

Customer Satisfaction with Artificial Intelligence-Based Service in Catering Industry: Empirical Study on Smart Kiosks

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Abstract : Despite warnings and concerns about the use of fast food that has health effects, the fast-food industry is actually a source of profit for the global food industry. Obviously, in the face of such huge economic benefits, investors will not hesitate to continuously add recipes, processing methods, menu diversity, etc., to improve and apply information technology in enhancing the diners' experience; the ultimate goal is still to attract diners to find their brand and give them the fastest, most convenient and enjoyable service. In China, as the achievements of the industrial revolution 4.0, big data and artificial intelligence are reaching new heights day by day, now fast-food diners can instantly pay the bills only by identifying the biometric signature available on the self-ordering kiosk, using their own face without any additional form of confirmation. In this study, the author will evaluate the acceptance level of customers with this new form of payment through a survey of customers who have used and witnessed the use of smart kiosks and biometric payments within the city of Nanjing, China. A total of 200 valid volunteers were collected in order to test the customers' intentions and feelings when choosing and experiencing payment through AI services. 55% think that it bothers them because of the need for personal information, but more than 70% think that smart kiosk brings out many benefits and convenience. According to the data analysis findings, perceived innovativeness has a positive influence on satisfaction which in turn affects behavioral intentions, including reuse and word-of-mouth intentions.

Keywords : artificial intelligence, catering industry, smart kiosks, technology acceptance

Conference Title : ICTHS 2023 : International Conference on Tourism and Hospitality Studies

Conference Location : London, United Kingdom

Conference Dates : September 18-19, 2023