THE INFLUENCE OF SELF-SERVICE TECHNOLOGY (SST) AND SERVICE QUALITY TOWARDS REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION (STUDY ON MCDONALD'S CONSUMER IN SEMARANG)

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Abstract: *The ease of access obtained in this era of globalization makes it easier for us to obtain information from one country to another. The tendency of residents in Indonesia to eat at fast food restaurants is considered to have its own social value and prestige, which in turn bring the impression that the image of a luxury with McDonalds being the second most well-liked fast- food restaurant. Repurchase intention is driven by the restaurant's ability to deliver good self-service technology machines and also good service quality which will increase customer satisfaction. However, the level of repeat purchase decisions for McDonalds purchases has decreased. Therefore, this study aims to determine the effect of self-service technology, service quality, and customer satisfaction on the decision to repurchase intention to purchase McDonalds. This study uses a quantitative approach with an explanatory research type. The respondents in this study were McDonalds customers in Semarang with a sample size of 100 respondents calculated using non-probability sampling techniques. The data that has been collected is then processed using SPSS software. The conclusion of this study shows that self-service technology, service quality, and customer satisfaction have a positive effect on the decision to repurchase intention to purchase McDonalds.*

Keywords: self-service technology, service quality, repurchase intention, customer satisfaction

Background

In recognition of the current globalization era, technology is advancing quickly every day. Not only exchanging information, with technological advances it has also made it easier for products from other countries to go global. In Indonesia, fast food restaurants rose to popularity in the early 1980s. According to Setiadi in Mayvita and Faisal (2015) the tendency of residents of cities in Indonesia to eat at fast food restaurants is considered to have its own social value and prestige, which in turn will bring the impression that the image of a luxury fast food restaurant or prestigious. Fast food business competition is getting tougher and very competitive.

Table 1. "FastFood Restaurant" Top Brand Index

Brand Name	2019	2020	2021	2022	2023
A&W	5.40	5.90	7.90	7.60	0
Hoka-Hoka Bento	5.40	6.50	8.50	9.40	0
KFC	26.20	26.40	27.20	27.20	0
Mc Donalds	22.40	22.80	26.00	26.20	0
Richeese Factory	4.30	4.90	5.90	4.70	0

Source: topbrandindex.com

Figure 1. MCD 2023 Annual Report (in millions)
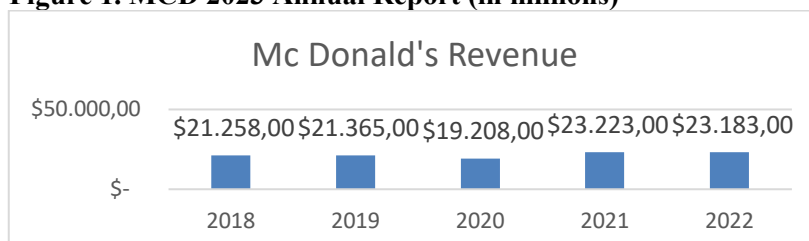
Source: corporate.mcdonalds.com

From the "Top Brand Index" data in the "Fastfood Restaurant" category, Mc Donald's is in second place after KFC in 2022. From data provided by Mc Donald's in the MCD 2023 Annual Report book, MCD's revenue in 2020 has dropped by $2,157 million. After recovering and revenue increasing by $4,015 million, MCD will again lament the decline in revenue in 2022, with revenue reduced by $40 million. Although the decline in 2023 is not as sharp as in 2020, MCD plans for layoffs (PHK) in 2023.

From a summary of numerous customer experiences, it can be said that the problems of self-service technology are some customers may have to wait outside the McDonalds building because the line is too long, service has become slower since there was self-service, because Indonesians are still clueless about technology and need help from waiters so this is quite time consuming, and self-service machines are less informative because the food stocks in the machine are not updated quickly so consumers wait a long time. The problem for service quality in McDonalds are employees act and speak rudely to customers when the restaurant is hectic and employees often give wrong orders to customers, either at the drive-thru, cashier, or online, such as through an application. Customer satisfaction greatly determines whether the customer will continue to repurchase or not and because of this, this is an important aspect for business continuity. These three aspects will push the company to a higher level, and vice versa. If the customer has no satisfaction, both in terms of products, services, and other things, then the company will leave a bad impression on these customers.

Low Repurchase Intention as observed from the absence of activity in the use of products or services used by consumers and consumers do not want to buy back these products or services. When repurchase intention is low, the business will suffer losses because there are no consumers coming or returning to buy products, so it can result in business bankruptcy. If these things continue to happen and if the existing problems cannot be resolved, then the revenue and net profit that McDonald's will get will be in accordance with what it gives to customers.

Theoretical Study

Consumer Behavior

According to to Sciffman and Kanuk (2007), consumer behavior is the process through which an individual searches for, purchases, uses, assesses, and responds to goods, services, and concepts that they believe will satisfy their needs.

Self-Service Technology

Self-service technology (SST), according to Lin, J.S.C. & Hsieh, P.L. (2011), leads to the sense of improved service because customers may complete transactions rapidly and efficiently. Indicators used in measuring Self-Service Technology are from Lin, J.S.C. dan Hsieh, P.L. (2011) are functionality, enjoyment, security/privacy, design, assurance, convenience, and customization.

Service Quality

Service Quality is meeting or exceeding what customer expects from the service (Zeithaml et al (2013:42). Indicators used in measuring Service Quality are from Zeithaml et al (2013:42) which are reliability, responsiveness, assurance, empathy, and tangibles.
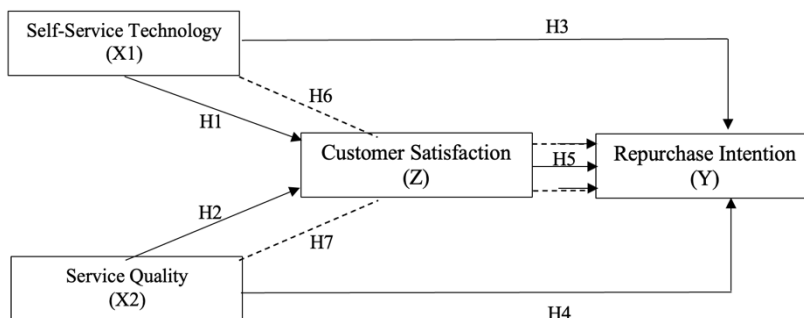
Consumer Satisfaction

Customer Satisfaction rely on the product's estimated performance in delivering value, relative to buyer expectations (Kotler & Armstrong, 2012). The indicators used are stay loyal, buying new products offered, recommending products, willing to pay more, and provide feedback.

Repurchase Intention

Keller (2012) defines repurchase intention as the customer's desire or aim to buy a product or service again in the future following their initial experience with it. the indicators used are transactional intention, referential intention, preferential intention, and exploratory intentions.

Research Hypothesis

Figure 2. Research Framework

H_1	:	It is suspected that Self-Service Technology (SST) has a positive and significant influence on Customer Satisfaction.
H_2	:	It is suspected that Service Quality has a positive and significant influence on Customer Satisfaction.
H_3	:	It is suspected that Self-Service Technology (SST) has a positive and significant influence on Repurchase Intention.
H_4	:	It is suspected that Service Quality has a positive and significant influence on Repurchase Intention.
H_5	:	It is suspected that Customer Satisfaction has a positive and significant influence on Repurchase Intention.
H_6	:	It is suspected that Self-Service Technology (SST) has a positive and significant influence on Repurchase Intention through Customer Satisfaction.
H_7	:	It is suspected that Service Quality has a positive and significant influence on Repurchase Intention through Customer Satisfaction.

Research Method

This research is of the explanatory research type. Nonprobability sampling and purposive sampling techniques are applied for sample selection in this study. The data in this research consists of quantitative data. The quantitative data in this study are sourced from questionnaire responses collected from respondents and processed using SPSS. The scale used in this research is the Likert Scale. The population in this study is McDonalds consumer in Semarang. The sample size used is 100 respondents. The criteria for inclusion required respondents to be at least 17 years of age, have made purchases at McDonald's a minimum of three times within the last three months, and be residents of Semarang City, either on a temporary or permanent basis.

Results and Discussions

The research data were processed using SPSS. The following is an analysis of the results from the data processing that has been conducted.

Validity Test

According to Ghozali (2013), a questionnaire is considered valid if its questions accurately measure the intended constructs.

Table 1. Self-Service Technology Variable Validity Test Result

No Item	Indicator	calculated r	≈ r table	Conclusion
1. X1.1	There are no errors in Self-Service operations at McDonalds	0,491	>0,1966	Valid
2. X1.2	Self-Service capabilities at McDonalds in responding to orders can be completed in a short time	0,672	>0,1966	Valid
3. X1.3	Self-Service at McDonalds can be operated easily and requires little effort	0,627	>0,1966	Valid
4. X1.4	The Self-Service technology at McDonalds has features that can adapt to my needs	0,735	>0,1966	Valid
5. X1.5	I enjoy ordering food using Self-Service at McDonalds	0,702	>0,1966	Valid
6. X1.6	Self-Service technology at McDonalds can build a sense of security and comfort in its operations	0,694	>0,1966	Valid
7. X1.7	The Self-Service display at McDonalds used is very interesting	0,694	>0,1966	Valid
8. X1.8	The form of Self-Service at McDonalds is very interesting	0,722	>0,1966	Valid
9. X1.9	Self-Service at McDonalds can create a sense of comfort for users in its operations	0,756	>0,1966	Valid
10.X1.10	Self-Service at McDonalds can describe its accessibility and comfort of use	0,716	>0,1966	Valid
11.X1.11	Self-Service at McDonalds can be changed according to preferences and wishes	0,648	>0,1966	Valid

Source: Processed Data (2024)

Self-Service Technology (X1) variable have calculated r values exceeding the critical r table value of 0.1966. This indicates that each item's calculated r value is greater than the r table value. Consequently, it can be concluded that all items used to assess the variable are valid, as they all surpass the threshold for validity.

Table 3. Service Quality Variable Validity Test Result

No Item	Indicator	Calculated r	≈ r table	Conclusion
1. X2.1	Employees are able to serve customer desires	0,741	>0,1966	Valid
2. X2.2	Employees can be relied on in handling complaints	0,728	>0,1966	Valid
3. X2.3	Employees are able to explain products correctly	0,712	>0,1966	Valid
4. X2.4	Employees are able to serve on time	0,680	>0,1966	Valid
5. X2.5	Employees can record orders without any errors	0,684	>0,1966	Valid
6. X2.6	Employees are able to explain products well	0,688	>0,1966	Valid
7. X2.7	Employees are able to handle complaints and resolve them quickly	0,674	>0,1966	Valid
8. X2.8	Employees are always ready when needed	0,744	>0,1966	Valid
9. X2.9	Employees try to find the necessary solutions	0,691	>0,1966	Valid
10.X2.10	Employees understand customer needs and serve them	0,681	>0,1966	Valid
11.X2.11	Employees indicate the transaction amount and product	0,671	>0,1966	Valid

No Item	Indicator	Calculated r	≈ r table	Conclusion
	before making payment			
12.X2.12	Polite employees when serving customers	0,729	>0,1966	Valid
13.X2.13	Employees have good knowledge about the product	0,689	>0,1966	Valid
14.X2.14	Employees provide service without discriminating against customers	0,596	>0,1966	Valid
15.X2.15	Employees pay special attention to each customer	0,555	>0,1966	Valid
16.X2.16	Employees provide easy communication access	0,725	>0,1966	Valid
17.X2.17	Employees know customer needs	0,746	>0,1966	Valid
18.X2.18	Employees make customers feel comfortable	0,705	>0,1966	Valid
19.X2.19	There is always a supply of products/items needed	0,600	>0,1966	Valid
20.X2.20	The cleanliness and comfort of McDonalds stores looks visually attractive	0,645	>0,1966	Valid
21.X2.21	Employees who appear neat and professional	0,679	>0,1966	Valid
22.X2.22	Availability of parking space	0,430	>0,1966	Valid

Source: Processed Data (2024)

Service Quality (X2) variable have calculated r values exceeding the critical r table value of 0.1966. This indicates that each item's calculated r value is greater than the r table value. Consequently, it can be concluded that all items used to assess the variable are valid, as they all surpass the threshold for validity.

Table 4. Repurchase Intention Variable Validity Test Result

No	Item	Indicator	Calculated r	≈ r table	Conclusion
1.	Y.1	You always want to repurchase McDonald's products	0,835	>0,1966	Valid
2.	Y.2	You recommend McDonald's products that you have purchased to others	0,855	>0,1966	Valid
3.	Y.3	You choose McDonald's as your favorite fast food	0,859	>0,1966	Valid
4.	Y.4	You like looking for information about McDonald's	0,862	>0,1966	Valid

Source: Processed Data (2024)

Repurchase intention (Y) variable have calculated r values exceeding the critical r table value of 0.1966. This indicates that each item's calculated r value is greater than the r table value. Consequently, it can be concluded that all items used to assess the variable are valid, as they all surpass the threshold for validity.

Table 2. Customer Satisfaction Variable Validity Test Result

No	Item	Indicator	Calculated r	≈ r table	Conclusion
1.	Z.1	Choosing McDonalds as the main choice in choosing a fast-food restaurant	0,795	>0,1966	Valid
2.	Z.2	If there is a new product from McDonald's, you are willing to buy that product	0,821	>0,1966	Valid
3.	Z.3	Satisfied with McDonald's products and services so that they recommend McDonald's to others	0,826	>0,1966	Valid
4.	Z.4	Willing to continue buying products regularly even if the product experiences a price increase	0,730	>0,1966	Valid
5.	Z.5	Willing to provide input and suggestions to McDonald's	0,663	>0,1966	Valid

Source: Processed Data (2024)

Customer Satisfaction (Z) variable have calculated r values exceeding the critical r table value of 0.1966. This indicates that each item's calculated r value is greater than the r table value.

Consequently, it can be concluded that all items used to assess the variable are valid, as they all surpass the threshold for validity.

Reliability Test

Reliability testing is employed to assess whether a data collection instrument demonstrates accuracy, precision, or consistency in its measurements (Sugiyono, 2018). A questionnaire is considered reliable if respondents' answers to the provided statements are consistent.

Table 3. Variable Reliability Test Results

Variable	*Cronbach Alpha Value*	≈	Conclusion
Self-Service Technology	0,877	0,6	Reliable
Service Quality	0,938	0,6	Reliable
Repurchase Intention	0,870	0,6	Reliable
Customer Satisfaction	0,827	0,6	Reliable

Source: Processed Data (2024)

From table 6, the Cronbach's Alpha value for the self-service technology variable, service quality variable, repurchase intention variable, and customer satisfaction exceeds the reliability threshold of 0.6. This indicates that the indicators for all variables are considered reliable, demonstrating a high level of internal consistency and precision in measuring the construct.

Coefficient and Determination Test

The correlation coefficient test is used to determine whether two variables, the independent and dependent variables, have a strong or weak connection, and whether the connection between them is positive or negative (Sunyoto 2013). The Determination Coefficient (R^2) assess the extent to which the independent variable (X) can explain the dependent variable (Y).

Table 4. Correlation Test Results of Self-Service Technology (X1) on Customer Satisfaction (Z)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.449[a]	.202	.194	3.18047

a. Predictors: (Constant), Self Service Technology

Source: Processed Data (2024)

Self-Service Technology (X1) variable exhibits a correlation coefficient of 0.449 with the Customer Satisfaction (Z) variable. This correlation coefficient indicates a moderate level of association between the two variables. Specifically, the correlation value falls within the range of 0.400 to 0.599, which is typically interpreted as a moderate correlation strength. It can be seen that the coefficient of determination is 0.202 (R Square) or 20.2%. From these results, the Customer Satisfaction variable (Z) can be affected by the Self-Service Technology variable (X1).

Table 8. Correlation Test Results of Service Quality (X2) on Customer Satisfaction (Z)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.381[a]	.146	.137	3.29051

a. Predictors: (Constant), Service Quality

Source: Processed Data (2024)

Service Quality (X2) variable has a correlation coefficient value of 0.381 with the Customer Satisfaction (Z) variable, which means that the two variables have a low correlation relationship, because the correlation coefficient value is located in the interval 0.200 – 0.399. It can be seen that the

coefficient of determination is 0.146 (R Square) or 14.6%. From these results, the Customer Satisfaction (Z) variable can be affected by the Service Quality variable (X2).

Table 9. Correlation Test Results of the Self-Service Technology (X1) on Repurchase Intention (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.411ᵃ	.169	.161	3.10570

a. Predictors: (Constant), Self Service Technology

Source: Processed Data (2024)

Self-Service Technology (X1) has a correlation coefficient value of 0.411 with the variable Repurchase Intention (Y), which means that the two variables have a moderate correlation relationship, because the correlation coefficient value is located in the interval 0.400 – 0.599. It can be seen that the coefficient of determination is 0.169 (R Square) or 16.9%. From these results, the Repurchase Intention variable (Y) can be influenced by the Self-Service Technology variable (X1).

Table 10. Service Quality Correlation Test Results (X2) on Repurchase Intention (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.252ᵃ	.263	.254	3.29770

a. Predictors: (Constant), Service Quality

Source: Processed Data (2024)

Service Quality variable (X2) has a correlation coefficient value of 0.252 with the Repurchase Intention (Y) variable, which means that the two variables have a low correlation relationship, because the correlation coefficient value is located in the interval 0.200 – 0.399. It can be seen that the coefficient of determination is 0.263 (R Square) or 26.3%. From these results, the Repurchase Intention (Y) variable can be affected by the Service Quality variable (X2).

Table 11. Results of Customer Satisfaction (Z) Correlation Test on Repurchase Intention (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844ᵃ	.713	.710	1.82609

a. Predictors: (Constant), Customer Satisfaction

Source: Processed Data (2024)

Customer Satisfaction (Z) variable has a correlation coefficient value of 0.844 with the Repurchase Intention (Y) variable, which means that the two variables have a very strong correlation relationship, because the correlation coefficient value is located in the interval 0.800 – 1.000. It can be seen that the coefficient of determination is 0.713 (R Square) or 71.3%. From these results, the Repurchase Intention (Y) variable can be affected by the Customer Satisfaction (Z) variable.

Simple Linear Regression Test

Simple linear regression analysis will examine the functional or causal connection or relationship among one independent variable and one dependent variable.

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Table 12. Simple Linear Regression Test of Self-Service Technology (X1) on Customer Satisfaction (Z)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.236	2.407		3.006	.003
	Self Service Technology	.262	.053	.449	4.976	.000

a. Dependent Variable: Customer Satisfaction

Source: Processed Data (2024)

The table reveals that the results of the simple linear regression analysis test show that the Sig. is 0.000 < 0.05, which means there is an influence between Self-Service Technology and Customer Satisfaction. The simple linear regression coefficient value for the Self-Service Technology variable (X1) is 0.262 and the constant value is 7.236.

Table 13. Simple Linear Regression Test of Service Quality (Y) on Customer Satisfaction (Z)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.964	2.748		2.898	.005
	Service Quality	.123	.030	.381	4.085	.000

a. Dependent Variable: Customer Satisfaction

Source: Processed Data (2024)

The table reveals that the results of simple linear regression analysis show that the Sig. is 0.000 < 0.05, which means there is an influence between Service Quality and Customer Satisfaction. The simple linear regression coefficient value for the Service Quality variable (X2) is 0.123 and the constant value is 7.964.

Table 14. Simple Linear Regression Test of Self-Service Technology (X1) on Repurchase Intention (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.271	2.351		1.817	.072
	Self Service Technology	.230	.052	.411	4.468	.000

a. Dependent Variable: Repurchase Intention

Source: Processed Data (2024)

The table reveals that the results of simple linear regression analysis show that the Sig. is 0.000 < 0.05, which means there is an influence between Self-Service Technology and Repurchase Intention. The simple linear regression coefficient value for the Self-Service Technology variable (X1) is 0.230 and the constant value is 4.271.

Table 15. Simple Linear Regression Test of Service Quality (X2) on Repurchase Intention (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.643	2.754		2.775	.007
	Service Quality	.077	.030	.252	2.574	.012

a. Dependent Variable: Repurchase Intention

Source: Processed Data (2024)

The table reveals that the results of the simple linear regression analysis test show that the Sig. is 0.012 < 0.05, which means there is an influence between Service Quality and Repurchase Intention. The

simple linear regression coefficient value for the Service Quality variable (X2) is 0.077 and the constant value is 7.643.

Table 16. Simple Linear Regression Test of Customer Satisfaction (Z) on Repurchase Intention (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.763	1.007		.758	.450
	Customer Satisfaction	.808	.052	.844	15.595	.000

a. Dependent Variable: Repurchase Intention

Source: Processed Data (2024)

Reveals that the results of simple linear regression analysis show that the Sig. is 0.000 < 0.05, which means there is an influence between Customer Satisfaction and Repurchase Intention. The simple linear regression coefficient value for the Customer Satisfaction (Z) variable is 0.808 and the constant value is 0.763.

Multiple Linear Regression Test

Table 17. Multiple Linear Regression Test of Self-Service Technology (X1) and Customers Satisfaction (Z) on Repurchase Intention (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.452	1.449		1.002	.319
	Self Service Technology	.023	.034	.040	.663	.009
	Customer Satisfaction	.791	.058	.826	13.596	.000

a. Dependent Variable: Repurchase Intention

Source: Processed Data (2024)

It is known that the regression value of the influence of the Self-Service Technology (X1) shows a positive value of 0.023 and the Customer Satisfaction (Z) variable also shows a positive value of 0.791.

Mediation Test

Self-Service Technology Mediation Test Results on Repurchase Intention through Customers Satisfaction

Table 18. Recapitulation of Regression Test Results and Coefficients (Self-Service Technology, Customer Satisfaction, and Repurchase Intention)

Regression	Coefficient	Signification
Self Service Technology (X1) – *Customer Satisfaction* (Z)	0,262	0,000
Self Service Technology (X1) – *Repurchase Intention* (Y)	0,230	0,000
Customer Satisfaction (Z) – *Repurchase Intention* (Y)	0,808	0,000
Self Service Technology (X2) & *Customer Satisfaction* (Z) – *Repurchase Intention* (Y)	0,023 – 0,791	0,000

Source: Processed Data (2024)

From the table above, it can be concluded that the Customer Satisfaction variable is included in the partial mediation. This is because all correlations have positive and significant results at stage 1, stage 2, stage 3 and stage 4.

Service Quality Mediation Test on Repurchase Intention through Customer Satisfaction

Table 19. Recapitulation of Regression Test Results and Coefficients (Service Quality, Customer Satisfaction, and Repurchase Intention)

Regression	Coefficient	Significance
Service Quality (X2) – *Customer Satisfaction* (Z)	0,123	0,000
Service Quality (X2) – *Repurchase Intention* (Y)	0,077	0,012
Customer Satisfaction (Z) – *Repurchase Intention* (Y)	0,808	0,000
Service Quality (X2) & *Customer Satisfaction* (Z) – *Repurchase Intention* (Y)	0,025 – 0,838	0,000

Source: Processed Data (2024)

From the table above, it can be concluded that the Customer Satisfaction variable is included in the partial mediation. This is because all correlations have positive and significant results at stage 1, stage 2, stage 3 and stage 4.

Hypothesis Testing

t Test

1. From the tests carried out in table 12, the t count (4.976) > t table (1.984), which means Ho is rejected and Ha is accepted. So ,the statement from the **first hypothesis** "It is suspected that there is a positive and significant influence between Self-Service Technology on Customer Satisfaction at McDonalds Semarang Customers" is **accepted**.

2. From the tests carried out in table 13, the t count (4.085) > t table (1.984), which means Ho is rejected and Ha is accepted. So, the statement of the **second hypothesis** "It is suspected that there is a positive and significant influence between Service Quality and Customer Satisfaction at McDonalds Semarang" is **accepted**.

3. From the tests carried out in table 14, the t count (4.468) > t table (1.984), which means Ho is rejected and Ha is accepted. So, the statement of the **third hypothesis** "It is suspected that there is a positive and significant influence between Self-Service Technology and Repurchase Intention at McDonalds Semarang" is **accepted**.

4. From the tests carried out in table 15, the t count (2.574) > t table (1.984), which means Ho is rejected and Ha is accepted. So, the statement of the **fourth hypothesis** "It is suspected that there is a positive and significant influence between Service Quality and Repurchase Intention at McDonalds Semarang" is **accepted**.

5. From the tests carried out in table 16 the t count (15.595) > t table (1.984), which means Ho is rejected and Ha is accepted. So, the statement of the **fifth hypothesis** "It is suspected that there is a positive and significant influence between Service Quality and Repurchase Intention at McDonalds Semarang" is **accepted**.

Sobel Test

Figure 3. Sobel Test Calculation Results Table of Self-Service Technology on Repurchase Intention through Customers Satisfaction

Input:		Test statistic:	Std. Error:	p-value:
a	0.262	Sobel test: 4.6475037	0.04459211	0.00000336
b	0.791	Aroian test: 4.63650005	0.04469794	0.00000354
s_a	0.053	Goodman test: 4.65858607	0.04448603	0.00000318
s_b	0.058	Reset all	Calculate	

Hypothesis	Information	Indirect Influence	S.E.	C.R.	Conclusion
H	Self-Service Technology (X1) has a significant influence on Repurchase Intention (Y) through Customer Satisfaction (Z)	0.207	0.0446	4.6475	Accepted

Source: Processed Data (2024)

The C.R value is 4.6475 > 1.9845 (t table) so it is concluded that H0 is rejected, meaning that the **sixth hypothesis** which is Self-Service Technology (X1) can have a significant effect on Repurchase Intention (Y) through Customer Satisfaction (Z) is **accepted**.

Figure 4. Sobel Test Calculation Results Table of Service Quality on Repurchase Intention through Customers Satisfaction

Input:		Test statistic:	Std. Error:	p-value:
a	0.123	Sobel test: 3.9542658	0.02606653	0.00007677
b	0.838	Aroian test: 3.94607856	0.02612062	0.00007944
s_a	0.03	Goodman test: 3.96250421	0.02601234	0.00007417
s_b	0.056	Reset all	Calculate	

Hypothesis	Information	Indirect Influence	S.E.	C.R.	Conclusion
H	Service Quality (X2) has a significant influence on Repurchase Intention (Y) through Customer Satisfaction (Z)	0.103	0.026	3.9542	Accepted

Source: Processed Data (2024)

The C.R value is 3.9542 > 1.9845 (t table) so it is concluded that H0 is rejected, meaning that the **seventh hypothesis** which is Service Quality (X2) can have a significant effect on Repurchase Intention (Y) through Customer Satisfaction (Z) is **accepted**.

Conclusions and Suggestions

Conclusions:

From the comprehensive analysis of the influence of self-service technology and service quality on repurchase intention through customer satisfaction at McDonald's Semarang, the following detailed conclusions can be drawn:

1. Influence of Self-Service Technology on Repurchase Intention: There is a significant positive influence of self-service technology on repurchase intention. Customers who experience higher-quality self-service technology at McDonald's Semarang are more likely to have a desire to make repeat purchases. This relationship highlights the role of influenceive self-service technology in fostering customer loyalty.

2. Influence of Service Quality on Repurchase Intention: Service quality also has a positive and significant influence on repurchase intention. Better service quality enhances customers' likelihood of choosing McDonald's Semarang for future dining. This indicates that high service standards play a critical role in maintaining and increasing customer loyalty.

3. Influence of Customer Satisfaction on Repurchase Intention: Customer satisfaction

significantly influences repurchase intention. Satisfied customers are more inclined to reorder from McDonald's Semarang. This relationship emphasizes the importance of achieving high levels of customer satisfaction to encourage repeat business.

4. Mediating Role of Customer Satisfaction between Self-Service Technology and Repurchase Intention: Self-service technology positively affects repurchase intention through customer satisfaction. The direct influence of self-service technology on customer satisfaction, combined with the significant impact of customer satisfaction on repurchase intention, demonstrates that customer satisfaction mediates the correlation from self-service technology and repurchase intention. This means that improved self-service technology enhances customer satisfaction, which in turn drives higher repurchase intention.

5. Mediating Role of Customer Satisfaction between Service Quality and Repurchase Intention: Similarly, customer satisfaction mediates the correlation from service quality and repurchase intention. Service quality directly influences customer satisfaction, and customer satisfaction, in turn, affects repurchase intention. This mediation suggests that high service quality leads to increased customer satisfaction, which then fosters a greater intention to repurchase.

Suggestions:

From the comprehensive analysis of self-service technology, service quality, and their impacts on customer satisfaction and repurchase intention at McDonald's Semarang, several detailed recommendations are suggested to improve service quality and business sustainability:

1. Self-Service Technology variable, the advice given is, it is crucial to address operational glitches and performance issues that may hinder the user experience. This involves ensuring that all features of the self-service machines, such as order-taking, payment processing, and interface adjustments, function seamlessly. For example, if certain machine components are frequently malfunctioning or if the user interface is not intuitive, these issues should be resolved promptly to avoid customer frustration. Enhancements could include adjustable screen brightness for varying lighting conditions, customizable font sizes for better readability by customers with visual impairments, and adjustable machine heights to accommodate users of different statures. Such innovations will cater to a wider range of customer preferences and improve the overall user experience. Develop a robust system for managing and rectifying machine errors. This includes providing clear instructions for customers on how to deal with common issues and ensuring that there are immediate support options available if problems arise. Consider incorporating real-time troubleshooting support or on-site assistance to resolve issues quickly.

2. Service Quality variable, the advice given is, Employees should be trained to handle complaints influenceively and provide accurate product information. This involves developing a more reliable complaint resolution process and ensuring that staff are well-versed in product details and company policies. Regular training sessions can be implemented to keep employees updated on best practices for customer service. Next, Improve the responsiveness of employees by focusing on communication skills and the ability to explain products clearly. This can be achieved through targeted training programs that emphasize influenceive communication techniques and customer interaction strategies. Additionally, streamline internal processes to ensure that employees can quickly access and provide accurate information. Training programs should include modules on emotional intelligence and customer service excellence. Lastly, Take notice of the physical aspects of the service environment, such as staff appearance and restaurant cleanliness. Regular audits and feedback mechanisms should be established to maintain high standards in these areas. Additionally, ensure that all facilities are well-maintained and visually appealing to create a positive impression on customers.

3. Repurchase Intention variable, the advice given is, to increase customers' intent to explore and seek information about McDonald's, improve visibility and accessibility of information. Utilize various platforms such as the McDonald's website, mobile apps, and social media to provide comprehensive and engaging information. Develop creative marketing campaigns, including collaborations with influencers or celebrities, to attract attention and create buzz about new offerings. Implement strategies to make information easily accessible, such as interactive digital displays in-store and informative content on digital platforms. Provide incentives for customers to seek out information, such as special promotions or discounts for engaging with McDonald's content or participating in loyalty programs.

4. Customer Satisfaction variable, the advice given is, to improve customers' willingness to try new products, conduct targeted promotional campaigns. Utilize sampling techniques to introduce new products, allowing customers to experience them before making a purchase. Offer introductory discounts or bundled deals to encourage trial. Ensure consistency in product quality and service across all locations. Implement quality control measures to guarantee that each franchise adheres to high standards. Enhance customer service to ensure that every interaction is positive, as this will influence customers' likelihood to recommend McDonald's to others. Justify pricing by delivering high-quality products and exceptional service. Implement loyalty programs that offer rewards and incentives for repeat purchases. Regularly review pricing strategies to ensure that customers perceive value in relation to the price, and offer promotions that provide added value.

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