

## **CUSTOMER SATISFACTION TOWARDS SELF-SERVICE TECHNOLOGY: A SYSTEMATIC LITERATURE REVIEW**

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### **ABSTRACT**

This study explores customer satisfaction with self-service technology and identifies the important factors that motivates the customers to adopt these technologies. SST means a variety of automated services that allow customers to complete tasks independently without service employees interaction. The growing prevalence of SST in various service sectors such as: retail, airports, hospitality and banking emphasize the importance to understand customer perceptions and the factors that influence technology acceptance. For the success of self-service technologies customer satisfaction is key variable for the marketers which further depends on customer experience in technological environment. The factors such as: ease of use, speed, trust has ability to meet customer expectations consistently emerge as critical to enhancing satisfaction. In this present research a systematic literature review was carried out from 2015-2022 by using database search. We hope that this literature review provides more insights about the importance of customers satisfaction for the success of new technologies in developing nations like India.

**Keywords:** Customer satisfaction, Self-service technology, Ease of use, Speed, Trust

## INTRODUCTION

Customer satisfaction acts as an important measure for the success of new technologies (Wang, 2012). Satisfaction means the feeling of happiness and distrust which customers experience during the comparison of pre and post service outcomes (Juan & Yan, 2009). This emotional reaction (satisfaction) impacts either significantly or insignificantly towards the adoption of self-service technologies (Ugwuanyi et al., 2021). The aim of this literature review is to study the relationship of various factors with self-service technology satisfaction which enhance customer experience with technology and motivate them to use it continuously instead of employee's interaction.

First experimental study related to customer satisfaction was carried out by Cardozo in 1965. After that so many studies in the marketing field gave evidence that satisfaction as a key variable which helps in increasing adoption of technology among customers (Taghizadeh et al., 2013; Salimon et al., 2014). In service sector, marketers increasingly tried to create satisfaction among consumers because satisfied customers act as a market advantage in the form of profitability (Leon et al. 2020). The concept of customer satisfaction is adopted by the firms in order to do evaluation between what customer received and their expectations (Parker et al., 2001). Certainly, the best way to bridge this gap of expectations and outcomes is to find the factors that motivate the users to adopt these technologies. Strategies adopted by the firms for satisfying customers are known as defensive marketing strategies in which the main focus of the firms are to motivate and retain the customers for longer period of time (Coker, 2013).

## LITERATURE REVIEW

Understanding the factors that influence customer satisfaction and their willingness to adopt SSTs is vital for businesses aiming to implement these technologies effectively. By identifying the key factors that drive satisfaction and examining how these factors influence the adoption of SSTs, the research provides valuable insights for those businesses who are looking to enhance customer experiences and encourage them to uptake new technologies. In the marketing literature so many studies highlighted that the easy usage of new technology motivate the customers to try these at least once. The trial develops satisfaction among the customers towards self-service technology (Joo et al., 2011); Moslehpour et al., 2018). In digital technology context Juliana et al. (2021) found that technology free from complications always satisfied the consumers and influence them to adopt in the near future. Ling et. al (2015) argued that convenience and ease of use acts as a main attraction for those customers who are using internet banking. Customers always focused on the easier way of conducting transactions online. Amoroso & Lim, (2015) also argued that easy usage of technology always attracts the customers to prefer self-service technology instead of employees interaction. Due to this factor, satisfaction of customers significantly increases.

Another factor which motivate the consumers to use technology is trust towards it. Results in the literature of self-service technology highlighted that higher trust resulted in higher satisfaction among the consumers (Liu 2012; Liang et al., 2018). Trust among the customers always developed through the repeated positive interactions with the technology (Kim 2010). That positive interaction creates value of business firms in the form of trust (Suprpto et al. 2022). Furthermore, self-service technology is prompted as empowering services that improves satisfaction because of its high speed when compared to human services (Yoo et al., 2018). In previous literature of service restaurants, Shahril et al. (2021) found positive association between speed and satisfaction towards self-service kiosks. In today's competitive world everyone wants to avail the

services from that option which saves time and provide satisfaction. Due to which speed plays very, crucial role to save time (Hossain et al. 2013).

## METHODS

We employed a systematic review approach (Yang et al., 2020) in this study and included 10 articles in the results.

## RESULTS AND DISCUSSIONS

**Table 1 Summary of customer satisfaction**

Authors	Variables	Results
Khabashna, Halim & Alsheikh (2023)	Technology acceptance model, trust, customer satisfaction, e-banking intention	Ease of use, usefulness and trust have positive effects on customer satisfaction and develop significant customer intention towards e-banking
Olivia & Marchyta (2022)	Ease of use, usefulness, customer satisfaction, continuance intention	Ease of use and usefulness have positive effect on customer satisfaction which further significantly influence continuance intention
Wilson, Alvita & Wibisono (2021)	Ease of use, security, customer satisfaction, repurchase intention	Ease of use, security have significant effect on satisfaction
Wilson, Kent & Tan (2021)	Technology acceptance model (ease of use, usefulness), customer satisfaction, trust and customer loyalty	Technology acceptance model and trust significantly influence customer satisfaction
Juliana, Djakasaputra, Pramono & Hulu (2020)	Ease of use, Trust, quality, brand image, price, customer satisfaction and purchase intention	Ease of use, trust and quality and purchase intention have significant positive effects on customer satisfaction
Hossain, Zhou & Rahman (2019)	Features of customer satisfaction (speed, ease of use, reliability, enjoyment control)	Speed, ease of use, reliability, enjoyment have control positive relationship with customer satisfaction
Barua, Aimin & Hongyi (2017)	Perceived reliability and customer satisfaction model	Perceived reliability positively influence trust. Trust have significant influence on customer satisfaction
Ghani, Rahi, Yasin & Alnaser (2017)	Role of technology acceptance model with satisfaction	Ease of use, customer service and usefulness influence customer satisfaction positively which further develop adoption attitude
Robertson, McDonald, Leckie & McQuilken (2016)	Antecedents (speed, ease of use, enjoyment, control, reliability) and consequences (trust, word of mouth, reuse	Speed, ease of use, enjoyment, control and reliability have positive relation with customer satisfaction

	intention) of customer satisfaction	
Gunawardana, Kulathunga & Perera (2015)	Service quality attributes	Service quality attributes positively associated with customer satisfaction

## CONCLUSION

The findings of the paper highlighted the factors influencing the satisfaction level of customers towards self-service technology. The study contributes the literature by providing valuable insight on the motivators of technology usage. We do not consider the variables which are impacted by the satisfaction which is limitation of this study and future researchers should investigate the outcomes of satisfaction.

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