

Self-service technology and its impact on the User

Dr. Manar Mahmoud Mohamed Hekal.

Lecturer, Advertising Department, Faculty of Applied Arts, Damanhour University.

Dr. Nevin Ezzat Gamal El-den.

Associate Professor, Advertising Department, Faculty of Applied Arts, Helwan University.

Prof. Tamer Abd Al-latif.

Professor of Design, Advertising Department, Faculty of Applied Arts, Helwan University.

Abstract:

The rapid technological developments in the world have led to the tendency of institutions to use them to increase the efficiency of their services in order to reach the aspirations of customers from providing a distinguished service in record time with efficiency and making a positive change in consumer behavior with the institution in the long term, in addition to the presence of the Corona pandemic recently, so prevention and safety measures have become the foremost elements of the marketing plan for the most widespread service places such as airports, pharmacies and banks, and the most affected were restaurants, and their reopen became again at the same level. Before the pandemic, it constituted a great challenge, especially the large number of queues in fast food restaurants, which does not fit with social distancing measures as a measure for the safety of customers, so most institutions resorted to using digital technology in providing their services through self-service (Self Service Technology-SST), represented in self-service kiosks) and its use was considered the best solution to take into account these restrictions and also for its efficiency in implementing services and for ease of use by customers, and it became an assumption that system developers are the ones who can design programs as they used to do without resorting to a professional in the design of the interactive application is unacceptable. This led to the interest of researchers in it for its impact on user behavior and the development of a measure of user interaction with technology to measure the quality of service (SST QUAL Scale) through it and contribute to its continuous development, which includes, in addition to Graphic Design, other elements, including Enjoyment in use, Assurance, functionality, Security/Privacy, Convenience and customization, and Graphic design includes all aspects of the design from the user interface to the clarity of elements and icons and even the stereoscopic shape if it is within an external sales outlet, and enhances the design of interactive program interfaces. Quality of service, but it is the basis for users, it is considered the first impression of the customer about the service provided, but encourages him to repeat the purchase process, as well as confirms loyalty to the brand and thus gives the desired effect to the institution, hence the problem of research, which is to answer the following questions:

- 1- What is self-service technology, its advantages and how it differs from other services?
- 2- What is the relationship between the quality of service provided and customer satisfaction and loyalty to different institutions through self-service technology (SST)?

Objectives: this research aims to shed light on self-service technology, its fields, its impact on providing service to the user, and the importance of including it in the marketing plan for institutions.

Methodology: The research follows the descriptive approach based on collecting information to build the theoretical framework of the research and support it with a number of models in order to identify the design of self-service technology and its impact on the user in addition to finding the relationship between the quality of technology and customer satisfaction and loyalty to the institution.

The study Results has shown that:

- 1- Due to the emergence of the Corona pandemic globally, this led to the development and spread of self-service technology (SST) due to its efficiency in implementing services and taking into account safety and prevention measures.
- 2- Self-service technology is of great importance to institutions, as it saves in the number of working individuals and thus increases the speed of service, which results in the elimination of waiting queues.
- 3- The graphic design of the interactive application has a major role for the customer for its contribution to enhancing the perceived quality of service, as it is one of the standards for measuring the quality of service (SST QUAL), which works to improve service performance and develop it continuously.
- 4- Customer satisfaction is one of the most important points of sale of the institution and is considered the link between the quality of services and customer loyalty to the institution.
- 5- The relationship between the quality of service provided and customer satisfaction is a direct relationship and an integral part of the institution's mental image and loyalty to the customer.

Keywords :

Self Service Technology (SST), Graphical User Interface (UI), Self- Service Technology Quality Assessment

Scale (SSTQUAL Scale)

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