previous year. Mc Donald's is very popular with Indonesian people, especially in Semarang. In the hopes that the Touch Screen self-ordering service machine, also known as the Self Ordering Kiosk, will give customers a pleasant ordering experience and many conveniences, MCD has installed multiple self-service machines in various franchisees. Selecting a menu with prices and information displayed immediately or modifying a menu is easier. For example, adding cheese or eggs, removing pickled cucumbers, and choosing your favorite pieces of chicken. In Semarang itself, there are a number of 9 McDonald's franchises spread out, and in a number of these franchises Self-Service Technology machines are also available, with the following data:

Table 1.1 Mc Donald's Franchise List in Semarang

Mc Donald's Franchise Location	Self-Service Machine	
	Available	Not Available
McDonald's Majapahit Semarang	v	
McDonald's Sambiroto Semarang	v	
McDonald's Pandanaran	v	
McDonald's Citra Land Semarang	v	
McDonald's Java Supermall Semarang	v	
McDonald's Tentara Pelajar Semarang	v	
McDonald's Pamularsih Semarang	v	
McDonald's ADA Setiabudi Banyumanik Semarang		v
McDonald's Ngaliyan Semarang		v

After conducting a survey, it can be seen that of the 9 Mc Donald's franchises in Semarang, only 2 franchises do not have Self-Service Machines. Generally, in the 7 franchises that provide these machines, there are 3 machines arranged in a row in the middle of the Mc Donalds building.

Table 1.2 Preliminary Research Suspected to Be Problems at Self-Service Machine Mc Donalds

Variable	Question	Answer					Average	Criteria
		SS (5)	S (4)	N (3)	TS (2)	STS (1)		
Self-Service Technology	Using SST makes ordering easier	1	2	6	1		3,3	Good
	Self-Service Technology shorten the queue			3	7		2,3	Not Good
	With self-service technology, I don't need help from employees		1	4	3	2	2,4	Not Good
	SST at McDonald's can be operated easily and requires minimal effort	1	3	4	2		3,3	Good
	I am satisfied with the overall experience of Self-Service Technology		2	5	3		2,9	Not Good
	Total Average = 2,84							

Furthermore, the researchers conducted a further survey regarding the factors thought to influence the low interest in using Self-Service Technology at Mc Donalds Semarang in Pandanaran Franchise since when conducting a survey, the writer see that McDonald's Pandanaran is the most crowded franchise compare to other franchise and this pre-survey was shown to 10 respondents. The variable that is used as a survey question is Self-Service Technology variable with 5 main questions. The first question that is asked to the respondents is whether using SST makes ordering easier. Most people chose neutral as their answer with a likert scale of 3 which means that they are neutral about the self-service makes ordering easier. The second question is regarding whether the self-service shorten the queue of ordering or not and most of them which is 7 people agree that it did not shorten the queue since by using the self-service, people took more time in choosing the product that they want and not many people are aware regarding the technology innovation itself. The third question that is given to them is with self-service technology, do they still need help from the employees and most of them answer with agree and turns out that a lot of people deal with the issue regarding the error of the machine when they are in the payment process. The last question that is given to them were, are they satisfied with the overall experience of self-service technology and 5 of them answer with neutral which according to the customer, self-service is an important tool for McDonalds but the employee can operate them better.

Drawing from the aforementioned description, it can be inferred that the problematic aspects stem from the findings of a preliminary survey administered to 10 Mc Donald's consumers in Semarang felt that Self-Service Technology didn't shorten the queue, the customer's still need help from the employees and this can take a long time and make the queue longer, and in the overall score for the experience using the Self-service Technology, most people are not yet satisfied. This can be said to be

problematic because the average value is 2.84 which is still very small because the perfect score for this questionnaire is 5.

Image 1.6 Customer Review on Google Review of Mc Donald's Pandanaran Semarang

Heri Sutrisno
Local Guide · 29 reviews · 3 photos
★★★★☆ 6 days ago **NEW**
Dine in | Lunch | Rp 25,000–50,000
(Translated by Google) After Eid it's full, you can't eat at the place, you can't queue at the drive thru until you can't park

Purnomo Setiawan
Local Guide · 27 reviews · 63 photos
★★★★☆ 5 days ago **NEW**
Dine in | Lunch | Rp 150,000–175,000
(Translated by Google) Service is slow, especially since using a kiosk...don't expect fast hourglass service from McDonald's, since being held by Sosro, McDonald's has the worst service among fast food restaurants in Indonesia

Bayu Arief
Local Guide · 91 reviews
★★★★☆ 3 weeks ago
This restaurant is relatively new, the position of the machine for ordering food is located right in the middle between the main entrance and the entrance from the back
Because it's in the middle, those who sit down to eat are like a spectacle queuing up to order this because the room is cramped
My suggestion is to place the order machine in the far left corner of the main entrance so those who sit down to eat can be in the middle but not among those who are queuing.

Order number errors often occur on the table, not on my table but on other tables also occur... I ordered to get queue number 3, it turned out that number 3 was also on the other order's note, so in the end everyone was confused... Depends on each other's honesty "...Because everything has been paid in advance...

On the 1 cm floor there is 1 handwashing location...the queue is long & very uncomfortable because it also meets queues of customers at the ordering machine.

The 2nd floor is relatively wider because it's purely for eating, there's no ordering machine, there are 2 faucets for washing hands..

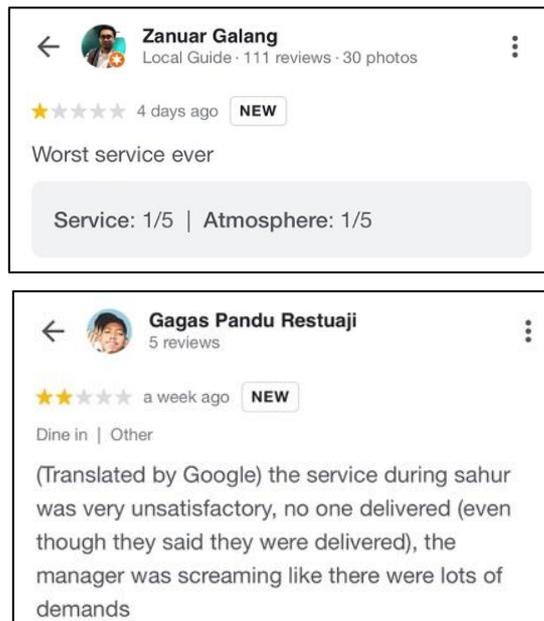
Diophragm Digital Creator
4 reviews
★★★★☆ 5 months ago
Take out | Dinner | Rp 50,000–75,000
(Translated by Google) It's already good to order the self service menu, but you still pay to the cashier

Akmal Alfari
5 reviews · 24 photos
★★★★☆ a month ago
(Translated by Google) I want to see the manager, please..
Self service machines are less informative so that it has an impact on customers having to wait a long time because food stocks are still in the processing process,
Please consider removing the self service machine.

Indah Retno
Local Guide · 23 reviews · 11 photos
★★★★☆ 3 days ago **NEW**
Dine in | Lunch
(Translated by Google) This Mcd actually has a good location, it's near a place to buy souvenirs so it's never empty, but there aren't many dine-in and self-machine places so if you line up you go out the door, and it's a bit disturbing for those who drive thru.
Been here too yesterday, the sink on the 2nd floor is clogged so the water spreads into the dining area, aka it's a bit muddy.
But if the food is the same as the service, there's no doubt👍

Ristasari Wulandari
Local Guide · 59 reviews · 1 photo
★★★★★ 6 months ago
(Translated by Google) It's a bit difficult to order a computer without a cashier, because there is no employee who directs it, if it's new and lay it takes a while to cause more queues

(Original)
Agak kesulitan dengan pesanan komputer tanpa kasir, soalnya gak ad pegawai yg mengarahkan, klo masih baru dan awam agak lama jd menimbulkan antrian lbh banyak



a. Self-Service Technology

In the modern day, self-service technology may be introduced for the first time due to the ideas of businesspeople or organizations seeking something new, which is expected to provide convenience according to their wishes and be able to meet their needs, the most important thing is cost reduction or cost savings from all operational aspects so that this can automatically increase profits or provide cheap prices for the products they sell (Jati Sasongko, 2020). Self-service kiosks have been used by McDonald's to expedite the ordering process, giving patrons the freedom to peruse the menu, personalise their orders, and finish transactions at their own speed. These kiosks have been implemented at almost all McDonald's locations. The self-service kiosks have been reported to lead to a more efficient and user-friendly ordering process, freeing up staff for food preparation operations. However, some customers have criticized the user experience of the self-service kiosks, citing issues with the user interface and responsiveness. Many customers have experienced an unpleasant experience regarding the Self-Service provided by Mc Donald's. From a summary of numerous customer experiences, it can be said that:

- Some customers may have to wait outside the Mc Donald's building if the line is too long because the self-service station is in the center of the space and close to the entrance.
- Service has become slower since there was Self-Service, because Indonesians are still clueless about technology and need help from waiters so this is quite time consuming.
- Self-Service machines are less informative because the food stocks in the machine are not updated quickly so consumers wait a long time.
- Only a few Mc Donald's employees' direct customers to order at Self-Service, so that the large number of lay people and new ones creates more queues.
- Less efficient. Self-Service Machines only accept cashless payments. For cash payments, consumers will be diverted back to the cashier, where this will increase operating costs, due to employees piling up plus costs incurred for Self-Service Machines. Apart from that, this is also inconvenient for the customer because the customer needs to queue twice, queue for messages and queue for food which is a hassle for the customer.

b. Service Quality

The process of service delivery (Parasuraman et al., 1985) and service outcome (Lehtinen & Lehtinen, 1991) are both incorporated into the idea of service quality. In addition, customer happiness and service quality are closely related since a happy customer base fosters positive ties between suppliers and buyers (Tjiptono, 2005). One of the services that the business offers to its clients is service quality, and this service has to comply with the SOPs that the business offers to its staff. Nevertheless, this is inconsistent with the level of customer service that McDonald's staff members offer, as the summary:

- Employees act and speak rudely to customers when the restaurant is hectic
- Employees often give wrong orders to customers, either at the drive-thru, cashier, or online, such as through an application.

Customer happiness and service quality are crucial for a number of reasons. Good customer service helps organisations attract new customers and keep hold of their current ones by improving customer satisfaction and loyalty. Furthermore, excellent service quality lowers the price of bringing in new clients.

c. Customer Satisfaction

Armstrong and Keller (2015) contend that there is a connection between buyers' expectations and customer satisfaction. In the event that the customer's expectations are not met by the goods or service, they will feel disappointed. On the other hand, a customer will be satisfied if a product or service meets or exceeds their expectations. Furthermore, Mowen and Minor (2002) define customer satisfaction as a customer's overall perception of their interaction with a product or service after using or receiving it. Customer satisfaction, as used in marketing terminology, describes how well a business's goods and services satisfy the demands and expectations of its clients. Customer satisfaction is critical to a business's performance since it impacts the company's capacity to enter new markets. Numerous aspects, such as the product's quality, the calibre of services rendered, the store where the commodity or service is bought, and the good or service's price, all affect how satisfied customers are. Shen, Tan, and Xie (2000) state that consumers who utilize the services and assess the caliber of the provided goods or services decide if the caliber satisfies or exceeds their needs and expectations. Due to the benefits of customer retention, business organizations' main objective is to win over clients by offering exceptional service quality (Ehigie, 2006). Customer satisfaction

greatly determines whether the customer will continue to repurchase or not and because of this, this is an important aspect for business continuity. A positive experience that is felt by the costumers will affect a satisfaction and this will benefit a brand or company by increasing loyalty, retention and revenue. These three aspects will push the company to a higher level, and vice versa. If the customer has no satisfaction, both in terms of products, services, and other things, then the company will leave a bad impression on these customers. Customer satisfaction is one of the ways companies do to create loyal customers by providing positive services to their customers.

Outstanding Repurchase Intention is demonstrated by the great volume of activities consumers take when using the goods or services they utilize, as well as their strong inclination to make more purchases. The benefit of having a high repurchase intention is that the company can grow by increasing revenue because of the numerous customer purchases it has made. Low Repurchase Intention as observed from the absence of activity in the use of products or services used by consumers and consumers do not want to buy back these products or services. When repurchase intention is low, the business will suffer losses because there are no consumers coming or returning to buy products, so it can result in business bankruptcy.

If these things continue to happen and if the existing problems cannot be resolved, then the revenue and net profit that McDonald's will get will be in accordance with what it gives to customers. The application of self-service technology is very helpful in providing comfortable services for consumers and is very important, especially in achieving productivity and satisfaction. As a result of this phenomenon, an increasing number of businesses will use self-service technologies. Self-service technology's technical dependability is now a significant

factor in determining how satisfied customers are with IT-based services. According to Kotler (2000:42), services are all activities or actions that is available and given to another party by one party, and basically What is provided is intangible and in no way results in ownership. If these two variables can be executed and operated well then it will have a result of customer satisfaction.

Taking into account the background information provided above, the researcher plans to investigate self-service technology, service quality, customer satisfaction, and the impact of each on the intention to repurchase. Thus, the researcher plans to use the following title:

“The Influence of Self-Service technology (SST) and Service Quality towards Repurchase Intention through Customer Satisfaction (Study on McDonald’s Consumer in Semarang)”

1.2. Problem Formulation

In light of the background data mentioned above, the following conclusions about self-service technology and service quality on repurchase intention through customer satisfaction can be made regarding issues that need to be addressed:

1. Is there an influence of Self-Service Technology (SST) on Customer Satisfaction?
2. Is there an influence of Service Quality on Customer Satisfaction?
3. Is there an influence of Self-Service Technology (SST) on Repurchase Intention?
4. Is there an influence of Service Quality on Repurchase Intention?
5. Is there an influence from Customer Satisfaction on Repurchase Intention?
6. Is there an indirect influence of Self-Service Technology (SST) on Repurchase Intention through Customer Satisfaction as an intervening variable?

7. Is there an indirect influence of Service Quality on Repurchase Intention through Customer Satisfaction as an intervening variable?

1.3. Objective of the Research

In light of the problem's background and conceptualization, the following goals will be pursued by this research:

1. To illustrate the influence of Self-Service Technology (SST) on Customer Satisfaction.
2. To illustrate the influence of Service Quality on Customer Satisfaction.
3. To illustrate the influence of Self-Service Technology (SST) on Repurchase Intention.
4. To illustrate the influence of Service Quality on Repurchase Intention.
5. To illustrate the influence of Customer Satisfaction on Repurchase Intention.
6. To illustrate the indirect influence of Self-Service Technology (SST) on Repurchase Intention through Customer Satisfaction as an intervening variable.
7. To illustrate the indirect influence of Service Quality on Repurchase Intention through Customer Satisfaction as an intervening variable.

1.4. Significance of the Research

The importance or advantage of this research, which relates to McDonald's consumer satisfaction, self-service technology, service quality, and the intention to repurchase. These are the anticipated uses of this research:

1. For Researchers

As a means of improving the scientific ability of researchers in applying marketing theories and can also be more skilled in seeing problems, especially those related to customer value in business.

2. For Readers

Can provide insight into knowledge in the field of marketing about consumer decisions. In addition, as an overview and knowledge that can be used as a basis for subsequent research.

3. For Companies

It is anticipated that the study's findings will give businesses with information as an input to be used as a benchmark in assessing the elements influencing the intention to repurchase so that they can be used as one of the reference materials to evaluate consumers' value decisions and influencing factors.

1.5. Theoretical Framework

1.5.1. Consumer Behaviour

a. Definition of Consumer Behaviour

Sciffman and Kanuk (2007) said, consumer behavior is the process through which an individual searches for, purchases, uses, assesses, and responds to goods, services, and concepts that they believe will satisfy their needs. From the three definitions of consumer behavior above, consumer behavior is defined as a decision-making process in assessing, buying, and using goods and services. According to Peter and Olson (2013), consumer behavior encompasses the attitudes and judgments that consumers form from remarks made by other consumers, commercials, pricing details, packaging, and other elements that influence their decision to buy. In order to obtain the desired results, researchers must be aware of the study's purpose before beginning any investigation. Kotler and Keller (2016) said, consumer behavior encompasses all the actions, encounters, and choices people make when choosing, acquiring, using, assessing, preserving, and getting rid of goods and services in order to satisfy their requirements and wants.

b. Factors Influencing Consumer Behavior

According to Kotler (2015), There are four primary elements that influence consumer behavior, namely:

1) Cultural factors

Cultural factors are the most influential factors in consumer behavior. Cultural factors include norms, values, and beliefs accepted by society. Cultural norms cover the habits and customs of society, while cultural values cover things that are considered important by a society. Cultural beliefs include the principles and way of life of a society. Cultural factors can influence consumer preferences, purchasing decisions, and overall consumption behavior.

2) Social factors

Social factors consist of family, reference groups, and social status. Family can influence consumer behavior, especially in the context of purchasing decisions. Reference groups such as friends, coworkers, or celebrities can also influence consumer behavior. Social status also influences consumer behavior because in certain societies, social status is often measured by the consumption of luxury or expensive goods.

3) Personal factors

Personal factors include age, gender, education, occupation, and income level. Age usually influences consumer needs, so that the consumption behavior of people of different ages is often different. Gender also influences consumer behavior, because the consumption needs of different sexes are often different. Education, occupation, and income levels also influence consumer behavior because different consumers have different needs.

4) Psychological factors

Psychological factors include motivation, perception, attitude, learning, and personality. Motivation is a driving force behind an individual's actions or behaviors. The process through which an individual deciphers signals or information from their surroundings is called perception. An attitude is an opinion or appraisal, either favorable or unfavorable. Learning is a learning activity experienced by someone who is involved in consumption activities. Personality includes individual characteristics such as personality, traits, and values.

1.5.2. Independent Variable

1.5.2.1. Self-Service Technology

a. Definition of Self-Service Technology

Self-service technology (SST), according to Rambat (2013), is a digital medium that enables clients to independently supply their own services without the assistance of staff workers. Meanwhile, self-service technology (SST) is defined by Meuter et al. (2000) as an interface technology that enables clients to develop a service without the direct support of company employees. According to Meuter, innovation in services For businesses that deal directly with customers, utilizing this technology will be crucial to their long-term success. According to Patricia (2021) that is technology where customers can work independently without direct assistance from officers.

Drawing on the comprehension shown above, it may be deduced that, due to technological developments, with the existence of Self-service technology (SST), companies will

feel helped because this innovation is useful in the long term because this machine besides having a long life, it also saves the company's operational costs because it has no longer depend on employees.

b. Self-Service Technology Indicator

Lin & Hsieh (2011) suggests that Self-Service Technology can be measured through several indicator, namely:

1) **Functionality** The functional attributes of self-service technology (SST) are represented by this dimension, specifically:

a) **Reliability**, is the capacity to precisely and consistently provide the service that was promised.

b) **Responsiveness**, is the ability of the Self-Service Technology device to respond to orders entered into the operating system by users.

c) **Simple and Easy to use**, Self-Service Technology devices are simple to operate and require little effort.

d) **Respond request quickly**, is a quick service that can be finished on the Self-Service Technology device.

2) **Enjoyment**

It is the personal satisfaction and interest of the user both during and following use of the Self-Service Technology device.

3) **Security / Privacy**

Speaks of the user's emancipation from risk or uncertainty. Customers feel more secure and at ease when using the SST device thanks to its capabilities.

4) Design

It offers the SST a nice visual aspect by encompassing its entire exterior. The SST device's elegant design and arrangement produce an eye-catching appearance that draws people in.

5) Assurance

Assurance refers to the trust-based assurance that stems from the SST tool's reputation and competency, which in turn highlights the SST provider's competence and reputation. Customers may feel more secure when they receive assurance. This aspect is crucial in the service sector because it addresses consumers' misgivings about the sector's capacity due to its high risk.

6) Convenience

The ease of use and accessibility of SST services are characterized by their convenience dimension.

7) Customization

It is the dimension that allows the SST device to be adjusted to the consumer's choices and needs. seeks to comprehend and satisfy user needs rather than obsessing over the system's architecture.

1.5.2.2. Service Quality

a. Definition of Service Quality

The aim of service quality, according to Tjiptono (2014: 268), is to fulfill the needs and preferences of the client and provide the service precisely enough to live up to the customer expectations. According to Payne (2000: 219) states that everything required to receive, process, deliver, and complete orders from customers as well as to investigate any problems in those tasks is referred to as customer

service. According to Wyckof (in Tjiptono, 2014), maintaining control of that advantage is essential to meeting customer needs and that service quality is the acknowledged benchmark of excellence.

From the previous sentence, it is clear that providing high-quality service means going above and beyond to meet the needs and desires of customers by recognizing and promptly responding to their requests and fostering trust that will lead to them making use of the services provided and feeling satisfied.

b. Service Quality Dimension and Indicator

The SERVQUAL (Service Quality) model developed by Zeithaml et al. (2013:42) is one method of measuring service quality that has been frequently utilized as a starting point for research:

- 1) Tangibles, comprises the physical buildings, the machinery, the workers, and the routes via which information is communicated.
- 2) Reliability, specifically, the capacity to deliver the promised service promptly, precisely, and satisfactorily.
- 3) Responsiveness, specifically, the willingness of personnel to assist clients and offer prompt service.
- 4) Assurance, comprises the staff's skill, competence, politeness, and dependability; it is devoid of risk, injury, or uncertainty.
- 5) Empathy, this entails being approachable, communicating influenceively, giving individual attention, and being aware of the demands of the clientele.

1.5.3. Dependent Variable

1.5.3.1. Repurchase Intention

a. Definition of Repurchase Intention

To maintain the sustainability of a culinary business, it's crucial for culinary firms to consider repurchase intention in their operation. Culinary businesses must really think about what strategies can increase consumer repurchase intention because of course every culinary business wants high repurchase intention for its consumers. The high degree of usage of food and beverage products acquired by consumers and their strong desire to make additional purchases demonstrate high repurchase intention.

The benefits that will be obtained if the repurchase intention is high, among others, can increase business income due to the large number of purchases made by consumers. That way it cannot be denied that business growth will increase. Conversely, low repurchase intention can be seen from the lack or even absence of activity in consumer product use, and the low desire of consumers to repurchase. A low level of repurchase intention indicates that there are few or even no consumers who make repurchases, which results in business income that will continue to decline and the possibility that the business will close. These negative influences of low repurchase intention include the possibility of the business experiencing a loss. According to Priansa (2017) defining Repurchase Intention is a behavior that elicits a response to the object desired by the consumer to make a repeat purchase, if the consumer

gets a good/positive response from the previous/past experience he received then it will be very possible for the individual to make a repeat purchase.

b. Repurchase Intention Indicator

Ferdinand (2006) stated in (Effendy & Kunto, 2013) that there are multiple indicators of intention to repurchase, including the following:

- a. Transactional intention, specifically the propensity of people to buy goods.
- b. Referential intention, specifically, people's propensity to recommend or advertise goods to others.
- c. Preferential intention, namely the tendency of individuals who describe the behavior of individuals who have a basic selection of the product in question, this preference may change if an incident occurs with the product preference.
- d. Explorative intention, the intended interests refer to the behavior of individuals who always see and observe information related to the products they like and explore information data to increase the positive content of these various products.

1.5.4. Intervening Variable

1.5.4.1. Customer Satisfaction

a. Definition of Customer Satisfaction

One way to understand satisfaction is as an endeavor to complete or improve something (Tjiptono, 2011: 349). According to Simamora (2008: 18), customer satisfaction stems from the quality of the product. This is how a customer feels when their expectations are compared to the actual

performance of the product. Meanwhile, according to Kotler (2006: 13), customer satisfaction is obtained when the product's estimated competence matches what is expected by the customer.

The previously mentioned argument leads to the conclusion that customer happiness is essential to a business's success since customers are the primary source of revenue for a business. Customers are more likely to remain loyal to a firm and have a positive assessment of its performance if they are pleased with the product or service they have gotten.

b. Indicators of Customer Satisfaction

The indicators for evaluating how satisfied consumers are, come from Kotler and Armstrong (2012: 150), who contend that a number of indicators can be used to gauge consumer satisfaction, such as:

(1) Stay loyal: This indicator measures the extent to which customers remain loyal and do not switch to competitors' brands or products. Loyal customers will keep purchasing and using the goods and services that the business provides. They are usually not interested in trying other brands and will continue to provide support to the company.

(2) Buying new products offered: This indicator measure shows how eager consumers are to purchase new goods that the business is offering. Consumers who are pleased with a company's offerings are more likely to try the new items the company releases and provide opportunities for the company to continue to expand its product range.

(3) **Recommending products:** This indicator assesses how happy customers are enough with the business's goods or services to be willing to tell others about them. Customers who recommend products will help the company expand its market share through the influence word of mouth.

(4) **Willing to pay more:** This metric demonstrates the amount of extra money that customers are ready to spend on a good or service because they believe it is worthwhile. If a customer is satisfied, they have a higher tendency to rank the product or service's value higher than the cost they have incurred.

(5) **Provide feedback:** This indicator reflects how active customers are in providing feedback or input to the company. Customers who are satisfied and care about the company will provide valuable input for improvement and development of better products or services later on. Businesses can use this information to increase consumer happiness and raise the caliber of their goods and services.

c. Methods of measuring Customer Satisfaction

Tjiptono (2011:315) in Yulfiani and Yahya (2017) outlines the four techniques for calculating customer satisfaction, which are:

1) **Complaints and recommendations system:** a customer-focused business will give its clients plenty of chances to file complaints and suggestions, such as by offering suggestion boxes, comment cards, and other resources. Thus, the business will be aware of the issues raised by its clients and take prompt action to address them.

2) **Mystery shopping, or "ghost shopping,"** is a technique for collecting data on customer satisfaction that involves

employing a number of people to pose as possible consumers. In addition, ghost shoppers may watch how each complaint is addressed by the offending business as well as its rivals.

3) Lost customer analysis involves reaching out to customers who have ceased purchasing items from the company or who have switched suppliers, or at the very least, discovering why they have moved, in order to ascertain the reasons behind their departure.

4) Customer satisfaction surveys: Whether through mail, phone, email, websites, or in-person interviews, the majority of research on customer satisfaction is done utilizing survey methodologies.

1.5.5. Previous Research

Previous research was used as a reference for researchers in conducting this research. There are several supporting studies conducted by prior researchers, which are as follows:

Table 1.4 Previous Research Matrix

No	Author	Research Title	Variable	Difference of Previous Research	Result
1	Budi Lestari, Ivo Novitaningtyas (2021)	The Effect of Product Variation and Service Quality on Consumer Repurchase Interest at Coffeeville	- Service Quality - Repurchase Intention	- The focus of the research is Service Quality towards Repurchase Intention	Service Quality has a positive but not significant on Repurchase Intention

No	Author	Research Title	Variable	Difference of Previous Research	Result
		Oishi Pan Magelang		<ul style="list-style-type: none"> - Coffeerville -Oishi Pan Magelang - There is no intervening variable 	
2	Ambar Lukitaningsih, Nonik Kusuma Ningrum, Farid Alif Muttaqin (2023)	The Influence of Brand Image, Store Atmosphere, Product Quality and Service Quality on Repurchase Intention (Case Study on Yogyakarta Gacoan Noodle Customers)	<ul style="list-style-type: none"> - Service Quality - Repurchase Intention 	<ul style="list-style-type: none"> - The focus of the research is Service Quality towards Repurchase Intention on Gacoan Noodle Yogyakarta - There is no intervening variable 	Service Quality has a positive but not significant on Repurchase Intention
3	Ambar Lukitaningsih, Nonik Kusuma Ningrum, Farid Alif Muttaqin (2023)	The Influence Of Service Quality, Promotion, And Trust On Repurchase Intention (Case Study on E-commerce Shopee Students at the Islamic University of Malang)	<ul style="list-style-type: none"> - Service Quality - Repurchase Intention 	<ul style="list-style-type: none"> - The focus of the research is Service Quality towards Repurchase Intention on E-commerce Shopee Students at the Islamic University of Malang) 	Service Quality has a positive and significant on Repurchase Intention

No	Author	Research Title	Variable	Difference of Previous Research	Result
				- There is no intervening variable	
4	Ella Laela (2021)	Food Quality, Service Quality And Price Perception Regarding Repurchase Intention On Ciganea Restaurant Purwakarta	<ul style="list-style-type: none"> - Service Quality - Repurchase Intention 	<ul style="list-style-type: none"> - The focus of the research is Service Quality towards Repurchase Intention On Ciganea Restaurant Purwakarta - There is no intervening variable 	Service Quality has a positive and significant on Repurchase Intention
5	Azisyah, Devi Ayu (2016)	The Effect of Self-Service Technology, Service Quality, Relationship Marketing on Customer Satisfaction and Loyalty at Bank BNI in Surabaya	<ul style="list-style-type: none"> - Self-Service Technology (SST) - Customer Satisfaction 	<ul style="list-style-type: none"> - The focus of the research is Self-Service Technology (SST) towards Customer Satisfaction in Bank BNI in Surabaya - There is no intervening variable 	Self-Service Technology has an insignificant effect on Customer Satisfaction at Bank BNI in Surabaya
6	Jauhariyah, I. (2020)	The Effect of Self-Service Technology (SST) on Customer at Islamic	<ul style="list-style-type: none"> - Self-Service Technology (SST) - Customer 	<ul style="list-style-type: none"> - The focus of the research is Self-Service Technology (SST) 	Self-Service Technology has a positive and significant influence on

No	Author	Research Title	Variable	Difference of Previous Research	Result
		Satisfaction at Islamic Commercial Banks in Indonesia	Satisfaction	Towards Customer Satisfaction in Islamic Commercial Banks in Indonesia - There is no intervening variable	Customer Satisfaction
7	Robby Syifa'ul Mahrun (2020)	The Influence of Self-Service Technology and Service Quality on Customer Satisfaction (Studies on Erahm.id)	<ul style="list-style-type: none"> - Self-Service Technology - Service quality - Customer Satisfaction 	<ul style="list-style-type: none"> - The focus of the research is of Self-Service Technology and Service Quality on Customer Satisfaction (Studies on Erahm.id) - There is no intervening variable 	<ul style="list-style-type: none"> - Self-Service Technology has a positive and significant influence towards Customer Satisfaction - Service quality has a positive and significant influence towards Customer Satisfaction
8	Park, Kwan-Soo, Choi, Hwa-Yeol (2012)	Effects of Technology-Based Self-	<ul style="list-style-type: none"> - Self-Service Technology 	<ul style="list-style-type: none"> - The focus of the research is 	<ul style="list-style-type: none"> - Self-Service Technology has a

No	Author	Title	Variable	Difference of Previous Research	Result
		Service (TBSS) Ordering and Delivery Service on Customer Satisfaction and Repurchasing Intention	<ul style="list-style-type: none"> - Customer Satisfaction - Repurchase Intention 	<ul style="list-style-type: none"> - Technology-Based Self-Service (TBSS) on Customer Satisfaction and Repurchasing Decision - There is no intervening variable 	<p>positive and significant influence towards Customer Satisfaction on Self-Service Technology has a positive and significant influence towards Repurchase Intention</p>

1.6. Correlation between variables

1.6.1. Relation between Self Service Technology and Customer Satisfaction

Self-service technology is incredibly beneficial to businesses in providing for their clients because it currently offers a variety of information that clients require. a good self-service technology can enhance customer satisfaction by providing direct connections to experts, increasing efficiency, offering convenience, improving the customer experience, building trust and loyalty, and ultimately leading to increased customer satisfaction. Robby's (2020) study, "The Influence of Self- Service Technology and Service Quality on Customer Satisfaction (Studies on Erahn.id)," provides evidence for this claim. It demonstrates that self-service technology significantly

and favorably affects customer satisfaction on Erahn.id, a syariah fintech. Furthermore, Jauhariyah's (2020) study, "The Effect of Self-Service Technology (SST) on Customer Satisfaction at Islamic Commercial Banks in Indonesia," found that SST significantly and favorably affects customer satisfaction in Indonesian Islamic Commercial Banks.

This demonstrates that one of the elements influencing consumer happiness is the variable self-service technology. So, the better self-service technology supplied to customers, the better will boost their satisfaction by giving simplicity, empowerment, quick resolution of issues, efficiency, and alignment with client preferences.

Looking at the previous description, the hypothesis formulated in this research is:

H1: Self-Service Technology has a positive and significant influence on Customer Satisfaction

1.6.2. Relation between Service Quality and Customer Satisfaction

The literature has long emphasized the correlation from consumer satisfaction and service quality. Numerous research has demonstrated the strong correlation from the two constructs, with higher customer satisfaction being more likely to result from higher service quality. Sureshchandar, G.S., Rajendran, C., and Anantharaman, R.N. (2002), for example, argue that, while the two constructs are independent, they are closely related, implying that an increase in one will almost certainly result in an increase in the other. Similarly, Agyapong (2011) and González et al. (2007) have identified a favorable correlation from customer satisfaction and service quality. Service quality, commonly described as the contrast of client expectations to service performance, has a substantial

impact on customer satisfaction. Numerous studies have established the positive correlation from customer satisfaction and service quality. For example, the SERVQUAL framework identifies five characteristics of service quality: tangibility, reliability, responsiveness, assurance, and empathy, all of which can have an impact on customer satisfaction. High service quality is supposed to boost customer satisfaction, resulting in client retention, loyalty, and a more competitive market position. This is evidenced by a study researched by Cronin and Taylor (1992) cited by Tjiptono (2011) mention that a generally acknowledged relationship may exist between contentment and customers' ability to change their opinions about the quality of the services they receive.

This illustrates one of the aspects that favorably affects customer satisfaction in a number of ways is the changeable service quality. Superior customer service helps businesses draw in new business and keep their existing clientele, which raises customer satisfaction.

Looking at the previous description, the hypothesis of this research is:

H2: Service Quality has a positive and significant influence on Customer Satisfaction

1.6.3. Relation between Self-Service Technology and Repurchase Intention

Self-service technology enables customers to conduct transactions fast and easily without having to wait for assistance from workers. This increases efficiency and convenience for consumers, which can encourage their plan to make another buy later on. Furthermore, with self-service technology, consumers have full control over the transaction process or the service they receive. They can view and select available options, set transaction times,

and manage the process themselves. This can increase consumer satisfaction and provide a sense of control, which can strengthen motivation to make repeat purchases. This is supported by Kim, Songmee's (2019) research titled "Effect of Self-service Technology Service Quality on Cognitive Response and Repurchase Intention in Fashion Retail Store," which found that self-service technology has a positive and significant influence on repurchase intention due to its improves repurchase intention by offering customers via convenience and control over the way they receive service. Research has shown that innovative self-service technology contributes to customer repurchase intention, particularly in online shopping stores. This is backed by a study conducted by Noradzhar Baba (2020) titled "Self-ordering kiosk usage and repurchase behavior in quick service restaurants," which found that Self-Service Technology has a favorable and substantial influence on repurchase intentions. The perceived ease of use of self-service technology is also associated with favorable post-purchase intentions, as it allows customers to serve themselves at their leisure and faster than traditional service methods. Additionally, self-service technologies, by providing satisfying encounters, have been associated with increased repurchase intentions. As a result, by providing fast and influenceive self-service choices, firms can significantly impact customers repurchase intentions. Looking at the previous description, the hypothesis of this research is:

H3: Self-Service Technology has a positive and significant influence on Repurchase Intention

1.6.4. Relation between Service Quality and Repurchase Intention

Isti Faradisa (2016) conducted a study named "Analysis of the influence of product variations, facilities, and service quality on consumer repurchase intention". The study's results show that

service quality has a significant influence on repurchase intention. Following a customer's purchase of a good or use of a company's services, it is critical to provide adequate post-sales services such as follow-up, customer inquiries or complaints, and technical support, when necessary, as this can demonstrate to the customer the value they receive from a good post-sales service. This is also supported by a study titled "The Influence of Price Perception, Product Quality, and Service Quality on Repurchase Intention" conducted by Made Mahendrayanti and I Made Wardana (2021), which found that Kober Mie Setan's desire to repurchase in Denpasar City is significantly influenced by the perception of price, product quality, and good service quality. This is consistent with study by Raihana and Setiawan (2018), who found that repurchase intentions are significantly positively impacted by service quality. When a service can meet the demands as well as wants of its customers, it is considered high-quality. If this is the case, pleased customers may be more likely to make further purchases.

Conducting research and collecting information about customer needs and preferences can help companies provide products or services that meet their desires. Additionally, responding quickly and appropriately to customer requests and providing influenceive solutions to problems can make customers feel valued and prioritized. Looking at the previous description, the hypothesis of this research is:

H4: Service Quality has a positive and significant influence on Repurchase Intention

1.6.5. Relation between Customer Satisfaction and Repurchase

Intention

Choi and Kim's 2013 study in page 242 indicated that satisfied customers are more inclined to make repeat purchases. The urge to feel satisfied drives repeat purchasing. According to Candan, et al (2013: 30) he states that customer happiness with a service can be utilized to forecast customer behavior, i.e., customer satisfaction serves as a benchmark for determining consumer purchasing behavior. Studies have indicated that subjective well-being and repurchase intentions are highly influenced by customer satisfaction. Whenever customers are satisfied with a product or service, they are much more likely to purchase it again. This is additionally reinforced by a study conducted by Nurul Tufahati (2021) titled "The Impact of Customer Satisfaction on Repurchase Intention (Surveys on Customers of Bloomythings)" which discovered a significant positive correlation between customer satisfaction as well as the intention to make further purchases from the results of the tests conducted.

Furthermore, satisfied customers are far more likely to remain loyal, and loyalty is linked to a wide range of other consumer behaviors, including the propensity to repurchase. Research has also found a correlation between satisfaction and both repurchase intention and purchasing behavior. Businesses may improve customer satisfaction, create customer loyalty, and raise the chance of repurchase intentions by providing high-quality services and commodities that meet or surpass consumer expectations. Looking at the previous description, the hypothesis of this research is:

H5: Customer Satisfaction has a positive and significant influence on Repurchase Intention

1.6.6. Relation between Self-Service Technology on Repurchase

Intention through Customer Satisfaction

Self-service technology, customer satisfaction, and desire to repurchase items are all closely related. Customers who are given access to powerful self-service technology are considerably more likely to be satisfied with their overall experience with the organization. This satisfaction raises the likelihood of repurchase intention. Park, Kwan-Soo (2012) conducted a study titled "Influences of Technology-Based Self-Service (TBSS) Ordering and Delivery Service on Customer Satisfaction and Repurchasing Decision" and discovered that ordering and providing services through Due to the combination of time savings, cost savings, process advantages, and outcome benefits, TBSS improves customer satisfaction. Moreover, it was demonstrated that subcategories of consumer pleasure, including happiness for ideals, satisfaction for expectations, and total contentment, positively influenced the decision to repurchase. In summary, customer satisfaction and desire to repurchase are significantly impacted by self-service technologies. The convenience, control, and customisation given by these technologies contribute to higher client satisfaction, which leads to a stronger desire to make another purchase. Companies that successfully install and manage self-service technologies might profit from higher consumer satisfaction and loyalty. Looking at the previous description, the hypothesis of this research is:

H6: Self-Service Technology has a positive and significant influence on Repurchase Intention through Customer Satisfaction.

1.6.7. Relation between Service Quality and Repurchase Intention through Customer Satisfaction

The degree to which a business's goods or services either match or surpass the expectations of its clients is referred to as service quality. Contrarily, a client's subjective evaluation of their degree of satisfaction with a company's goods or services is termed by the word customer satisfaction. This is backed through studies that were conducted by Sofia Agata Sarapung (2020) subtitled “The Influence of Service Quality on Repurchase Intention Through Customer Satisfaction On Skin Origins In Palu City” which has a result that Service quality has an positive influence on repurchase intention, but it must be through customer satisfaction at the Skin Origin beauty salon, Palu City. Repurchase intention is significantly influenced by customer satisfaction. Customers are more likely to make additional purchases from a business in the future when they are pleased with its goods or services. Another study that is conducted by I Wayan Angga Wiradarma (2020), entitled “The Role Of Customer Satisfaction In Mediating The Influence Of Service Quality On Repurchase Intention Of Lazada Users In Denpasar” has a result that customer satisfaction positively and significantly mediates the influence of service quality on repurchase intention. These findings imply that customer satisfaction on the online marketplace Lazada can increase the impact of service quality on customers' inclinations to make more purchases.

Additionally, satisfied consumers are more likely to tell others about the business, which increases positive word-of-mouth and attracts possible new clients. Customer satisfaction is directly impacted by service quality. Customer satisfaction is higher when a business offers superior goods or services. In contrast, a company's ability to satisfy customers may suffer if it is unable to live up to

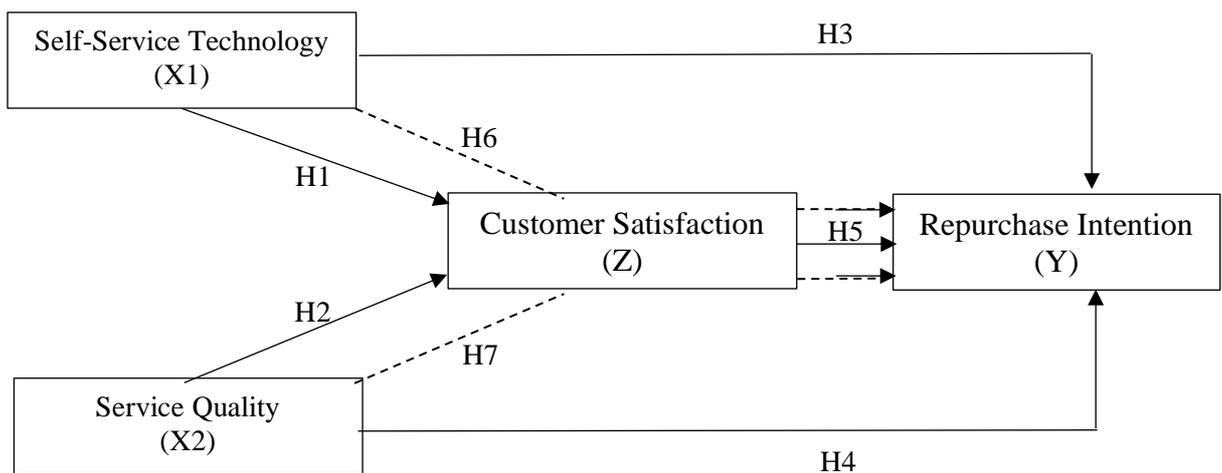
their expectations in terms of quality. Looking at the previous description, the hypothesis formulated in this research is:

H7: Service Quality has a positive and significant influence on Repurchase Intention through Customer Satisfaction.

1.7. Hypothesis

The hypothesis is an assertion regarding the presence of a particular link between the variables that are being applied (Soeratno and Lincoln Arsyad, 2003:26). Because the new responses are from pertinent hypotheses rather than empirical facts discovered through data collecting, the hypothesis itself is said to be temporary (Sugiyono, 2014:93). The hypothesis is needed in this research, because the hypothesis can be used to ensure that variable X is the cause of problems with variable Y. If the researcher already has this belief, then variable X must be corrected. Hypotheses can provide direction and goals to researchers and hypotheses provide a framework for reporting the conclusions of an investigation.

Image 1.7 Hypothesis Model



Information

Self-Service Technology (X1) : Independent Variable

Service Quality (X2) : Independent Variable

Repurchase Intention (Y) : Dependent Variable
 Customer Satisfaction (Z) : Intervening Variable

- H1 : It is suspected that Self-Service Technology (SST) has a positive and significant influence on Customer Satisfaction.
- H2 : It is suspected that Service Quality has a positive and significant influence on Customer Satisfaction.
- H3 : It is suspected that Self-Service Technology (SST) has a positive and significant influence on Repurchase Intention.
- H4 : It is suspected that Service Quality has a positive and significant influence on Repurchase Intention.
- H5 : It is suspected that Customer Satisfaction has a positive and significant influence on Repurchase Intention.
- H6 : It is suspected that Self-Service Technology (SST) has a positive and significant influence on Repurchase Intention through Customer Satisfaction.
- H7 : It is suspected that Service Quality has a positive and significant influence on Repurchase Intention through Customer Satisfaction.

This hypothesis will be tested by using the **two-tail** model, because the direction of the hypothesis is unknown.

1.8. Conceptual Definition

1.8.1. Self-Service Technology (SST)

Self-Service Technology (SST) leads to the sense of improved service because customers may complete transactions rapidly and efficiently (Lin, J.S.C. & Hsieh, P.L. 2011).

1.8.2. Service Quality

Service Quality is meeting or exceeding what customer expects from the service (Zeithaml et al (2013:42).

1.8.3. Customer Satisfaction

Customer Satisfaction rely on the product's estimated performance in delivering value, relative to buyer expectations (Kotler & Armstrong, 2012).

1.8.4. Repurchase Intention

Keller (2012) defines repurchase intention as the customer's desire or aim to buy a product or service again in the future following their initial experience with it. This indicates the level of consumer satisfaction with the product or service, as well as other factors influencing their willingness to repurchase.

1.9. Operational Definition

The operational definition is used to assess the positive and negative aspects of self-service technology, service quality, customer satisfaction, and repurchase intention at a McDonald's fast-food franchise in Semarang City. Operational definition is a definition stated in criteria or operational and can be tested specifically. The operational definition contains the variables contained in the concept definition, so that the meaning of each variable becomes more specific and concrete.

1.9.1. Self- Service Technology (SST)

With self-service technology, consumers can access information or make purchases or services without having to rely on employees or service personnel. Thus, consumers can save time and effort, and feel freer to choose independently without worrying about mistakes or misunderstandings in communication with officers. Indicators used in measuring Self-Service Technology are from Lin, J.S.C. dan Hsieh, P.L. (2011):

1) Functionality, the functional attributes of self-service technology (SST) are represented by this dimension, specifically:

- a) Reliability, is the capacity to precisely and consistently provide the service that was promised.
- b) Responsiveness, is the ability of the Self-Service Technology device to respond to orders entered into the operating system by users.
- c) Simple and Easy to use, Self-Service Technology devices are simple to operate and require little effort.
- d) Respond request quickly, is a quick service that can be finished on the Self-Service Technology device.

2) Enjoyment

It is the personal satisfaction and interest of the user both during and following use of the Self-Service Technology device.

3) Security / Privacy

Speaks of the user's emancipation from risk or uncertainty. Customers feel more secure and at ease when using the SST device thanks to its capabilities.

4) Design

It offers the SST a nice visual aspect by encompassing its entire exterior. The SST device's elegant design and arrangement produce an eye-catching appearance that draws people in.

5) Assurance

Assurance refers to the trust-based assurance that stems from the SST tool's reputation and competency, which in turn highlights the SST provider's competence and reputation. Customers may feel more secure when they receive assurance. This aspect is crucial in the service sector because it addresses consumers' misgivings about the sector's capacity due to its high risk.

6) Convenience

The ease of use and accessibility of SST services are characterized by their convenience dimension.

7) Customization

It is the dimension that allows the SST device to be adjusted to the consumer's choices and needs. seeks to comprehend and satisfy user needs rather than obsessing over the system's structure.

Table 1.5 Operational Definition of Self-Service Technology Variable

Variable	Indicator	Measurement	Scale	Questionnaire Questions
Self-Service Technology (X1)	Functionality	The capacity to precisely and consistently provide the service that was promised	Likert	There are no errors in the operation of SST at McDonald's (X1.1)
		The ability of the Self-Service Technology device to respond to orders entered into the operating system by users	Likert	SST capabilities at McDonald's in response to orders can be completed in a short time (X1.2)
		Self-Service Technology devices are simple to operate and require little effort.	Likert	SST at McDonald's is effortless to use and required minimal effort (X1.3)
		A quick service that can be finished on the Self-Service Technology device	Likert	SST at McDonald's has a feature that can adapt to my needs (X1.4)
	Enjoyment	It is the personal satisfaction and	Likert	SST at McDonald's gives

Variable	Indicator	Measurement	Scale	Questionnaire Questions
		interest of the user both during and following use of the Self-Service Technology device		pleasure when using and after using SST (X1.5)
			Likert	I enjoy ordering food using SST at McDonald's (X1.6)
	Security / Privacy	Speaks of the user's emancipation from risk or uncertainty. Customers feel more secure and at ease when using the SST device thanks to its capabilities.	Likert	SST at McDonald's can build a sense of security and comfort in its operations (X1.7)
	Design	It offers the SST a nice visual aspect by encompassing its entire exterior. The SST device's elegant design and arrangement produce an eye-catching appearance that draws people in.	Likert	The SST display at McDonald's that is used is very interesting (X1.8)
			Likert	The form of SST's appearance at McDonald's

Variable	Indicator	Measurement	Scale	Questionnaire Questions
				Is very interesting (X1.9)
	Assurance	Trust-based assurance that stems from the SST tool's reputation and competency, which in turn highlights the SST provider's competence and reputation.	Likert	SST at McDonald's can create a sense of comfort for the user in its operation (X1.10)
	Convenience	The ease of use and accessibility of SST services are characterized by their convenience dimension.	Likert	SST at McDonald's can describe accessibility (X1.11)
	Customization	The dimension that allows the SST device to be adjusted to the consumer's choices and needs. seeks to comprehend and satisfy user needs rather than obsessing over the system's structure.	Likert	SST at McDonald's can be changed according to preference and desire (X1.12)

1.9.2. Service Quality

Customers are more likely to make additional purchases once they have been satisfied with the standards of service offered by the

business, which can boost its competitive edge in the business sector because strong service quality can be a significant asset that distinguishes a company from its competitors. Indicators used in measuring Service Quality are from Zeithaml et al (2013:42):

1) Reliability

Specifically, the capacity to deliver the promised service promptly, precisely, and satisfactorily.

2) Responsiveness

The willingness of personnel to assist clients and offer prompt service.

3) Assurance

Comprises the staff's skill, competence, politeness, and dependability; it is devoid of risk, injury, or uncertainty.

4) Empathy

This entails being approachable, communicating influenceively, giving individual attention, and being aware of the demands of the clientele.

5) Tangibles

Comprises the physical buildings, the machinery, the workers, and the routes via which information is communicated.

Table 1.6 Operational Definition of Service Quality Variable

Variable	Indicator	Measurement	Scale	Questionnaire Questions
Service Quality (X2)	Reliability	Provide services as promised	Likert	Employees are able to serve customer wishes (X2.1)
		Reliable in dealing with customer service problems	Likert	Employees can be relied upon in handling complaints (X2.2)

Variable	Indicator	Measurement	Scale	Questionnaire Questions
		Delivering services right the first time	Likert	Employees are able to explain products correctly (X2.3)
		Deliver services in accordance with the promised time	Likert	Employees are able to serve on time (X2.4)
		Save records/documents without errors	Likert	Employees are able to record orders without any errors (X2.5)
	Responsiveness	Accuracy and accuracy of employees in product explanations	Likert	Employees are able to explain products well (X2.6)
		Employees are aware of concerns from customers	Likert	Employees are capable in handling complaints and resolve them quickly (X2.7)
		Employees are always ready/responsive when asked for help	Likert	Employees are always alert when needed (X2.8)
		Employees are able to respond to customer complaints	Likert	Employee trying to find the solution needed (X2.9)
	Assurance	Employees who foster customer trust	Likert	Employees understand customer needs and serve (X2.10)

Variable	Indicator	Measurement	Scale	Questionnaire Questions
		Make customers feel safe when making transactions	Likert	Employees indicate the number of transactions and products before making payments (X2.11)
		Employees are consistently courteous	Likert	Polite employees when serving customers (X2.12)
		Employees who are able to answer customer questions	Likert	Employees have good knowledge about the product (X2.13)
	Empathy	Employees who treat customers with great care	Likert	Employees provide services without discriminating against customers (X2.14)
		Give individual attention to customers	Likert	Employees pay special attention to each customer (X2.15)
		Really put the interests of customers first	Likert	Employees provide easy access to communication (X2.16)
		Employees who understand customer needs	Likert	Employees know the needs of customers (X2.17)

Variable	Indicator	Measurement	Scale	Questionnaire Questions
		Convenient operating time	Likert	Employees make customers feel comfortable (X2.18)
	Tangibles	Modern equipment	Likert	There is always a supply of the goods needed (X2.19)
		Visually appealing amenities	Likert	Room cleanliness and comfort (X2.20)
		Employees who look neat and professional	Likert	Well-groomed employees (X2.21)
		Materials related to services that have visual appeal	Likert	Availability of parking space (X2.22)

1.9.3. Customer Satisfaction

Kotler and Armstrong (2012: 150) argue that there are several indicators that can measure customer satisfaction, these indicators include:

- (1) Stay loyal: This indicator measures the extent to which customers remain loyal and do not switch to competitors' brands or products. Customers that remain loyal are bound to continue to purchase and use the goods and services offered by the company. They are usually not interested in testing different products and are going to continue supporting the business.
- (2) Buying new products offered: This indicator represents customers' willingness to purchase fresh products that are provided by the company. Customers who are content with the company's

products have a higher probability of trying new products, allowing the company to continue to grow its product line.

(3) Recommending products: This indicator assesses the degree to which customers are contented with the goods or services provided by the business and willing to suggest them to others. Customers who recommend products will help the company expand its market share through influenceive word of mouth.

(4) Willing to pay more: This indicator shows how satisfied customers are with the value of the product or service they received and are willing to pay extra for it. If clients are pleased with the goods or service, they will most likely rank its quality higher than the price they paid.

(5) Provide feedback: This indicator reflects how active customers are in providing feedback or input to the company. Customers whom are satisfied and feel concerned about what the business does will provide vital feedback for future improvement of products and services. This feedback can help businesses enhance client happiness and product or service quality.

Table 1.7 Operational Definition of Customer Satisfaction Variable

Variable	Indicator	Measurement	Scale	Questionnaire Questions
Customer Satisfaction (Z)	Stay loyal	Measures the extent to which customers remain loyal and do not switch to competing brands or products	Likert	Choosing McDonalds as the main choice in choosing a fast-food restaurant (Z.1)
	Buy new products offered	Customers' willingness to acquire the business's	Likert	If there is a new product from McDonalds, you are willing

Variable	Indicator	Measurement	Scale	Questionnaire Questions
		latest offerings		to buy the product (Z.2)
	Recommend product	Customers have been delighted with the company's goods or services and are inclined to recommend them for peers	Likert	Satisfied with McDonalds products and services so recommend McDonalds to others (Z.3)
	Willing to pay more	Customers are pleased with the worth of whatever good or service obtained and are willing to pay extra for it	Likert	Willing to continue to buy products regularly even if the product experiences price increases (Z.4)
	Give feedback	How active are customers in providing feedback or input to the company	Likert	Willing to provide input and suggestions to McDonalds (Z.5)

1.9.4. Repurchase Intention

According to (Keller, 2012) states that criteria of repurchase intention are:

1. Transactional intention: specifically, the propensity of people to buy goods.
2. Referential intention: people's propensity to recommend or advertise goods to others.
3. Preferential intention: the tendency of individuals who describe the behavior of individuals who have a basic selection of the product in question, this preference may change if an incident occurs with the product preference.

4. Exploratory intentions: the intended interests refer to the behavior of individuals who always see and observe information related to the products they like and explore information data to increase the positive content of these various products.

Table 1.8 Operational Definition of Repurchase Intention Variable

Variable	Indicator	Measurement	Scale	Questionnaire Questions
Repurchase Intention (Y)	transactional intention	consumers who always want to repurchase the products they have consumed	Likert	You have always wanted to repurchase McDonalds products
	Referential intention	Consumers tend to recommend the products they have purchased to others	Likert	You recommend a McDonalds product that you have purchased to someone else
	Preferential intention	Consumers who always have the main choice in the products they have consumed	Likert	You choose McDonalds as your favorite fast-food
	explorative intention	Consumers will seek details about a product in order to reinforce product credibility	Likert	You like to find information about McDonalds

1.10. Research Method

1.10.1. Research Types

Explanatory Research will be used in this research. Explanatory Research has the goal of explaining the correlation/correlation from

variables. Explanatory research will examine at how the independent variables Self-Service Technology (X1) along with Service Quality (X2) affect the dependent variable, Repurchase Intention (Y), via the intervening variable, Customer Satisfaction (Z).

1.10.2. Population and Sample

1.10.2.1. Population

Sugiyono (2014) defines the population as a group of generalized subjects/objects with the characteristics and qualities set by the researcher, which will later be analyzed to draw conclusions. The specifications for this research's population comprises all customers who have made purchases of Mc Donald's items at the Pandanaran Semarang city franchise at least three separate times in the last three months and are temporarily or permanently residing in Semarang city.

1.10.2.2. Sample

Characteristics and part of the number in the population is a sample. While in the sample measurement in question is a stage while investigating a sample of an object to establish the size of a sample. The sample is required because the population is massive, and researchers are restricted in resources, including finances, time, and people, making it impossible to investigate all members of the current population. In this research, sample members were customers aged no less than 17 years old, had made purchases at McDonald's in the Pandanaran Semarang city franchise at least three times in three months, and were in the city of Semarang either temporarily or permanently.

According to Widiyanto (2008), whenever the population is huge and its size is unknown with certainty, non-probability sampling is utilized with the assumption that the population is limitless, and the following formula is applied:

$$\eta = \frac{Z^2}{4 (Moe)^2}$$

Information:

N: Number of sample

Z: Z value with a confidence level of 95%, then the Z value in the normal distribution table, which is 1,96

Moe : The margin of error (Moe) is the highest permissible error rate. If moe is set to 10%, the minimum sample size that must be used:

$$\eta = \frac{1,96^2}{4(0,10)^2}$$

If the number above is rounded off, the sample value changes to 100. The number of samples is considered more than sufficient because it has exceeded the minimum number of samples.

1.10.3. Sampling Techniques

Since the population number cannot be determined with precision, this research used nonprobability sampling. Purposive sampling is done for the type of non-probability sampling, in which the sample that is chosen is from the following criteria:

- 1) The participant or the sample is a McDonalds consumer,
- 2) Age 17 years old and above,
- 3) Had made purchases at McDonald's in the Pandanaran Semarang city franchise at least three times in the last three months, and
- 4) In the city of Semarang either temporarily or permanently.

This criterion will be used to determine which individuals of the population should be included in the sample. (Sugiyono, 2014:122).

1.10.4. Type and Data Source

1.10.4.1. Data Type

Data is basically classified into two types, namely Quantitative (Numerical) and Qualitative (Descriptive). The

current research used data that is quantitative, which is data that can be directly measured or quantified in the form of facts or an explanation presented numerically. According to Sugiyono (2014), the quantitative method involves collecting research data in the form of numbers and analyzing it statistically.

1.10.4.2. Data Source

1.10.4.2.1. Primary Data

The main source of data in this research comes from the distribution of questionnaires to consumers about self-service technology, service quality, customer satisfaction, and repurchase intention, directly to predetermined samples with the criteria of consumers who are at least 17 years old, have already made a purchase Mc Donald's product in one of the franchises in the city of Semarang and are in the city of Semarang either temporarily or permanently.

1.10.4.2.2. Secondary Data

Secondary data in this research comes from online sources and includes information about self-service technologies, service quality, customer satisfaction, repurchase intention, and literature (research methodologies), theses (previous research references), and journals (relevant journals that contain the required information).

1.10.5. Data collection technique

1.10.5.1. Questionnaire

A questionnaire is a method of collecting information that involves offering respondents a set of written statements or questions they must respond to (Sugiyono, 2011: 199). The questionnaire was used to gather respondents' opinions on the benefits and drawbacks of self-service technology, service quality, customer satisfaction, as well as Mc

Donald's repurchase intention in Semarang City. There are three sorts of questionnaires: closed, open, and combination. What is meant by a closed questionnaire is that the researcher provides questions whose answers have been determined, an open questionnaire is that the researcher provides questions whose answers are free in accordance with the feelings felt by the respondent, while the combination questionnaire is that the researcher presents closed and open questions.

1.10.5.2. Literature study

For the creation of this research, a literature study is needed, which involves gathering data related to previous studies to support and complete the necessary. Secondary data in this inquiry takes the form of looking for information through books and articles.

1.10.6. Measurement Scale

This phrase is used to determine the size of the intervals on the measuring instruments, so that the measurement results can be expressed quantitatively (Sugiyono, 2016). In this research, the Likert scale was applied to assess people's attitudes and perceptions of social phenomena. This scale measures variables by converting them into variable indicators, which serve as a starting point for creating instrument items in the form of statements or questions (Sugiyono, 2016).

For quantitative analysis, use a Likert Scale with a score range of 1-5 as shown below:

SA	= Strongly Agree	Given score 5
S	= Agree	Given score 4
N	= Neutral	Given score 3
D	= Disagree	Given score 2
SD	= Strongly Disagree	Given score 1

1.10.7. Data processing technique

This research's data processing activities consist of numerous basic stages, including:

1) Editing

The first stage of data analysis is to edit the data acquired from the findings of the field surveys. This stage aims to find out the errors in the sample, so that the results can be trusted (Freddy, 1997). In addition, the editing process also aims to get quality answers so that the answers at the conclusion are also appropriate.

2) Coding

Precisely, the method of assigning a specific code to the numerous questionnaire responses in order to classify them into the same category. Coding was done to make the responses of respondents easier to handle in SPSS and to facilitate analysis.

3) Scoring

One method for calculating a score is to utilize a Rating scale when providing an evaluation or score. Because each variable is measured using several indicators, scoring is crucial.

4) Tabulating

A helpful table is created by the method of tabulation, which involves categorizing responses thoughtfully and consistently, counting them, and adding them up. It is expected that the reader will be able to properly see the research's outcomes with the guidance of this grouping.

1.10.8. Research Instruments

Basically, research is measuring phenomena in order to have the right measuring tools. Measuring tools in ordinary research will be research instruments. A questionnaire was the instrument utilized for this research. This research used a mixed questionnaire, which is a questionnaire including questions with a choice of answers that have been determined by the researcher and also provides an

opportunity for respondents to provide responses or reasons by writing answers in the form of descriptions.

1.10.9. Data Analysis

1.10.9.1. Validity Test and Reliability Test

1.10.9.1.1. Validity Test

A validity test is a way for determining whether or not a questionnaire has validity (Ghozali 2005). A questionnaire is considered valid if each of the question elements can expose information that the questionnaire will measure. In an additional sense, the validity test ensures that the questionnaire's sequence of question items may serve as a baseline for the variables to be studied.

The validity test for this research will be conducted using SPSS version 24 application tools:

- If the calculated r value $>$ r table, where the estimated r value exceeds the r table, the questionnaire question item is considered valid.
- If the calculated r value $<$ r table, where the estimated r value is less the r table, the questionnaire question item is considered valid.

1.10.9.1.2. Reliability Test

Is a tool to test each variable with the same indicator, when repeated measurements will produce the same answer and do not change. As defined by Ghozali (2013), reliability is an instrument for measurement used to assess a questionnaire that serves as an indicator of a variable or construct. A questionnaire is deemed to be credible if one's responses to statements remain constant or stable throughout time. According to Ghozali (2005), if respondents' responses to questionnaire questions

remain consistent, the questionnaire can be considered credible since the answers will be measured in the exact same way. However, if the respondents' responses are to random cues, the results can be considered inaccurate. Sujerweni (2014) defines a reliable questionnaire as one with a Cronbach Alpha value of at least 0.6 or > 0.6 .

In this research, reliability testing was conducted using SPSS version 24 application tools, similar to validity testing. To examine decision making, reliability testing will be performed using Cronbach Alpha. Calculations are shown below:

- If the Cronbach Alpha value is more than 0.6 or > 0.6 , the questionnaire is considered reliable for use.
- If the Cronbach Alpha value is less than 0.6 or < 0.6 , the questionnaire is considered reliable for use.

1.10.9.2. Path Analysis

Researchers use path analysis, or path analysis, in the analysis. Path analysis is used because it is to see causal relationships, and to describe the direct and indirect influences between one variable and another. According to Sugiyono (2013), Path analysis is part of the regression model. In this path analysis, path analysis is used which uses correlation, determination/regression and path analysis techniques so that in the end the intervening variables can be identified.

In path analysis there are exogenous and endogenous variables. Exogenous variables can be interpreted as cause variables, and endogenous variables can be interpreted as influence variables. The direct and indirect influences that can be seen are as follows:

1. Direct Effect

a. X1 to Z ($X1 \rightarrow Z$)

The influence of the self-service technology variable on customer satisfaction.

b. X2 to Z ($X2 \rightarrow Z$)

The influence of service quality variables on customer satisfaction.

c. XI to Y ($X1 \rightarrow Y$)

The influence of the self-service technology variable on repurchase intention.

d. X2 to Y ($X2 \rightarrow Y$)

The influence of service quality variables on repurchase intention.

e. Z to Y ($Z \rightarrow Y$)

The influence of the customer satisfaction variable on repurchase intention.

2. Indirect Influence

a. XI to Y through Z ($X1 \rightarrow Z \rightarrow Y$)

The impact of the self-service technology variable on Repurchase Intention is through Customer Satisfaction. Calculation of the indirect influence of X1 on Y through Z is done by multiplying the rho coefficient (beta value) that passes between the intermediate variable and the dependent variable ($P_{ZX1} \times P_{YZ}$).

b. X2 to Y through Z ($X2 \rightarrow Z \rightarrow Y$)

The impact of the Service Quality variable on Repurchase Intention through Customer Satisfaction. Calculation of the indirect influence of X2 on Y through Z is done by multiplying the rho coefficient

(beta value) that passes between the intermediate variable and the dependent variable ($PZX_2 \times PYZ$).

3. Total Influence

a. XI to Y through Z ($XI \rightarrow Z \rightarrow Y$)

The influence of the Self-Service Technology variable on Repurchase Intention through Customer Satisfaction. Calculation of the total influence of XI on Y through Z is done by adding up the results of the direct influence of XI on Y with the results of the indirect influence of XI on Y through Z ($PYXI + (PZXI \times PYZ)$).

b. X2 to Y through Z ($X2 \rightarrow Z \rightarrow Y$)

The Influence of the Service Quality variable on Repurchase Intention through Customer Satisfaction. Calculation of the total influence of X2 on Y through Z. is carried out by adding up the results of the direct influence of X2 on Y with the results of the direct influence of X2 on Y through Z ($PYX_2 + (PZX_2 + PYZ)$).

1.10.9.3. Mediation Test

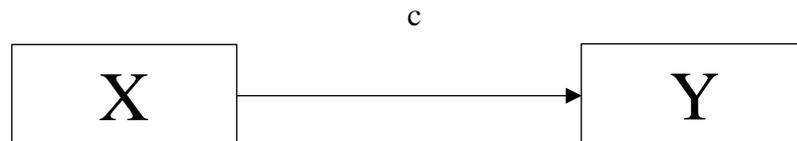
When a variable impacts or gives an influence the correlation from the independent and dependent variables, it is referred to as a mediating variable. Baron & Kenny (1986) stated that hypothesis testing is carried out by applying a causal steps procedure where there are three regression equations as follows:

- a. The independent variable must significantly influence the mediating variable.
- b. The independent variable must significantly influence the dependent variable.

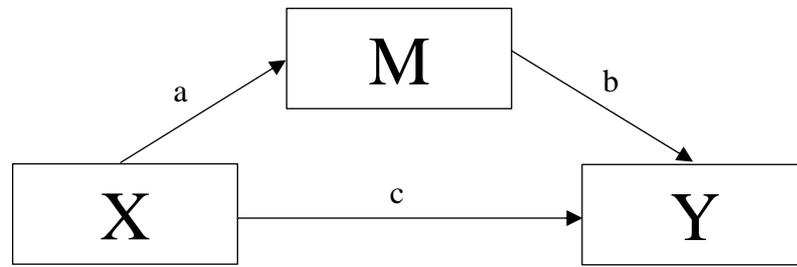
c. The mediator variable must significantly influence the dependent variable.

The pattern of correlations between variables without mediating variables is shown below:

Image 1.8 Regression Model without Mediation Variable



The pattern of relationships between variables through mediating variables will be viewed below:



1. Variable M is declared as a perfect mediating variable when after entering variable M into the regression equation model, the influence of variable X on Y which originally had a significant value changes to insignificant.
2. Variable M is declared as a partial mediating variable when after entering variable M into the regression equation model, the influence of variable X on Y remains at a significant value.

1.10.9.4. Coefficient Correlation

The correlation coefficient test is used to determine whether two variables, the independent and dependent variables, have a strong or weak connection, and whether the connection between them is positive or negative (Sunyoto 2013). Calculating the correlation coefficient allows you to assess whether the independent and dependent variables have a strong link. According to Sugiyono (2008), the guidelines for determining the closeness of the connection or

correlation coefficient between these variables are as follows:

Table 1.9 Coefficient Correlation Interpretation

r Value Interval	Relationship Level
0,000– 0,199	Very low correlation
0,200– 0,399	Low correlation
0,400– 0,599	Moderate correlation
0,600– 0,799	Strong correlation
0,800– 1,000	Very strong correlation

Source: Sugiyono (2008)

Aside from the recommendations for the degree of relationship or connection, the basis for decision making may also be understood from the significance values, which are as follows:

- a. If, for instance, the significance value is > 0.05 , then it is correlated.
- b. If, for instance, the significance value is < 0.05 , then it is not correlated.

1.10.9.5. Determination Coefficient (R^2)

The Determination Coefficient R^2 assess the extent to which the independent variable (X) can explain the dependent variable (Y). If, for instance, R^2 values near 1 indicate that the independent variable (X) adequately explains the dependent variable (Y). If R^2 approaches 0, the independent variable (X) is unable to adequately explain the dependent variable (Y). The formula for the coefficient of determination is:

$$KD = r^2 \times 100\%$$

Information:

KD: KD refers to the coefficient of determination

R: Represents the correlation coefficient

1.10.9.6. Regression Analysis

1.10.9.6.1. Simple Linear Regression Analysis

Simple linear regression analysis will examine the functional or causal connection or relationship among one independent variable and one dependent variable. If only one independent variable is used, the regression analysis is called simple linear regression analysis. The simple linear regression equation is shown below:

$$Y = a + bX$$

Information :

- Y = Dependent variable or regression line
- a = Constant, intersecting the vertical axis
- b = Regression constant (slope)
- X = Independent variable

1.10.9.7. Significant Test

1.10.9.7.1. Partial Significant Test (t test)

The t test is used to measure the relative importance or significance of the independent and dependent variables. The t test is used to determine the degree of influence each independent variable has in explaining variations within the dependent variable (Ghozali, 2005). The t test's decision-making framework is as follows:

- a. From the significance value (sig)
 - A significance value (sig) of <0.05 indicates a positive and significant correlation from the independent variable (X) and the dependent variable (Y), implying that the hypothesis is accepted.
 - If the significance value (sig) is more than 0.05, the independent variable (X) has no

substantial positive influence on the dependent variable (Y), indicating that the hypothesis is rejected.

b. From the comparison between the calculated values and the t table

- If the estimated calculated t value $>$ t table, the independent variable (X) has a positive and significant influence on the dependent variable (Y), indicating that the hypothesis is accepted.
- If the estimated calculated t value $<$ t table, the independent variable (X) has no substantial positive influence on the dependent variable (Y), indicating that the hypothesis is rejected.