

SIGNIFICANCE OF KIOSK UTILIZATION ON CUSTOMER TRUST AND SATISFACTION IN MCDONALD'S FRISCO AT QUEZON CITY

ABSTRACT

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This study examines how kiosk utilization influences customer trust and satisfaction at McDonald's Frisco in Quezon City. As self-service kiosks become increasingly common in the fast-food industry, understanding their impact on customer experience is essential for business success. This research focuses on both the advantages and limitations of kiosk use, including improved productivity, reduced wait times, and potential technological difficulties. By evaluating factors such as usability, operational efficiency, and functionality, the study aims to determine how these elements affect customer satisfaction and trust, thereby providing insights for improving customer loyalty and service quality. A descriptive research design was used to investigate the relationship between kiosk functionality, user interface, operational efficiency, customer satisfaction, and trust. A total of 100 customers from McDonald's Frisco were randomly selected to participate in a survey. The questionnaire gathered feedback on aspects such as kiosk dependability, order accuracy, service speed, and ease of use. It also assessed the overall satisfaction and trust levels associated with kiosk usage. Descriptive statistics were applied to analyze the responses, while correlation analysis was conducted to examine relationships among the variables. Findings revealed a strong positive correlation between customer satisfaction and effective kiosk functionality. Respondents reported higher levels of satisfaction when kiosks were user-friendly, accurate, and provided timely service. However, some participants expressed dissatisfaction due to technical issues such as system malfunctions or unclear instructions. A lack of accessible human assistance during technical difficulties was also a concern. Many respondents suggested that clearer guidance and professional staff support could significantly improve the kiosk experience. Kiosk utilization was found to enhance order accuracy and reduce wait times, contributing positively to customer satisfaction. However, its effectiveness depends on an intuitive user interface and reliable performance. To improve the overall customer experience, McDonald's Frisco should enhance kiosk design for greater accessibility, especially for users with limited technological familiarity. Additionally, staff should receive proper training in kiosk operations and troubleshooting to assist customers during system failures or confusion.

RECOMMENDED CITATION

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