Research Article

Bandung Mcdonalds Fast Food Customer Satisfaction with the Instructional Geocaching Environemntal Based Problems

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Abstract

In this era of industrial revolution, companies must innovate to improve company performance. The use of Self Ordering Machines is still a new innovation in the fast food restaurant business, especially in many developing countries. This machine is in accordance with customer needs in the era of the industrial revolution 4.0. Customers demand companies to provide quality services. Quality service will give satisfaction to customers. This study aims to determine the level of customer satisfaction using the Self Ordering Machine. This research is descriptive research. To determine the level of customer satisfaction, researchers used a questionnaire with respondents are customers of fast food restaurants Mc Donald in Bandung, Indonesia. The results showed that customers were satisfied in using the machine. The machine can make it easier for customers to place orders and can provide convenience. However, some respondents think that the machine has not provided the facility to create a new menu, according to the customer's wishes. In addition, customers believe that machine maintenance activities must be carried out regularly to avoid machine damage resulting in ordering errors.

Introduction

The industrial revolution 4.0 became the main discussion at the annual meeting of the World Economic Forum in Davos, Switzerland, in January 2019. The term was first coined by WEF executive chairman Klaus Schwab. Revolution 4.0 is a technological revolution that can blur the boundaries between the physical, digital, and biological fields. This Industrial Revolution refers to the use of a combination of computer technology and artificial intelligence in devices that affect human life (Amanda & Riyanto, 2020).The technological revolution has also occurred in the fast food restaurant business. The latest internal business innovation from the restaurant business is the development of the Self Ordering Machine. Self-Ordering Machine is a tool that allows customers to order food independently. When this technology was just launched, customers were completely reluctant to accept the new way. The customer thinks the machine is only useful for the business not for the benefit of the customer. Customers think that the machine is basically a business effort to save costs by reducing the number of employees. However, the improvement of the machine can overcome customer doubts. The machine is able to provide tools that can be easily used and provide new experiences by empowering customers with choice and flexibility in placing food orders (Hanifah et al., 2019).

With the implementation of the Self Ordering Machine in fast food restaurants, it is hoped that customers will feel satisfied. Ordering food independently can save ordering time because of the interface facility that allows customers to navigate the application and order quickly. In addition, the food ordering process will be more efficient because their orders can be tailored to their wishes. Customer satisfaction is important for business, because if customers are satisfied, it is certain that the business will continue to run smoothly. In addition, based on the concept of performance measurement using the Balanced Scorecard, it shows that there is a relationship between customer satisfaction and the company's financial performance.This study aims to determine customer satisfaction in the application of Self Ordering Machine in fast food restaurants. The results of the study are expected to help restaurant managers to be able to pay more attention to the needs of their customers so that they can maintain and improve their financial performance.

Literature Review

Self-Ordering Machine

Self-Ordering Machine in the restaurant business is an integrated system between hardware and software that is useful for the process of ordering food which is carried out independently by customers. Customers can easily find the desired menu on the screen display and can immediately pay for the order. This system also provides flexibility for customers to change the existing menu according to their preferences. For example, a person who is allergic to a certain food ingredient can modify their order without the use of that ingredient. Customers can easily get what they want (Irawan et al., 2018; Kithatu-Kiwekete & Phillips, 2020). The display of the Self Ordering Machine can be seen in Figure 1.

Figure 1 Self Ordering Machine

Source: https://3zesolutions.wordpress.com/tag/self-ordering-kiosk/

Self-Ordering Machine implementation in business is expected to improve quality because it can reduce ordering errors. After the customer makes an order independently, the machine then conveys information through the Point of Sales which allows each order to be printed on a printer in the kitchen. This system can reduce the occurrence of order errors, due to direct communication between customers and the kitchen and can also save time in terms of delivering information (Kusumah, 2020).

Customer Satisfaction

Customer satisfaction is defined as a feeling of pleasure or disappointment from a customer in using a product or service based on a comparison of what they expect with what they receive. Customers will be satisfied if what they receive matches or exceeds what they expected. On the other hand, customers are dissatisfied if what they get is not in line with or below their expectations.Customer satisfaction is one of the benchmarks of the company's performance. Satisfied customers will stay in using the product or service for a long time. This will benefit the company because the company can ensure that its business will continue to run. (Latif, 2021; Moskowitz & Dewaele, 2020; Ozarkan & Dogan, 2020) Things that affect customer satisfaction according to Sodexo, 2019: Products produced. Your customers can be satisfied if the product they use or buy is a quality product.Service. If the company can provide satisfactory service, it will create a good emotional factor in the customer. This will increase customer loyalty, because it gives a sense of pride for the service it has received.Provide convenience. Customers will feel satisfied if they can get a product or service easily. Customers can easily make transactions and make payments easily in a fast time.

Performance Measurement with Balanced Scorecard

The concept of "Balanced Scorecard" is an integrated performance measure to get a more balanced view of performance. This concept connects various planning and strategic components. So, this concept is a link between projects and programs that run with organizational goals. Performance measurement is carried out through 4 perspectives (Priyono, 2017), namely:Financial perspective is a performance measurement related to the use of financial resources.Customer perspective is a performance measurement from the customer's point of view which includes customer satisfaction, customer value. Internal business perspective is a performance measurement related to the quality of products and services, as well as the efficiency of organizational performance. Learning and growth perspective is a measurement related to human resources, infrastructure, technology and culture as well as other capacities.With the performance measurement using the Balanced Scorecard, it is expected that the company can create a competitive advantage. Performance measurement using the Balanced Scorecard is not only seen from one aspect, but also pays attention to all aspects that exist within the company. Innovations made by the company in internal business processes are expected to be able to increase customer satisfaction which in turn will improve the company's financial performance.

Self-Ordering Machine Implementation and Customer Satisfaction

Self-Ordering Machine is a new innovation in how to order food by customers which is an internal process of the company's business. Based on the concept of the Balanced Scorecard, improvements in internal business processes will increase customer satisfaction. Implementation of Self Ordering Machine can provide convenience for customers. Customers can select the menu through images displayed digitally via the touch screen. Customers will easily choose food and drinks according to their preferences. Displaying images digitally will be easier to understand than using words (Ramdan, 2020; Tangkuman et al., 2020; Ablak & Yesiltas, 2020; Aktin, 2020; Anunti et al., 2020). In addition, the display of images on the screen will prevent ordering errors. Another convenience is the implementation of the Self Ordering Machine, which can shorten the process of ordering food, because this machine is directly connected to the kitchen. So that food can be served in a shorter time.

Research Methods

This research is a descriptive study that aims to determine the level of customer satisfaction in using the Self Ordering Machine. Satisfaction is measured by using 2 sub-variables of satisfaction, namely convenience and quality service. Ease indicators include: Instructions on the Self Ordering Machine are easy to understand.
Touch screen service makes purchasing decisions easier.
Touch screen service gives me the freedom to choose the menu that suits my taste.
Touch screen service gives me the freedom to customize the menu according to my taste.
Touch screen service gives you the freedom to use promo facilities.
Touch screen services give you the freedom to create new menu creations.
Meanwhile, indicators of quality service include:
Touch screen services can provide what customers want.
Touch screen service can get timely service.
Touch screen service can provide good quality service.
Touch screen service can give customers a happy feeling.
Touch screen service can give customers a comfortable feeling.
Touch screen service can avoid ordering errors.
Touch screen service provides faster service time.
Touch screen menu service is very effective
Touch screen menu service provides a satisfying ordering experience.
Touch screen menu service meets customer expectations.
This study uses a questionnaire containing statements from the indicators mentioned above using a Likert scale. The rating scale starts from 1 if the customer strongly disagrees with the statement and 5 if the customer agrees with the statement. The research sample is a customer of a McDonald's fast food restaurant in the city of Bandung who has used a Self Ordering Machine.

Research Results and Discussion

The research results are presented in table 1 below.

Table 1
Customer Satisfaction Score

Convenience Indicator	
Statement:	Average Score
1. Instructions on the Self Ordering Machine are easy to understand.	4,10
2. Touch screen service makes purchasing decisions easier.	4,15
3. Touch screen service gives me the freedom to choose the menu that suits my taste.	4,31
4. Touch screen service gives me the freedom to customize the menu according to my taste.	4,11
5. Touch screen service gives you the freedom to use promo facilities.	4,23
6. Touch screen services give you the freedom to create new menu creations.	4,10

Service Quality Indicator	
Statement:	Average Score
1. Touch screen services can provide what customers want.	4,42
2. Touch screen service can get timely service.	4,18
3. Touch screen service can provide good quality service.	4,07
4. Touch screen service can give customers a happy feeling.	4,15

5.	Touch screen service can give customers a comfortable feeling.	4,13
6.	Touch screen service can avoid ordering errors.	3,73
7.	Touch screen service provides faster service time.	4,07
8.	Touch screen menu service is very effective.	4,31
9.	Touch screen menu service provides a satisfying ordering experience.	4,07
10.	Touch screen menu service meets customer expectations.	4.05

The results of the study indicate that the implementation of the Self Ordering Machine can provide convenience for customers to place orders independently. This can be seen from the score of each indicator which shows a value of more than 4. The Self Ordering Machine can provide clear instructions that make it easier for customers to make purchasing decisions through a digital virtual menu display. The display on the touch screen also makes it easier for customers to choose the menu according to their respective tastes and adjust the portion they need. However, this machine has not been able to provide full facilities for customers to be creative in making new menus. Self-Ordering Machine implementation can also provide quality services. This can be seen from the score of each indicator which shows a value that exceeds number 4. Customers get food according to what they have ordered on time. Because of this certainty, customers will feel comfortable, happy and have a satisfying experience in using the Self Ordering Machine. Self-Ordering Machine can meet the expectations of customers in general. However, customers still think that the machine can make mistakes in the ordering process. This may happen due to an error in the machine, for that the company must continue to carry out routine machine maintenance activities.

Conclusion

Implementation of Self Ordering Machine in fast food restaurant business can give satisfaction to customers. Customer satisfaction can be seen from two aspects, namely in terms of the ease of use of the machine and also the quality of service provided by the machine. Customers can easily decide what food and drinks to order because the instructions given by the machine are very easy to understand. However, the machine has not been able to provide facilities for customers to be creative in creating new menus. From the service aspect, customers think that the machine can provide quality service. In general, customers think that the use of the Self Ordering Machine has met their expectations. At the time of placing an order, customers get a new satisfying experience with the emergence of a sense of pleasure and comfort in placing an order. Customers feel confident that the food they ordered will be served in a fast time. However, there are still shortcomings in the machine, because the machine may be damaged, resulting in an ordering error. Therefore, machine maintenance activities must be carried out regularly.

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