

ACCEPTABILITY OF ARTIFICIAL INTELLIGENCE IN TSURUMARU UDON X TEMPURA: TOWARD A GUIDE

ABSTRACT

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Artificial intelligence has been integrated into operations at Tsurumaru Udon x Tempura to enhance customer service, streamline inquiries, and expedite reservations, resulting in increased patronage and higher sales. AI chatbots manage routine questions and bookings, thereby reducing waiting times and improving the overall dining experience. Despite these benefits, some customers continue to value human interaction. As AI increasingly supports productivity by handling repetitive or hazardous tasks, its role in daily life and the hospitality sector continues to expand. A descriptive study was conducted to assess the acceptability of AI-driven customer service tools in a restaurant setting. Patrons of Tsurumaru Udon x Tempura were selected through purposive sampling to complete a structured questionnaire evaluating their preferences, perceived convenience, and concerns regarding AI chatbots. Responses are analyzed using frequency counts and percentage distributions to identify demographic trends and overall acceptance levels. Analysis revealed that respondents aged 28 and older exhibited the highest preference for AI chatbots, citing convenience and shorter wait times as primary benefits. However, a notable portion of patrons expressed concerns about reduced human interaction and potential social isolation during the dining experience. The findings indicated that AI adoption in the restaurant favored male customers and improved operational efficiency by reducing service delays. Nonetheless, increased reliance on technology raised concerns about diminished personal engagement and potential price increases to cover AI implementation costs. As a result, successful AI integration requires tailoring chatbot interactions to customer profiles, maintaining human oversight, and providing staff training on customer service and privacy protocols. Ongoing refinement of AI systems and active solicitation of customer feedback were recommended to balance technological efficiency with personalized service and ensure sustainable customer satisfaction.

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