

ELEVATING CUSTOMER EXPERIENCE: IMPACT OF SELF-SERVICE KIOSKS IN FAST-FOOD CHAINS AT QUEZON CITY

ABSTRACT

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The fast-food industry has experienced a major shift with the adoption of self-service kiosks, which have significantly enhanced the customer experience by streamlining service speed, increasing order accuracy, and enabling greater personalization. This study investigated the impact of self-service kiosks on customer experience in fast-food establishments across Quezon City. It specifically focuses on key dimensions such as efficiency, satisfaction, customer engagement, brand loyalty, and the challenges associated with kiosk usage. Survey questionnaires were distributed to customers of fast-food chains in Quezon City that have adopted self-service kiosks. The collected data underwent statistical analysis to evaluate the correlation between kiosk usage and key dimensions of customer experience, such as service efficiency, order accuracy, user satisfaction, customer engagement, and overall loyalty. The findings revealed that the integration of self-service kiosks in fast-food chains significantly improves the overall customer experience. Key benefits include faster service delivery and enhanced order accuracy, which collectively lead to greater customer satisfaction and engagement. Many customers noted the convenience and efficiency of the kiosks, which streamlined the ordering process and minimized human error. Despite these advantages, the study also uncovered several challenges, such as concerns over kiosk hygiene, unintuitive user interfaces, and occasional delays in system responsiveness, which may hinder optimal user experience. The findings underscore the capability of self-service kiosks to enhance customer experience by providing faster service, greater order accuracy, and increased interaction. To overcome existing challenges, the study recommends enforcing strict sanitation measures, redesigning kiosk interfaces for better user-friendliness, conducting regular technical maintenance, and offering real-time customer support. These improvements can significantly elevate user satisfaction and build stronger customer loyalty.

RECOMMENDED CITATION

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