

**DOES TECHNOLOGY MATTER IN THE WORLD OF LOYALTY? RESEARCH OF
SELF SERVICE TECHNOLOGY AND CUSTOMER LOYALTY (CASE STUDY :
BURGER KING MANADO)**

*APAKAH TEKNOLOGI PENTING DALAM DUNIA LOYALITAS? PENELITIAN TEKNOLOGI LAYANAN
MANDIRI DAN LOYALITAS PELANGGAN (STUDI KASUS : BURGER KING MANADO)*

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Abstract: At present, the impact of the covid 19 pandemic which has now become a covid 19 endemic has an impact on changing consumer behavior in everyday life. Burger King Manado has improvised and improved its service aspect by launching self-service technology to replace facing this problem. By providing features that can make it easier for customers, there are also various attractive promos for loyal customers of Burger King Manado. To find the effect of self-service technology that has been carried out by Burger King Manado, this study proposes and examines the effect of self-service technology on customer loyalty with customer satisfaction as a mediating variable. The goal is based on the assumption that improvements made with self-service technology will affect satisfaction and loyalty to Burger King Manado who have used the technology. This study used 100 samples and used the purposive sampling method. The method of data collection was done by distributing online questionnaires. The data analysis technique used in this research is path analysis. The results of this study indicate that self-service technology quality has a positive and significant impact on customer loyalty and customer satisfaction is proven to be a mediating variable. These results provide insight for other companies to invest in new technologies to improve customer experience, satisfaction, and loyalty.

Keyword: *self-service technology, customer loyalty, customer satisfaction*

Abstrak: Pada saat sekarang ini, akibat dari pandemi covid 19 yang sekarang telah menjadi endemi covid 19 memiliki dampak dalam perubahan perilaku konsumen dalam kehidupan sehari-hari. Burger King Manado telah melakukan improvisasi dan peningkatan dalam aspek pelayanannya dengan meluncurkan teknologi self-service untuk menggantikan menghadapi masalah ini. Dengan memberikan fitur-fitur yang dapat mempermudah pelanggannya, juga adanya berbagai promo menarik untuk pelanggan setia Burger King Manado. Untuk menemukan pengaruh self-service technology yang telah dilakukan oleh Burger King Manado, penelitian ini mengusulkan dan menguji pengaruh selfservice technology terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi. Tujuannya didasarkan pada anggapan bahwa improvement yang dilakukan dengan adanya self-service technology akan mempengaruhi kepuasan dan loyalitas terhadap Burger King Manado yang telah menggunakan teknologi tersebut. Penelitian ini menggunakan 100 sampel dan menggunakan metode purposive sampling. Metode pengumpulan data dilakukan dengan menyebarkan kuesioner secara online. Teknik analisis data yang digunakan dalam penelitian ini yaitu analisis jalur. Hasil dari penelitian ini menunjukkan bahwa self-service technology quality memberikan dampak yang positif dan signifikan terhadap loyalitas pelanggan dan kepuasan pelanggan terbukti menjadi variabel mediasi. Hasil ini memberikan wawasan bagi perusahaan lain untuk berinvestasi dalam teknologi baru guna meningkatkan pengalaman, kepuasan dan loyalitas pelanggan.

Kata Kunci : *teknologi self-service, loyalitas pelanggan, kepuasan pelanggan*

INTRODUCTION

Research Background

Nowadays, there are lots of businesses that have been run by all people in Indonesia. A business is an organization that provides goods or services for sale to make a profit (Griffin and Ebert, 2007: 4). One of the challenges faced by business actors in the culinary field themselves is the COVID-19 pandemic, which until now is from pandemic became endemic and still one of the problems for every business.

In this current era of globalization, The general understanding of the digital era is a condition of the era or life in which all activities that support life can be facilitated by the existence of sophisticated technology. Many uses of new technologies are found. Especially during the Covid-19 endemic, now it demands us to always think creatively and innovatively. The utilization of technology can make restaurant waiters more effective and efficient in serving every customer who comes to the restaurant. When the service provided can be as effective and efficient as possible, then it can improve the service system of the restaurant itself. One example of the use of technology today is the use of self-service technology.

Self-service technology (SST) is a technology that allows a consumer to perform services on their own without depending on employees, for example on ATMs, banking services via the internet, e-commerce, and also QR Code. Further, Self-Service Technology could be more beneficial to the businesses, helping them to serve more customers with fewer resources resulting in cost reduction as employees can be substituted by SSTs (Curran and Meuter, 2005; Yang and Klassen, 2008). Self-Service Technology also help businesses to decrease costs of staff training, equipment, and communication (Leung and Matanda, 2013). Self-Service Technology also put forward more consistent and steady services unaffected by variations of service demand or worker's frame of mind (Liljander et al., 2006; Weijters., 2007). The literature points out that Self-Service Technology enhance customer's satisfaction and loyalty, hence facilitate effectively to approach new customer divisions (Bitner et al., 2002; Meuter et al., 2005).

Nowadays, Burger King Manado is one of the other fastfood restaurants that used Self-Service Technology. Burger King used the QR Code and Application on smartphone as their implementation of using technology. Therefore, Burger King Manado can survive in Covid-19 problem not only survive but Burger King Manado also can improve their business system and become better. SST in the form of an application that can be downloaded on each of our smartphones by using a QR CODE at the Burger King Manado restaurant, as a solution that can have a big impact on improving the service quality to increase the customer satisfaction and loyalty to the restaurant.

The existence of self-service technology (SST) greatly influences a person's current habits because people usually come to restaurants to be served by waiters. However, now they are self-serving with just the smartphone they are holding. The SST implemented by Burger King Manado have a great affects. This makes the performance of the waiters from Burger King Manado more effective and efficient which can make customers feel very happy and satisfied. Because, customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perception or impression of performance that is below expectations, customers are not satisfied. Customer satisfaction is one of the important aspects of a business, especially in the culinary field, namely in restaurants. Customer satisfaction is an important concern of a restaurant to determine the continuation of the restaurant (Kotler and Keller, 2009).

When they feel comfortable, then it will make customers consistent continue to buy and use the products offered by a restaurant. The sense of comfort that customers feel can be referred to as loyalty from these customers to a restaurant. Customer loyalty is a commitment held by customers to buy or prioritize a product in the form of goods or services consistently, this causes repeated purchases of the same brand, even though The customer gets situational or marketing influence from competitors to switch to another brand (Oliver 2014).

Loyalty itself is a very important aspect of a business, more specifically in the culinary field, namely restaurants. For this reason, the restaurant itself must prepare strategies to deal with situations like today. For that, I will conduct this research with the aim of whether Self-Service Technology can have a positive influence on customer loyalty with customer satisfaction as a mediating variable or does sst have a negative effect on customer loyalty from a fast food restaurant, Burger King Manado.

Research Objectives

The research objectives is to:

1. To find out the impact of self-service technology toward customer loyalty.
2. To find out the impact of customer satisfaction toward customer loyalty.

3. To find out the impact of self-service technology toward customer loyalty through customer satisfaction as variable intervening.

THEORETICAL FRAMEWORK

Marketing

According to Lamb, Hair, and McDaniel (2001: 6) marketing was a process of planning and running concept, pricing, promotion, and a number of ideas, goods and services to create exchanges that could satisfy individual and organizational goals. According to Kotler and Armstrong (2010) mentioned marketing as the process by which companies created value for customers and built strong customer relationship to capture value from customers in return.

Self-Service Technology

Self-Service Technology (SST) is defined as an interface technology that allows consumers to produce a service independently of the direct involvement of company employees (Meuter et al, 2000, p.50). The use of this technology is attractive to service providers because it improves operational services, increases service efficiency, provides more benefits for consumers, and increases service access options (Curran and Meuter, 2005).

Customer Satisfaction

According to Hansemark and Albinsson (2004) overall customer satisfaction indicates an attitude towards a service provider, or an emotional reaction to the discrepancy between what customers expect and what they receive. Meanwhile, according to Bitner and Zeithaml (2003) customer satisfaction is the customer's evaluation of a product or service in terms of whether the product or service has met customer needs and expectations.

Customer Loyalty

According Ishaq (2014) says loyalty is a process, at the end of the process, satisfaction has an effect on perceived quality, which can have an impact on loyalty and intentions for certain behaviors of a customer. According to Oliver (2014) customer loyalty is a commitment held by customers to buy or prioritize a product in the form of goods or services consistently, this causes repeated purchases of the same brand, even though The customer gets situational or marketing influence from competitors to switch to another brand.

Previous Research

Rosyidah, and Andjarwati (2021) proposed and examined the effect of self-service technology quality on loyalty with satisfaction as a mediating variable. The goal is based on the assumption that the overall quality of self-service technology will affect satisfaction and loyalty to McDonald's that has used the technology. This study used 200 samples and used the judgmental sampling method. The method of data collection was done by distributing online questionnaires. The data analysis technique used in this research is path analysis. The results of this study indicate that self-service technology quality has a positive impact on loyalty and satisfaction is proven to be a mediating variable. These results provide insight for other companies to invest in new technologies to improve customer experience, satisfaction, and loyalty.

Iqbal, UL Hassan , and Habibah (2018) examined how the technology based Services i.e. SSTs impact the customer satisfaction, loyalty, and Behavioral Intentions in service sector of Pakistan. The data have been collected from the 238 SST's users through the online survey. In order to test the model, Structural Equation Modeling is applied by using the LISREL program. The results of this study reveal positive and significant relationship between SSTs service quality, loyalty, and behavioral Intentions directly and indirectly via customer satisfaction. These results provide insights for the service sector of the Pakistan to invest in the new technology in order to enhance the consumer experience, satisfaction, loyalty, and Intentions.

Tamaruddin, Firdaus, and Endri (2020) analyzed: The effect of self-service technology, service quality, reputation, customer value on customer loyalty in e-banking services for Islamic banks in Indonesia through customer satisfaction. The method used is quantitative with path analysis. The data collection technique is a questionnaire. The results of the study are as follows: 1. There is no direct effect of self-service technology on customer satisfaction in E-Banking services. 2. There is no direct effect of service quality on customer satisfaction in E-Banking services. 3. There is a direct effect of reputation on customer satisfaction in E-Banking services. 4. There is a direct effect of customer value on customer satisfaction in E-Banking services. 5. There is a direct effect of customer satisfaction on customer loyalty in e-banking services. 6. There is no direct effect of self-service

technology on customer loyalty in e-banking services. 7. There is a direct effect of customer value on customer loyalty in e-banking services. 8. There is a relationship between self service technology and service quality of Islamic banks. 9. There is a relationship between customer value and reputation of a Sharia bank. 10. There is a significant effect of self-service technology, service quality, reputation, customer value on customer loyalty in Islamic banking e-banking services in Indonesia through customer satisfaction.

Conceptual Framework

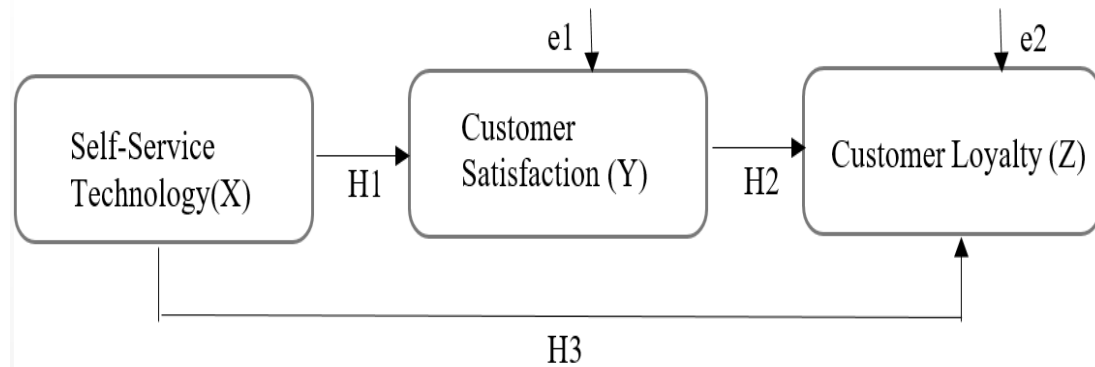


Figure 1. Conceptual Framework

Source: Data Processed (2022)

Research Hypothesis

H1: Self-service Technology has an effect on the Customer Satisfaction

H2: Customer Satisfaction has an effect on the Customer Loyalty

H3: Self-service Technology has an effect on the Customer Loyalty through Customer Satisfaction as the variable intervening.

RESEARCH METHOD

Research Approach

This research using quantitative approach. to do the ressearch about The (Leedy and Ormrod 2001) describe the research methodology as the holistic steps a researcher employ embarking on a research (p.14). Therefore, a quantitative research method deals with quantifying and analysis variables in order to get results. It involves the utilization and analysis of numerical data using specific statistical answer quest techniques to ions like who, how much, what, where, when, how many, and how.

Population, Sample and Sampling Technique

The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. It is the group of people, events, or things of interest for sample statistics) which the researcher wants to make inferences based on Sekaran and Bougie (2016: 236) will be the customer of Burger King Manado. The population size in the study is very large and cannot be known with certainty, so the sample size used According to Hair et al (2010), the number of samples is at least 5 times the number of indicators. Hair et al (2010) also suggested that the appropriate sample size ranged from 100-200 respondents. For the respondent who have visited Burger King Manado 2 or more times and they have member on Burger King Manado. The consideration used in this research is purposive sampling, namely the technique of determining the sample with certain considerations.

Data Collection Method

The data collected in this study only used one type of data sources, namely primary data. The primary data used is collected by distributing questionnaires to the customers of Burger King Manado.

Operational Definition of Research Variables

Variable	Definition	Indicators
Self-Service Technology	Self-Service Technology (SST) is defined as an interface technology that allows consumers to produce a service independently of the direct involvement of company employees (Meuter et al, 2000, p.50).	1. Reliability 2. Responsiveness 3. Simple and easy to use 4. Enjoyment Assurance Convenience Customization (Hsieh et al, 2006)
Customer Satisfaction	According to Hansemark and Albinsson (2004) overall customer satisfaction indicates an attitude towards a service provider, or an emotional reaction to the discrepancy between what customers expect and what they receive.	1. Quality of service 2. Emotional factor 3. Price 4. The cost and ease obtaining the product and service (Basu, Swasta, and Irawan, 2008)
Customer Loyalty	According to Oliver (2014) customer loyalty is a commitment held by customers to buy or prioritize a product in the form of goods or services consistently, this causes repeated purchases of the same brand, even though The customer gets situational or marketing influence from competitors to switch to another brand.	1. Repurchase 2. Recommending 3. Not intending to move 4. Talking about positive thing (Griffin, 2005)

Source: Data Processed (2022)

Validity and Reliability

According to Sekaran and Bougie (2016), "Validity is a test how well an instrument that is developed measures the particular concept it is intended to measure". The purpose of this test is to find out how far the respondent understands the statement of the proposed variable, therefore the answer is expected to be able to describe the actual conditions. Validity testing can be done with the help of a computer using the SPSS version 22 program. Reliability is requires dependable measurement that indicate of the consistency and stability with which the instrument measures the concept and helps to assess the "goodness" of a measure, Sekaran and Bougie (2016).

Path Analysis

According to Ghazali (2018: 245) path analysis is an extended model of multiple linear regression analysis to measure the relationship between variables that have been previously defined. Path analysis is used to determine the direct and indirect effect between the independent and dependent variables. The formula in this study is shown as follows:

$$\begin{array}{ll} \text{First structure} & \text{Second Structure} \\ Y = \beta yx + \epsilon 1 & Z = \beta zy + \beta zx + \epsilon 2 \end{array}$$

Description:

- X : Self-Service Technology (Independent Variable)
 Y : Customer Satisfaction (Intervening Variable)
 Z : Customer Loyalty (Dependent Variable)
 X3 : Fashion Involvement (Independent Variable)
 β : The slope of each independent variable
 e : Error term

To prove the hypothesis testing, this study will use SPSS or the Statistical Package for Social Sciences totabulate the data.

RESULT AND DISCUSSION**Validity and Reliability**

In validity test, it shows that all statement items used to measure the variables used in this study have Sig <0.05 so it can be said that all indicators are valid to be used as instruments in research or questions posed in research can be used to measure the variables studied. In reliability test, all the variables shopping lifestyle, discount, fashion involvement and process of impulsive buying has a Cronbach's Alpha values above 0.60 then it means all variables are reliable

Table 1. Validity of Self-Service Technology

Variable	Indicator	r Result	r Table	Validation
Self-Service Technogy	X.1	0.752	0.165	VALID
	X.2	0.692	0.165	VALID
	X.3	0.724	0.165	VALID
	X.4	0.713	0.165	VALID
	X.5	0.735	0.165	VALID
	X.6	0.577	0.165	VALID
	X.7	0.734	0.165	VALID

Source: Data Processed (2022)

Table 2. Validity of Customer Satisfaction

Variable	Indicator	r Result	r Table	Validation
Customer Satisfaction	Y.1	0.841	0.165	VALID
	Y.2	0.708	0.165	VALID
	Y.3	0.838	0.165	VALID
	Y.4	0.831	0.165	VALID

Source: Data Processed (2022)

Table 3. Validity of Customer Loyalty

Variable	Indicator	r Result	r Table	Validation
Customer Loyalty	Z.1	0.755	0.165	VALID
	Z.2	0.803	0.165	VALID
	Z.3	0.809	0.165	VALID
	Z.4	0.772	0.165	VALID
	Z.5	0.716	0.165	VALID

Source: Data Processed (2022)

Table 4. Reliability Test

Variable	Cronbach's Alpha	Limitation	Reliability
Self-Service Technology	0.824	0,6	Reliable
Customer Satisfaction	0.819	0,6	Reliable
Customer Loyalty	0.825	0,6	Reliable

Source: Data Processed (2022)

Classical Assumption**Test Normality**

Based on the picture above can be concluded that the data in this study qualifies the normal probability plot so that the regression model in the study meets the assumption of normality (normal distribution). This means that the data in this study comes from a population that is normally distributed

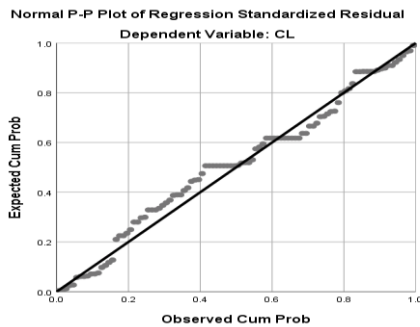


Figure 1. Normality Test 1

Source: Data Processed (2022)

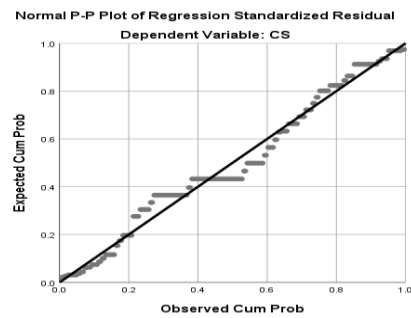


Figure 2. Normality Test 2

Source: Data Processed (2022)

Heteroscedasticity

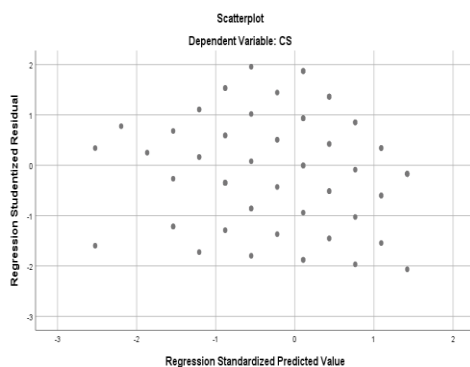


Figure 3. Heteroscedasticity Test 1

Source: Data Processed (2022)

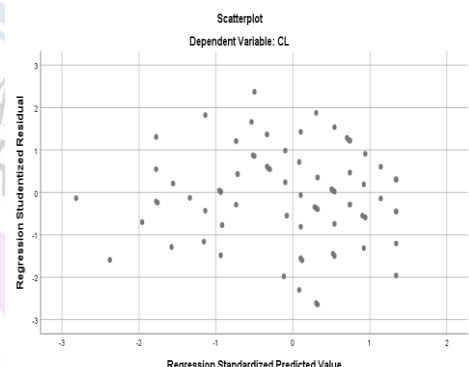


Figure 4. Heteroscedasticity Test 2

Source: Data Processed (2022)

Based on the Scatterplot image above it can be seen that the dots do not form a clear pattern, and the spots spread above and below the number 0 on the Y axis. So it can be concluded that there is no problem of heteroscedasticity in the regression model

Multicollinearity

Based on the table below coefficients table, the value of Variance Inflation Factor (VIF) of each independent variable has no value more than 10 and for the tolerance value more than 0.1, so it can be concluded that the regression model in this study does not contain Multicollinearity.

Table 5. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Multicollinearity 1		
1 (Constant)		
SST	1.000	1.000
Multicollinearity 2		
1 (Constant)		
SST	.293	3.409
CS	.293	3.409

Source: SPSS Data Processed (2022)

Linearity Test

Table 6. Linearity Test

			ANOVA Table				
			Sum of	df	Mean	F	Sig.
			Squares		Square		
Linearity Test 1							
C	Between	(Combined)	395.883	12	32.990	15.375	.000
L	Groups	Linearity	384.204	1	384.204	179.057	.000
*		Deviation from Linearity	11.679	11	1.062	.495	.902
S	Within Groups		186.677	87	2.146		
S	Total		582.560	99			
Linearity Test 2							
C	Between	(Combined)	383.322	7	54.760	25.286	.000
L	Groups	Linearity	362.134	1	362.134	167.219	.000
*		Deviation from Linearity	21.188	6	3.531	1.631	.148
S	Within Groups		199.238	92	2.166		
S	Total		582.560	99			

Source: SPSS Data Processed (2022)

Based on the above, the value of deviation from linearity has significance value more than 0.05, so it can be concluded that this variable has linear relationship.

Path Analysis

Table 7. Path Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841 ^a	.707	.704	1.07230
1	.835 ^a	.698	.691	1.34755

a. Predictors: (Constant), SST

b. Dependent Variable: CS

Source: SPSS Output Data (2022)

$$e1 = \sqrt{1 - R^2} = \sqrt{1 - 0.707} = 0.541$$

$$e2 = \sqrt{1 - R^2} = \sqrt{1 - 0.698} = 0.549$$

Based on the result, it can be for the first structure of path analysis as follows:

$$\begin{aligned} Y &= \beta_{YX} + e1 \\ &= 0.841X + 0.541 \end{aligned}$$

Based on the result, it can be for the second structure of path analysis as follows:

$$\begin{aligned} Z &= \beta_{ZX} + \beta_{ZY} + e2 \\ &= 0.509X + 0.361Y + 0.549 \end{aligned}$$

The indirect effect of the Self-Service Technology (X) variable or through the intervening variable, namely Customer Satisfaction (Y) on the Customer Loyalty (Z) variable is 0.303. this value got from the coefficient from Self-Service Technology on Customer Satisfaction which is 0.841 multiplied by the coefficient from Customer Satisfaction on Customer Loyalty which is 0.361.

Table 8. Result of Path Analysis

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
Path Analysis 1						
1	(Constant)	1.127	1.092		1.032	.305
	SST	.544	.035	.841	15.364	.000
Path Analysis 2						
1	(Constant)	1.507	1.380		1.092	.277
	SST	.406	.082	.509	4.938	.000
	CS	.444	.127	.361	3.498	.001

Source: SPSS Data Processed (2022)



Correlation and Determination (R2)

Table 9. Result of Correlation and Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Correlation and Determination 1				
1	.841 ^a	.707	.704	1.072
Correlation and Determination 2				
1	.835 ^a	.698	.691	1.347

a. Predictors: (Constant), Self-Service Technology (X)

Source: SPSS Output Data (2022)

Based on the table above, the Summary Model produces an Adjusted R Square value of 0.707, meaning that Self-Service Technology (X) have an influence of 70.7% on Customer Satisfaction (Y). Whereas the rest of 29.3% influential with other factors not examined by the authors in this study. The Summary Model produces an Adjusted R Square value of 0.698, meaning that Self-Service Technology (X) have an influence of 69.8% on Customer Loyalty (Z) and Customer Satisfaction as the variable intervening. Whereas the rest of 30.2% influential with other factors not examined by the authors in this study.

Hypothesis Testing**Partial Test (T-Test)****Table 10. Result of Partial T-Test Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Partial T-Test 1						
1	(Constant)	1.127	1.092		1.032	.305
	Self-Service Technology	.544	.035	.841	15.364	.000
Partial T-Test 2						
1	(Constant)	1.507	1.380		1.092	.277
	Self-Service Technology	.406	.082	.841	4.938	.000
	Customer Satisfaction	.444	.127	.361	3.498	.001

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output Data (2022)

Based on t-test results table above to determine the influence of each independent variable partial (individual) on the dependent variable is as follows:

- Self-Service Technology (X) on Customer Satisfaction (Y) showed a significant value $0.000 < 0.05$, because $\text{sig.} < \alpha$, it can be concluded that there is a positive and significant influence between Self-Service Technology on Customer Satisfaction received
- Self-Service Technology (X) on Customer Loyalty (Z) showed a significant value $0.000 < 0.05$, because $\text{sig.} < \alpha$, it can be concluded that there is a positive and significant influence between Self-Service Technology on Customer Loyalty received.
- Customer Satisfaction (Y) on Customer Loyalty (Z) showed a significant value $0.001 < 0.05$, because $\text{sig.} < \alpha$, it can be concluded that there is a positive and significant influence between Customer Satisfaction on Customer Loyalty received

Simultaneous Test (F-Test)**Table 11. Result of Simultaneous F-Test**

Model		df	F	Sig.
F-Test 1				
1	Regression	1	236.059	.000 ^b
	Residual	98		
	Total	99		
F-Test 2				
1	Regression	2	111.905	.000 ^b
	Residual	97		
	Total	99		

Source: SPSS Output Data (2022)

Based on the results from table above, it can be seen that the f test results indicate that the significance value of the influence of the Self-Service Technology (X) variable on the Customer Satisfaction variable is $0.000 < 0.05$ and the calculated F count is $236.059 > F$ table 3.939. The results of the f test indicate that the significance value of the influence of the Self-Service Technology (X) variable and the Customer Satisfaction (Y) as the intervening variable on the Customer Loyalty (Z) variable is $0.000 < 0.05$ and the F value is $111.905 > F$ table 3.091.

Discussion

Influence of Self-Service Technology (X) on Customer Loyalty (Z)

The significance value of Self-Service Technology (X) is $0.000 < 0.05$ and for the standardized coefficient from Self-Service Technology (X) toward Customer Satisfaction (Y) is 0.841. So it can be concluded that Self-Service Technology has a positive significant directly on Customer Satisfaction. This proves that the Self-Service Technology (X) variable has a significant influence on the Customer Satisfaction (Y) variable. This is supported by the results of previous studies by Iqbal, Ul Hassan, and Habibah (2018) that there is a positive significant influence between Self-Service Technology toward Customer Loyalty.

Influence of Customer Satisfaction (Y) on Customer Loyalty (Z)

the significance value of Customer Satisfaction is $0.001 < 0.05$. So it can be concluded that it directly has a significant effect on Customer Satisfaction on Customer Loyalty. Based on table 4.19 above, seen in the Standardized Coefficient column, the path coefficient for the Customer Satisfaction variable (Y) is 0.361. This is supported by the results of previous research by Tamar Tamaruddin, Achmad FirdausI, and Endri Endri (2020) that Customer Satisfaction (Y) have a direct significant effect toward Customer Loyalty (Z). According to Widjaja and Nugraha (2016), a good level of consumer satisfaction will also create a good loyalty to consumers.

Influence of Self-Service Technology (X) on Customer Loyalty (Z) through Customer Satisfaction (Y)

The significance value of Self-Service Technology (X) is $0.000 < 0.05$. So it can be concluded that Self-Service Technology (X) has a significant directly effect on Customer Loyalty (Z). Based on table 4.19 above, seen in the Standardized Coefficient column, the path coefficient for the Self-Service Technology variable (X) is 0.509. Also the indirect effect from Self-Service Technology toward Customer Loyalty is $0.000 < 0.05$. So it can be concluded that Self-Service Technology (X) has a significant indirect effect on Customer Loyalty (Z). But for the standardized coefficient from Self-Service Technology (X) from the result the standardized coefficient of Self-Service Technology (X) 0.841 multiplied by a standardized coefficient of Customer Satisfaction (Y) 0.361 is 0.303. The results of the study prove that the Self-Service Technology system provided by Burger King Manado has a positive and significant direct effect and indirect effect toward Customer Loyalty. This is supported by the results of previous research by Rosyidah, and Andjarwati (2021) that shopping lifestyle, discount, fashion involvement variables have a significant effect on impulse buying. The result meaning that Self-Service Technology (X) has a positive impact on Customer Loyalty (Z) and Customer Satisfaction (Y) is proven to be the intervening variable. These results provide insight for other companies to invest in new technologies to improve satisfaction, and loyalty.

CONCLUSION AND RECOMMENDATION

Conclusions

Based on the results of analysis and discussion in the previous chapter then obtained regarding to conclusions, analysis of Self-Service Technology (X), Customer Loyalty (Z), and Customer Satisfaction (Y) as the intervening variable on Burger King Manado. These conclusions are:

1. The Self-Service Technology (X) variable has a significant effect on the Customer Satisfaction (Y) variable, so H1 is accepted.
2. The Customer Satisfaction (Y) variable has a significant effect on the Customer Loyalty (Z) variable so that H2 is accepted.
3. The Self-Service Technology (X) has a direct and significant effect on the Customer Loyalty (Z) through Customer Satisfaction (Y), so H3 is accepted.
4. The Self-Service Technology (X) variable has an indirect and significant effect on the Customer Loyalty (Z) variable through the Customer Satisfaction (Y) as an intervening variable. This shows that Customer Satisfaction (Y) can be an intervening variable for the Self-Service Technology (X) variable against the Customer Loyalty (Z) variable.
5. This proves that today's technology is very important, not only in the world of communication, education, transportation, but also very influential in the world of consumer loyalty to a business, which is in this study the fastfood restaurant business. It is possible that Self-Service Technology can help to improve every existing business to continue to benefit and achieve common goals. However, Burger King Manado also needs to pay attention to the satisfaction of its consumers in order to make consumers feel comfortable and satisfied with the products and services provided by Burger King Manado to their consumers. This both variables would be

an important factor for the success of that firm and it will also improve the customer loyalty.

Recommendations

1. For the management of Burger King Manado, to maintain and even continue to improve services using the Self-Service Technology system which can have many positive impacts on customers. Also, continue to provide attractive promos to loyal customers of Burger King Manado and also completeness and clarity in using Self-Service Technology in the form of QR CODE and Applications for new customers of Burger King Manado.
2. For competitors or companies engaged in the same field, it is necessary to pay attention to the use of the Self-Service Technology service system to survive in the endemic period of covid 19 and the digitalization era to provide more satisfaction to consumers and they can become loyal customers. Based on the results of this study indicate that there is a positive and significant influence directly or indirectly from Self-Service Technology on Customer Loyalty through the intervening variable, namely Customer Satisfaction.
3. For researchers and further developments, it is hoped that the results of this study can be used as a reference for research materials for research related to Self-Service Technology, Customer Satisfaction, and Customer Loyalty. Presumably further researchers can add other independent variables that can affect the dependent variable, namely Customer Loyalty.

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