

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

Dr. Harsandaldeep Kaur

Associate Professor

University School of Financial Studies

Guru Nanak Dev University

Amritsar, Punjab

India

Email: harsandal.usfs@gndu.ac.in

Parmeet Kaur

Research Scholar

University School of Financial Studies

Guru Nanak Dev University

Amritsar, Punjab

India

Corresponding Author: Parmeet Kaur

Corresponding Author's Email: parmeetk704@gmail.com

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.

REFERENCES:

- Abd Ghani, M., Rahi, S., Yasin, N. M., & Alnaser, F. M. (2017). Adoption of Internet Banking: Extending the Role of Technology Acceptance Model (TAM) with E-Customer Service and Customer Satisfaction. *World Applied Sciences Journal*, 35(9), 1918-1929.
- Amoroso, D. L., & Lim, R. A. (2015). Exploring the personal innovativeness construct: the roles of ease of use, satisfaction and attitudes. *Asia pacific journal of information systems*, 25(4), 662-685.
- Barua, Z., Aimin, W., & Hongyi, X. (2018). A perceived reliability-based customer satisfaction model in self-service technology. *The Service Industries Journal*, 38(7-8), 446-466.
- Coker, B. (2013). Antecedents to website satisfaction, loyalty, and word-of-mouth. *JISTEM-Journal of Information Systems and Technology Management*, 10, 209-218.
- De Leon, M. V., Atienza, R. P., & Susilo, D. (2020). Influence of self-service technology (SST) service quality dimensions as a second-order factor on perceived value and customer satisfaction in a mobile banking application.
- Djakasaputra, A., Pramono, R., & Hulu, E. (2020). Brand image, perceived quality, ease of use, trust, price, service quality on customer satisfaction and purchase intention of Blibli website with digital technology as dummy variable in the use of evIEWS.
- Gunawardana, H. M. R. S. S., Kulathunga, D., & Perera, W. L. M. V. (2015). Impact of Self Service-Technology Quality on Customer Satisfaction: A Case of Retail Banks in Western Province in Sri Lanka. *Gadjah Mada International Journal of Business*, 17(1), 1-24.
- Hossain, M. S., Xiaoyan, Z. H. O. U., & Rahman, M. F. (2013) Customer satisfaction under heterogeneous services of different self-service technologies.
- Hossain, M. S., Zhou, X., & Rahman, M. F. (2019). Customer satisfaction under heterogeneous services of different self-service technologies. *Management & Marketing*, 14(1), 90-107.
- Joo, Y. J., Lim, K. Y., & Kim, E. K. (2011). Online university students' satisfaction and persistence: Examining perceived level of presence, usefulness and ease of use as predictors in a structural model. *Computers & education*, 57(2), 1654-1664. <https://doi.org/10.1016/j.compedu.2011.02.008>
- Juan, L. U., & Yan, L. U. (2009). Dimensions and influencing factors of customer loyalty in the intermittent service industry. *Frontiers of Business Re Suprpto et al. (2022search in China*, 3(1), 63-78.

- Juliana, J., Djakasaputra, A., Pramono, R., & Hulu, E. (2021). Brand Image, Perceived Quality, Ease of Use, Trust, Price, Service Quality on Customer Satisfaction and Purchase Intention of Blibli Website With Digital Technology As Dummy Variable in the Use of Eviews. *Journal of Critical Reviews*. <https://ssrn.com/abstract=3870524>
- Khabashna, W., Abd Halim, M. S. B., & Alsheikh, G. A. A. The Mediating Role of Customer Satisfaction with TAM Model and Trust in the Jordanian Banks.
- Kim 2010, D. J. (2012). An investigation of the effect of online consumer trust on expectation, satisfaction, and post-expectation. *Information systems and e-business Management*, 10(2), 219-240.
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb. *International Journal of Hospitality Management*, 69, 41-48.
- Liu, S. (2012). The impact of forced use on customer adoption of self-service technologies. *Computers in Human Behavior*, 28(4), 1194-1201.
- Moslehpour, M., Pham, V. K., Wong, W. K., & Bilgiçli, İ. (2018). E-purchase intention of Taiwanese consumers: Sustainable mediation of perceived usefulness and perceived ease of use. *Sustainability*, 10(1), 234.
- Olivia, M., & Marchyta, N. K. (2022). The Influence of Perceived Ease of Use and Perceived Usefulness on E-Wallet Continuance Intention: Intervening Role of Customer Satisfaction. *Jurnal Teknik Industri*, 24(1).
- Parker, C., & Mathews, B. P. (2001). Customer satisfaction: contrasting academic and consumers' interpretations. *Marketing intelligence & planning*, 19(1), 38-44.
- Robertson, N., McDonald, H., Leckie, C., & McQuilken, L. (2016). Examining customer evaluations across different self-service technologies. *Journal of Services Marketing*, 30(1), 88-102.
- Salimon, M. G., Yusoff, R. Z., & Abdullateef, A. O. (2014). The Mediating Effects of e-Satisfaction on the Relationship between eBanking Adoption and its Determinants: A conceptual Framework. *Journal of Management Information System and E-commerce*, 1(1), 95-105.
- Suprpto, B., Wicaksana, P. D., & Mohd Sam, M. F. (2022). Determinants of Online Trust and Their Impact on Online Purchase Intention in Yogyakarta. *International Journal of Industrial Engineering*, 33(3), 1-9.
- Taghizadeh, H., Taghipourian, M. J., & Khazaei, A. (2013). The effect of customer satisfaction on word of mouth communication. *Research Journal of Applied Sciences, Engineering and Technology*, 5(8), 2569-2575.
- Ugwuanyi, C. C., Uduji, J. I., & Oraedu, C. (2021). Customer experience with self-service technologies in the banking sector: evidence from Nigeria. *International Journal of Business and Systems Research*, 15(4), 405-425. <http://dx.doi.org/10.1504/IJBSR.2021.10029513>
- Wang, M. C. H. (2012). Emerald Article: Determinants and consequences of consumer satisfaction with self-service technology in a retail setting. *Managing Service Quality*, 22(2), 128-144.
- Wilson, N., Alvita, M., & Wibisono, J. (2021). The effect of perceived ease of use and perceived security toward satisfaction and repurchase intention. *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 5(1), 145-159.

- Wilsona, N., Kenib, K., & Tanc, P. H. P. (2021). The Role of Perceived Usefulness and Perceived Ease-of-Use Toward Satisfaction and Trust which Influence Computer Consumers' Loyalty in China. *Gadjah Mada International Journal of Business*, 23(3), 262-294.
- Yang, Z., Diao, Z., & Kang, J. (2020). Customer management in Internet-based platform firms: review and future research directions. *Marketing Intelligence & Planning*, 38(7), 957-973.
- Yoo, W., Yu, E., & Jung, J. (2018). Drone delivery: Factors affecting the public's attitude and intention to adopt. *Telematics and Informatics*, 35(6), 1687-1700. <https://doi.org/10.1016/j.tele.2018.04.014>
- Yoo, W., Yu, E., & Jung, J. (2018). Drone delivery: Factors affecting the public's attitude and intention to adopt. *Telematics and Informatics*, 35(6), 1687-1700. <https://doi.org/10.1016/j.tele.2018.04.014>