

Technology Advancement and Customer Satisfaction in Restaurant Industry in the UK

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ABSTRACT

Purpose: This study aims to find the key determinants of customer satisfaction and to examine the relationship between technology and customer satisfaction. This study gives a critical analysis of how technology affects restaurant customer loyalty.

Methodology: Positivism philosophy, deductive approach and quantitative research methods are used to conduct the research. Furthermore, a survey is used as a strategy combined by a stratified sampling strategy, to collect primary data from a sample of 100 restaurant customers ensuring validity and reliability of the study through statistical analysis. **Results of the study:** The results of the study found a positive correlation between technological adoption and customer loyalty, and the changing effects of technology on operational efficiency and service quality with important contributions coming from factors like perceived ease of use and positive effects on restaurant environment. **Practical Implications and conclusions:**

Based on the findings it is imperative that restaurant owners need to adjust their technology adoption strategies to consider various demographic groups. Businesses can increase client satisfaction and loyalty by using creative solutions that boost operational efficiency and service quality. It also contributes to academic literature and sheds light on customer satisfaction in the restaurant industry. **Originality/Value:** This study demonstrates the value of user-friendly technology and the perceived improvement in restaurant atmosphere by confirming a positive relationship between technology use and customer satisfaction. It provides insightful information on the diverse preferences of various demographic groups, enlightening restaurant businesses about the significance of customised technology integration strategies.

Keywords: Technology integration, customer satisfaction, customer loyalty, operational efficiency, service quality, customer-centric approach.

BACKGROUND TO THE STUDY

Technology improvements have caused a tremendous transformation in the restaurant industry (Lu et al., 2020). The use of various digital tools and platforms demonstrates how technology is affecting customer service in the UK restaurant business (Wang et al., 2023). Technology is revolutionising dining establishments in terms of food production, service, and customer interaction. These contemporary technologies aim to improve the eating experience, increase operational effectiveness, and satisfy changing consumer needs (Seo and Lee, 2021). A business' potential for progression of success might be extraordinarily affected by falling behind in the computerized change progress, which is turning out to become increasingly

challenging for restaurants (Zeng et al., 2020). Customer satisfaction is changing because of digital era (Lu et al., 2020); there has been a noticeable increase in the use of online ordering, delivery services, and dark kitchens, especially during and after the period of pandemic. A notable example is the expenditure of dark kitchen market, which is expected to double in size between 2021 and 2027 (Statista, 2018).

UK restaurants are adopting digital reservation systems, digital menus accessible through QR codes, food delivery and takeaway apps, contactless payment methods, online reviews on restaurant websites, kitchen automation, and the use of energy-efficient equipment to reduce food waste (Lee et al., 2021). Nowadays, in the digital era, it is not necessary for customers to place their meal orders over the phone or go out on their own (Pan and Ha, 2021). Customers may use such applications to search for all the restaurants in their area, view the menu, and select the food or drinks they desire (Lee et al., 2021). The availability of restaurants is not the only element that affects how satisfied users of OFDS applications are. Customer satisfaction will also be influenced by other elements including performance expectancy, navigational design, and convenience of use. Customers' dining experiences are enhanced, and the likelihood of discontent is decreased when technology is used (Xu et al., 2020). Hwang et al., (2020) claims that the digitization of processes has increased customer satisfaction and helped companies grow by increasing restaurant's efficiency and decreasing waiting times (Han and Hyun, 2018). In addition, it is now crucial to use the newest restaurant technology to ensure successful operations (Tuncer et al., 2020).

The reason for this research lies in the importance of exploring customer behavior, experience, and satisfaction (Tai et al., 2021) and the factors that foster loyalty (Ngyen et al., 2018), by using technologies, AI, and other digital tools and platforms (Parameshwar and Emad, 2020), available everywhere nowadays. Understanding the association and the linkage that technology has in accordance with customer satisfaction is crucial. It is essential to evaluate how these technologies have disrupted (Ali et al., 2020) the overall experience of customers while dining out in restaurants in the UK.

The aim of this study is to investigate the impact of the technology on customer satisfaction in restaurant industry in the UK.

LITERATURE REVIEW

The UK restaurant industry, which has always been a thriving refuge for a wide range of tastes, is currently engaged in a thriving embrace of technology (Dwaikat et al., 2019). The industry has seen a significant development lately, characterized by a critical reconciliation of innovation into different features of its operations (Shahid et al., 2018). Consumer loyalty is crucial for the development and manageability of business in current world economy (Dwaikat et al., 2019).

It is important to align with the current trends when it comes to digital transformation, so that the business' chances to be positively impacted are high (Kim et al., 2021). Improved service standards are the outcome of how technology has changed how businesses connect with their clients (Ko, 2020).

Technology Adoption

Innovative information and communications technology (ICT) solutions are being utilized by businesses more and more to drive development and provide value (Ashcroft et al., 2019). It is thought that modern technological solutions would completely change the industry (Hudson and Hudson, 2022). Although there are not many examples of complete automation in the restaurant industry, it's crucial to comprehend the elements that influence organizational decisions to embrace automation to determine whether adoption rates will rise in the future (Tussyadiah et al., 2022). According to Lee et al. (2018), businesses must continuously innovate if they hope to maintain economic development and boost their competitiveness. Small restaurants rely mostly on the purchase of outside tools to innovate, but bigger enterprises may have specialised R&D teams. Therefore, it's critical to identify any barriers that might hinder the adoption (Labus and Jelovac, 2022) of beneficial new ICT. The most popular theoretical framework for describing consumers' adoption of smart technologies, particularly in restaurant industry, is the technology acceptance model and its expansions (Choe et al., 2022). It highlights the impact of perceived utility and simplicity of use in influencing technology adoption decisions (Park et al., 2018).

Service robots are a significant breakthrough made possible by AI technologies. They are mechanical devices intended to carry out physical activities (Brewer and Sebby, 2021). Examples of these duties include providing clients with autonomous or semi-autonomous services (Huda et al., 2021). The restaurant industry in the UK is using mobile devices and mobile wallets at a constantly increasing rate (Zaitouni and Murphy, 2023), which may be related to the general digitalization of mobile services leading to higher customer satisfaction by making their payments easy and spending less time.

Digital Services and Customer Satisfaction

During COVID-19, many consumers avoided eating out, which negatively impacted most businesses' bottom lines. Restaurants began to use electronic devices to reduce human touch (Liu et al., 2024) and were acknowledged for having established safety procedures. In the restaurant business, kiosks are becoming more and more common since they may lower face-to-face interaction (Aslam et al., 2021), minimise labour costs, expedite the ordering process, and boost patron loyalty and satisfaction.

Several **self-service technologies (SST)** have been used by restaurants to grow their clientele and improve customer satisfaction (Zaitouni and Murphy, 2023). However, there is a warning that low-touch gadgets, like kiosks, might lower the standard of the customer experience (Ma et al., 2022). A small number of restaurant service providers (Na et al., 2020) especially chic and big restaurants, have lately eliminated self-service kiosks (Leung et al., 2022) from their establishments after discovering that customers much rather engage with staff than utilise SST (Singh et al., 2022). According to Yang et al. 2022, many clients were frustrated and anxious about technology while utilising self-service tools. For this reason, knowing what impact consumer satisfaction should help restaurant managers and owners create and provide the best service possible (Jeon and Sung, 2020).

Research by Chen et al. (2022), and Kim, (2020) emphasises how important online ordering and delivery systems are to restaurants' ability to survive lockdowns. However, Oktafiani et al.

(2023), voiced concerns regarding platform commissions and service quality. According to Li et al. (2022), contactless payment systems improved consumer satisfaction and security during the pandemic by increasing cleanliness perception and transaction speed.

More research is needed to address ethical issues with data privacy and security (Yang et al., 2023). According to Gretzel et al. (2021), virtual reality and other immersive eating experiences can improve patron satisfaction and engagement. On the other hand, accessibility and possible sensory overload need to be considered (Choi et al., 2022).

Research on the possibility of AI-powered suggestions for menu personalisation and increased consumer satisfaction was conducted by Wang et al. (2022) and Jung et al. (2023). The beneficial effects of mobile applications on customer satisfaction are demonstrated by Zhang et al. (2018), and Liu and Lee, (2021) through features like personalised suggestions and loyalty programmes.

Customer Experience and Interaction

Food quality, service quality, pricing, technology have all been found as significant drivers in most of the research on the variables affecting customers' decisions, satisfaction, and loyalty (Hwang et al., 2021). According to a Restaurant Insights poll conducted in 2017, 68% of US diners chose to visit a restaurant they had never been to before based solely on social media ratings.

In the restaurant business, technology is a major factor in determining the intentions of purchase of customers (Furtado et al., 2017). The effects are mediated by the customers' impression of the simplicity of the service. Aslam et al. (2021), evaluated how consumers feel about placing orders using meal delivery apps. They found that there were many people who wanted technology to advance (Haddon and Ranna, 2020). Customers' perceptions of the applications' utility have a big impact on their behavioural intentions (Aslam et al., 2021).

Delivering services to customers using technology may reduce a significant amount of uncertainty in service characteristics. According to Lee and Baker, (2015), 74% of restaurant owners are thinking about expanding their investment in technology use. The foodservice sector has begun to view technology as business innovation (Intal et al., 2020). Researchers have shown that when choosing a restaurant, people frequently rely on real customers' online reviews to get information (Ramanathan et al., 2017). When a customer's expectations are exceeded by the quality of the services provided, their satisfaction is guaranteed. According to Brewer and Sebby (2021), for instance, found that online menu apparel and informativeness had a substantial but indirect effect on purchase intention.

Conceptual Framework

The restaurant sector is dynamic and fiercely competitive, and its growth is largely dependent on how satisfied its customers are (Leung, 2022). This study examines how technology affects customer satisfaction in the UK restaurant business, concentrating on important factors that are outlined in the conceptual framework.

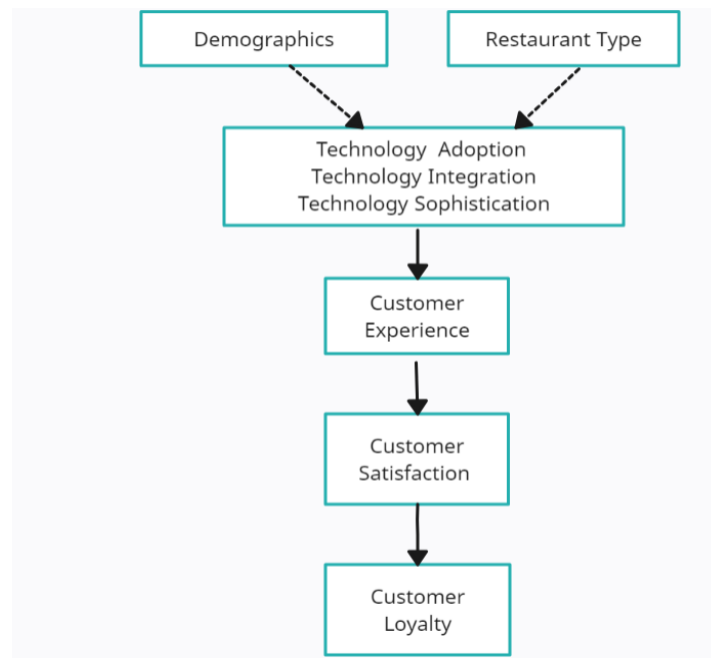


Figure 1: Conceptual Framework, source: (Authors, 2024)

This study attempts to offer thorough insights into how technology interacts with customer satisfaction in the UK restaurant business using empirical research approaches. The research looks at important factors such customer experience, demography, technology adoption, sophistication, integration, and restaurant type.

RESEARCH METHODOLOGY

This study is based on online survey and questionnaire is created by using Google Form to measure customer satisfaction from the use of technology in restaurant industry in the UK. The questionnaire has been developed with 17 structured items. Primary data is collected online. SPSS 28.00 is used for statistical analysis. This study uses the Cronbach Alpha coefficient to assess the internal validity and reliability of the survey instrument. It utilises a probability sampling to ensure that the sample is representative. The probability sampling enhances the possibility for generalising our findings by guaranteeing that each customer of the restaurant has an equal chance of being included in the study (Rahman et al., 2022). For this study, a sample size of 100 restaurant customers is deemed suitable. There is enough statistical power in this sample size to identify significant correlations (Lakens, 2022) between technology use and customer happiness.

RESULTS AND FINDINGS

Cronbach Alpha

Cronbach's Alpha based on standardized items is 0.753 showing that the study's scale's internal consistency reliability remains up quite strong even after standardisation, which equalises the variation of the 17 items. The results support the validity of the research on the effect of technology on customer satisfaction in the UK restaurant business by giving confidence in the coherence and consistency of the data derived from the scale.

Table 1: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.742	.753	17

Frequency Analysis

A significant proportion of respondents are in the age ranges of 25–34 (43.1%) and 35–44 (27.0%). One significant percentage of respondents (19.0%) are between the ages of 18–24, indicating a sizable presence of younger people in the sample. The frequency test conducted for the demographics suggests that people in their mid-to late-twenties and thirties make up a sizable component of the study sample, with a reasonable representation of younger adults.

The gender distribution of the study participants is summarised in the frequency chart. Among the 100 respondents, 41% identified as male, 57% as female, and 2% said they would rather not say which gender they were. This shows that respondents, both male and female, are represented evenly, with a small percentage choosing not to reveal their gender. It is essential to comprehend the gender demographics of the sample to guarantee that the study findings are representative of various gender groupings.

The distribution of respondents' study status shows that among 100 respondents in the sample, 69% are working, 24% are students, 4% are unemployed, and 3% are retired.

Cross Tabulation

Table 2: Cross tabulation

Do you think technology improves overall restaurant's atmosphere * Have you ever experienced any issues with the reliability of technology Crosstabulation

Count

		Have you ever experienced any issues with the reliability of technology				Total
		Frequently	Occasionally	Rarely	Never	
Do you think technology improves overall restaurant's atmosphere	Strongly agree	4	3	6	6	19
	Agree	3	22	23	7	55
	Neutral	4	7	4	5	20
	Disagree	1	1	4	0	6
Total		12	33	37	18	100

The results of the cross-tabulation analysis show a nuanced link between respondents' opinions of how technology affects restaurants' overall environment and their experiences with its reliability. Respondents who experience fewer technological reliability difficulties generally feel that technology enhances the ambience of restaurants; however, perceptions differ among those who experience regular or sporadic reliability issues. Most respondents who report problems rarely or never feel that technology improves the ambience of restaurants; a significant proportion strongly agree or agree.

On the other hand, opinions vary more among individuals who encounter regular or occasional reliability problems, ranging from agreement to neutrality to disagreement on how technology affects the atmosphere of restaurants.

Table 3: Cross tabulation age and dining out.

What is your age? * How often do you dine out in the restaurant in the UK
Crosstabulation

Count		How often do you dine out in the restaurant in the UK				Total
		Daily	2-3 times a week	Once a week	2-3 times a month	
What is your age?	18-24	2	4	8	5	19
	25-34	1	5	13	24	43
	35-44	1	7	8	11	27
	45-55	1	1	1	5	8
	55+	0	0	0	3	3
Total		5	17	30	48	100

The cross-tabulation table 4. shows the dining out habits of different age groups of people in the UK. Individuals aged 25-34 dine out mostly on weekly and monthly based whereas individuals aged 45-55 and 55+ reveal to dine out less. Notably, the percentage of respondents between the ages of 18 and 24 is very similar over a range of dining frequencies.

Pearson Correlation and Regression Test

Table 4: Pearson Correlation

		Correlations				
		How important do you consider technology in impacting your restaurant choice	Do you think that restaurants that use technology provide better service	Do you think technology improves overall restaurant's atmosphere	Satisfaction with the data security and privacy with the technology utilization	Does tech have a positive impact in reducing queuing and waiting times?
How important do you consider technology in impacting your restaurant choice	Pearson Correlation	1	.430**	.516**	.207*	.310**
	Sig. (2-tailed)		<.001	<.001	.039	.002
	N	100	100	100	100	99
Do you think that restaurants that use technology provide better service	Pearson Correlation	.430**	1	.470**	.164	.243*
	Sig. (2-tailed)	<.001		<.001	.103	.015
	N	100	100	100	100	99
Do you think technology improves overall restaurant's atmosphere	Pearson Correlation	.516**	.470**	1	.275**	.364**
	Sig. (2-tailed)	<.001	<.001		.006	<.001
	N	100	100	100	100	99
Satisfaction with the data security and privacy with the technology utilization	Pearson Correlation	.207*	.164	.275**	1	.295**
	Sig. (2-tailed)	.039	.103	.006		.003
	N	100	100	100	100	99
Does tech have a positive impact in reducing queuing and waiting times?	Pearson Correlation	.310**	.243*	.364**	.295**	1
	Sig. (2-tailed)	.002	.015	<.001	.003	
	N	99	99	99	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Numerous significant relationships are found by performing a Pearson correlation analysis on opinions about technology and dining experiences. Notably, a range of positive connections, from moderate to significant, have been found between various of technology in restaurants. According to the results above, it is shown that technology improves overall environment and level of service as well as the view that technology has a positive impact on reducing wait times and queues are positively connected with the perceived significance of technology in influencing restaurant choice. Additionally, there is a strong positive correlation between the

perceived improvement of restaurant environment and satisfaction with data security and privacy associated with technology utilisation.

Table 5: Regression

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.464	1	8.464	15.599	<.001 ^b
	Residual	53.176	98	.543		
	Total	61.640	99			

a. Dependent Variable: How satisfied are you with the degree of ease of that technology

b. Predictors: (Constant), Do you think technology improves overall restaurant's atmosphere

Table 6: Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.149	.213		5.380	<.001
	Do you think technology improves overall restaurant's atmosphere	.372	.094	.371	3.950	<.001

a. Dependent Variable: How satisfied are you with the degree of ease of that technology

Perceptions of the restaurant setting are a significant predictor of satisfaction with the convenience of using technology, according to the ANOVA table ($F = 15.599$, $p < .001$). 8.464 units of variation in satisfaction with technology ease are explained by the regression model. The predictor variable "Do you think technology improves the overall restaurant's atmosphere" has a coefficient of 0.372, meaning that satisfaction with the ease of use of technology is expected to increase by 0.372 units for every unit increase in respondents' perceptions of technology positively influencing restaurant atmosphere. The statistical significance of this relationship ($p < .001$) indicates that restaurant atmosphere evaluations have a substantial impact on customer satisfaction with ease of use of technology. Furthermore, the direction and intensity of this link are indicated by the standardised coefficient (Beta) of 0.371. Overall, these results highlight the importance of considering restaurant environment experiences when analysing customer satisfaction with technology use.

Hypothesis Test

Table 7: Descriptive

Descriptives

How satisfied are you with the degree of ease of that technology								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
Strongly agree	37	1.73	.804	.132	1.46	2.00	1	3
Agree	46	1.87	.687	.101	1.67	2.07	1	3
Neutral	11	2.45	.522	.157	2.10	2.81	2	3
Disagree	6	2.83	.983	.401	1.80	3.87	1	4
Total	100	1.94	.789	.079	1.78	2.10	1	4

Table 8: Anova Hypothesis Test**ANOVA**

How satisfied are you with the degree of ease of that technology

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.565	3	3.188	5.877	<.001
Within Groups	52.075	96	.542		
Total	61.640	99			

DISCUSSION**Demographic Factors**

The results provided by conducting frequency analysis shed light into the demographic groups that are affected differently regarding the age, socioeconomic status by technology usage. These results align with the previous studies that have explored the changing attitudes towards different demographics impacting the level of satisfaction (Zaitouni and Murphy, 2023; Nilsson et al., 2021). This study examines the differences in technology use between generations. Regarding restaurant technology, this study focuses on how various age groups use them and how their involvement affects their level of satisfaction.

Technology's Positive Impact on Customer Loyalty

This study shows that there is a positive correlation between customer satisfaction and technological adoption. Adopting the latest technologies in restaurant industry in the UK context has prompted critical upgrades in consumer's loyalty. The eating experience has been completely transformed with the development of digital ordering platforms, online reservation systems, and technology-driven reward programmes. Online reservation restaurant systems offer clients the accommodation of booking tables in advance, reducing waiting times and enhancing overall satisfaction and reducing dissatisfaction.

Additionally, digital ordering systems streamline the ordering procedure, reducing mistakes and waiting times to enhance the eating experience. Technology-driven loyalty programmes also encourage return of clients, strengthening customer loyalty and raising satisfaction levels. A correlation analysis between eating experiences and technological views carried out indicate some significant links between these two variables. Furthermore, the literature review emphasises how important it is to comprehend customer preferences and behaviours considering technology developments, with a focus on the contribution that digital solutions like online reservations, contactless payments, and self-service kiosks make to improving customer satisfaction (Kao and Huang, 2023; Barrett et al., 2015).

Different Perceptions and Experiences Regarding Technology

The frequency and correlation test emphasize that the ease of use of technology leaves most of the participants satisfied and is positively related with the convenience like previously mentioned in literature review (John et al., 2022). Suhartanto et.al (2018), highlight the various experiences that customers face with restaurant technology. A few clients promptly embrace new tools, turning out to be early adopters. However, others might find them not reliable and may worry about issues like protection quality. However, the Pearson correlation gives positive

indication that technology impacts the overall atmosphere of a restaurant. This is consistent with the studies conducted previously that show that there exists a strong relationship between these two variables (Lee et al., 2020). Previous researchers point out that although certain customers may value the efficiency and convenience that technology provides, others may encounter challenges or voice concerns about matters like privacy and dependability. Moreover, the variety in client experiences mirrors what was shown in both the literature review and this study, featuring the perplexing and complex nature of how clients see new technologies fitting in the restaurant industry.

Technology's Effects on Customer Service and Operational Efficiency

Even though most of the respondents showed fulfilment with innovation, the data also showed few experiencing infrequent or successive issues with quality and security. This variation in customer responses mirrors what was seen in both the literature review and the results of this study. Basically, technology presents two different sides for the UK restaurant industry. While mostly it improves consumer loyalty by offering comfort, it's significant to recognize the linked necessities and desires of various customers. This highlights the significance of a nuanced comprehension of the difficulties encompassing technology in restaurants in the UK. By recognizing these intricacies, restaurants can foster techniques that impact innovation's advantages as well as address the worries (Kao and Huang ,2023) of a more extensive type of clients, at least prompting a satisfying eating experience.

It is previously suggested by researchers and by the results of this study that especially after Covid-19, self-service kiosks, mobile ordering, and other disruptive digital tools impact the customer's satisfaction leading to reduce waiting times, faster service, and loyalty (Zaitouni and Murphy, 2023; Nilsson et al., 2021)

CONCLUSION

This study has analysed the connection between technology and consumer satisfaction in UK restaurants. By contrasting existing studies and this study investigation, important insights of knowledge are obtained into technology's different effects on different aspects of dining experiences. The study shows how technology, and its latest advancements help restaurant businesses, built customer loyalty, service quality, and productivity. It uncovers how individuals' experiences and desires impact the way they use and see technology, digital tools, and platforms. This understanding features the significance of putting client's needs first while implementation. This study, which aligns with previous literature offers a valid perspective of the role of technology in the changing environment. This study investigated the connection between technology and customer loyalty in the UK restaurants. It consolidated two key methodologies: in-depth research into existing literature and a thorough analysis of the results from the data collected. The data examination included reliability statistics, frequency analysis to figure out key attributes, and crosstabulation, correlation and regression tests to recognize connections between variables.

The outcomes clearly highlighted a strong connection between technology use and consumer loyalty and satisfaction. This suggests that embracing innovation can be an important strategy for UK restaurants to upgrade the eating experience and keep clients satisfied. The study affirms that technology innovations like web-based orders and reservations, and loyalty

programs lead to more happy and more loyal clients. It is crucial to prioritise customer preferences and needs first to ensure a positive experience of eating in restaurants. This study has gone through unexplored aspects of technology regarding customer satisfaction.

Recommendations

The results indicate that businesses should invest in technology by considering demographic factors, various needs, and preferences of customers and to look deeper on the key factors that highly contribute to this satisfaction. Moreover, as observed in the frequency analysis there is a high difference in technology usage between older and younger generations, so it is recommended that restaurant businesses invest in user friendly innovations. Furthermore, as the previous research clarifies (Huang et al., 2021; Chen and Wang, 2022) demonstrate that client expectations on restaurant technology innovation are firmly affected by demographic factors.

Secondly, as artificial intelligence is impacting operations and everyday life, restaurants should stay constantly up to date with the latest inventions and implement them to the processes of operations, productivity, and customer interaction.

Thirdly, as the results of this study indicate that technology-based loyalty programmes highly satisfy customers in 58% distribution, it is important to invest in these tools to gain customers' loyalty and retention. Furthermore, considering the results regarding reliability and privacy concerns that found 37 % of participants occasionally and 12% frequently have faced problems with technology, it is recommended that businesses take precautions and invest in high standard and a very strict technology infrastructure. Moreover, considering the data privacy and security concern results shown in this study, it is advised that organisations invest in highly secure technological systems and solutions that meet very specific requirements.

Limitations of the Study

While conducting this study, there are some limitations that are encountered. Firstly, the context is limited to the United Kingdom, which limits the applicability to other countries and cultures. Secondly this study's sample size of 100 participants to collect information on the effect of technology on customer satisfaction in the UK restaurant business. Restrictions on financial and human resources also presented limitation. This potentially made it more difficult to gather a bigger dataset or use cutting-edge research methods. Moreover, the study's reliance on a limited literature review might have constrained the range of theoretical frameworks and empirical data considered while developing the methodology and research objectives. Additionally, there is a limited amount of literature review and sources used to conduct this study.

Direction for the Future Studies

This study recognises several limitations that provide valuable insights for future research. Firstly, since the study was conducted in the UK, its results cannot be generalised to other regions with different technological and cultural environments. A comparative approach examining how technology affects customer satisfaction in multiple countries might be beneficial for future research. Secondly, the study's statistical power and generalisability are limited by the sample size of 100, despite it offers some primary insights. Future research aims

for larger sample size, and stratified selection strategies may be used to guarantee that the sample represents more closely the demographics of UK customers at restaurants. Mixed-methods research, combining quantitative methods with qualitative methods like focus groups or interviews, may prove beneficial for future studies. Lastly, broadening the scope of the literature review to encompass a larger variety of empirical investigations and theoretical frameworks might enhance further research efforts in this field.

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