



Faculty of Applied and Creative Arts

**ADAPTING DIGITAL MENU TO IMPROVE
THE CUSTOMER EXPERIENCE AT UNIMAS CAFETERIA**

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Bachelor of Applied Arts with Honours

(Design Technology)

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THE CUSTOMER EXPERIENCE AT UNIMAS CAFETERIA**

NUR ANISA BINTI SAIPUDIN

This project is one of the requirements for
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2020

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Final Year Project Report

Masters

PhD

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ABSTRACT

The usage of new media technology is increasing nowadays, especially on displaying the food and beverage menus. Menu is a major marketing and communication tool in the restaurant industry as one of the important elements in the ordering system. Therefore, the effectiveness of the digital menu that can manage the ordering system in a fast-paced to make a better streamlining the entire process through implementation of new media to increase the *CX (Customer Experience)*. The purpose of this research is to enhance the customer experience by adapting the digital menu at UNIMAS cafeteria. The implication of these findings is important in order to identify the effectiveness and systematic of digital menu for saves the time on purchasing food or beverage, give a new customer experience in self-service purchasing by consumption the digital menu.

ABSTRAK

Penggunaan teknologi media baru semakin meningkat pada masa kini, terutama pada memaparkan menu makanan dan minuman. Menu adalah alat pemasaran dan komunikasi utama dalam industri restoran sebagai salah satu elemen penting dalam sistem pesanan. Oleh itu, keberkesanan menu digital yang boleh menguruskan sistem pesanan dengan cepat untuk membuat proses keseluruhan lebih baik melalui pelaksanaan media baru untuk meningkatkan CX (Pengalaman Pelanggan). Tujuan penyelidikan ini adalah untuk meningkatkan pengalaman pelanggan dengan menyesuaikan menu digital di kafeteria UNIMAS. Implikasi daripada dapatan kajian adalah penting mengenalpasti ciri-ciri menu digital yang berkesan dan lebih sistematik bagi menjimatkan masa pembelian makanan atau minuman serta memberikan pengalaman pelanggan baru dalam perkhidmatan layan diri melalui penggunaan menu digital.

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter will be determine about the background of the study, the problem statement, research question and objective, the significant of study, the scope of research and the research limitation A major benefit of technologies is it able to deliver text, images, audio, video and other type of information visualization. The technology has been designed as convenience for human to interact with others. The research is to aim and identify the effectiveness of adapting the digital menu towards ordering system to improve the customer experience at UNIMAS cafeteria.

According to Unimas Facts & Figures (2019) from the latest data there were 15,882 UNIMAS students in September 2018. The system of cafeteria service is conventional food service and the standby food service operating. Most of the students are focused on the variety convenience facilities, quality service system and value fairness as an indicator of the quality services provided to enhance the customer experience (Anshul G., Jeetesh K., 2017).

Furthermore, some of the cafeteria operators don't care about it as long as they make a profit. This can cause the low satisfaction on the services especially the ordering and purchasing system. In addition, previous studies have also shown that the role of quality services in predicting customer intentions for review is that customers are willing to share the good news and share their experiences with other potential customers. A manageable system helps to facilitating the purchase journey to customer this is because the student welfare is also very important for fostering personal development for future generation.

Digital menu boards are one of the technologies that have been implemented in food services. The use of technology is now helping human life to be more systematic and easier to manage. According to Anicia P., Brian M., (2013) states that the use of digital boards offers lower cost and higher capacity, the ability of advertisers to present information in a more dynamic and clear manner with the aim of attracting users. Digital menus or self-service counters used for displaying the advertising use flat screens capable of displaying the Internet and high-speed multimedia feeds. The expected result of this research to be able enhance in CX (customer experience) ordering system by adapting the digital menu among the universities cafeteria.

1.2 Research Background

According to researchers Simpeh, F. and Shakantu, W., (2019), there are many factors that need to be considered about university services that affect overall student satisfaction, especially in the cafeteria service system. The cafeteria service facility also plays a key role in the customer experience and perceptions of the place and decides whether to buy the order. Cafeteria operators need to pay more attention to the quality of customer experience perspectives (Richardson, S., Lefrid, M., Jahani, S., Munyon, M. and Rasoolimanesh, S., 2019).

Quality service is a contributor to the customer experience, loyalty and intention to spread the positive word of mouth. (Liu and Tse, 2018) cite a strong link between service accuracy and customer satisfaction. These stores show higher returns when they are satisfied not only with cleanliness, price, convenience but also with the performance of the order & purchase system. Researchers also show that customer perceptions of improving the service system are important to note as they engage with them (Nguyen, Q., Nisar, T.M., Knox, D. and Prabhakar, G.P., 2018).



Figure 1: Self-service Digital Board and Sushi King Menu System

With this helpful new media technology such as digital menu display help customers to engage easily and more manageable on the ordering system. The digital menu characters are to interact the customer attention to make an order through the digital system order in the cafeteria. This technology works more in an interactive way that is useful in some contexts such as Sushi King ordering system tablet.

In the recent years, McDonald's is one of the top restaurants offering digital menus or self-service counters to better suit on customer purchasing experience. The touchscreen technology speed up the ordering process and give opportunity to customer customizing their food in their own timeframe. Digital menus serve as self-service counters that can avoid long turns, waste time on food and payment method problem. In addition, Marketing research has shown that digital menus are a helpful restaurant for increasing profitability by making food more accessible, selling more and requiring less labour than traditional paper menus. Ranking is used or skipped depending on the degree of complexity of the user's choice and involvement in the process mentioned by (Yun W., 2012).

This study will discuss CX (customer experience) based on the implement of new media technology to enhance the customer buying experience by proposing a digital menu in

UNIMAS cafeteria on service quality where not the only variable to consider when explains customer satisfaction, as prices also play a role a key role in customer satisfaction analysis But the truth is quality and price are two of the most important factors when customers decide to purchase the service. The general purpose of this research is to gain a better understanding of students' needs or satisfaction on purchasing food and beverages. To solve the problems this research will identify the visibility and usability by helping from digital menu technology display in promoting CX enhancement especially for UNIMAS cafeteria ordering system in the systematic ways.

1.3 Problem Statement



Figure 2 : Student Purchase the Food

The main problem can be identified is the customer have to wait too long and facing a long queue to make an order. Some of the stalls take a long time to access one by one of customer to asking on what are they want to order. This problem leads to customer dissatisfaction and wasted of time wait for their turn to make an order. According to Seong-S

C., Bo-K S. (2019), lack of unmanaged ordering services can toward bad thought to the service of the store. This will affect the customer satisfaction of purchasing the food.

The second problem is poor visibility of menu display. Some of the stall operator did not state up clearly about the food information content and manageable menu display system. Most of the stall operator are only displaying the food name, price and information by bunting, a piece of laminated paper and chalkboard. Poor visibility leads to behavioural intentions possibilities the customer want to purchase the food are less.

No small changers are one of the problems that has been facing by the customer where this type of person are prefers to cashless methods. Cashless method is usually an electronic that performed online of money transection between other parties. Customer feel by the cashless payment method it can safely time to waiting to get exchanges money from the staff. With cashless payment technology can also help reduce the high potential of losing money.

This research will discover more to determine outcomes and solutions to enhance CX (customer experience) with technological advancements in improving services and managing food purchasing systems in UNIMAS cafeteria. This is necessary to provide a variety of services to meet customer expectations in various aspects. Thus, the operators have to figure new solution on their stalls and service provided to enhance the customer experience.

1.4 Research Question

The research will be related with user experience/ customer experience based on the question:

1. What is the experience during the ordering process at UNIMAS cafeteria?

This research will be identify based on the customer experience during ordering process in UNIMAS cafeteria that leads on the customer purchase behaviors before, during and after process.

2. Does the menu available and easy to be identify by the customer?

Menu visibility is important for customers as a communication tool to engage food and customer orders. This will determine the customer making the decision to select a specific order. Invisible menus can cause customers to be deceived into contributing to the purchase decision.

3. How the digital menu can create the interaction between customer purchases?

Interactive new media function as to add value and engagement customer between developing the technology in the purchasing the order system. Well manage of ordering system leads to customer purchases decision and enhance the customer experience.

1.5 Research Objectives

There are three objectives to determine and achieved at the end of the research:

1. To identify the customer purchase behavior toward Student Pavilion food menu. ii. To identify the effective, appropriate and friendly user interface for digital menu.
2. To propose a digital menu at UNIMAS cafeteria.

1.6 Significance of Research

The significance of research will be cafeteria by helping to implement digital menu to enhancing CX (customer experience) based on the order and purchase service system in UNIMAS. The implement of digital menu lead to the Industrial Revolution (IR) 4.0 as an interconnectivity to user. It can shows the estimating of order time, less thinking to pick up or eat in the cafeteria and encouraged operators, visitors, staff and students of UNIMAS to buy and sell systematically. This research can also be one of the strategies to develop and enhance real-time projects that increase the income & amenities of universities in future.

1.7 Scope of research

The scope of this study focuses on the CX process (customer experience) towards the ordering and purchasing service system of food and beverages at UNIMAS cafeteria at student Pavilion as main scope place to make a research. The research also determines the implementation of the digital experience by adapting the digital menu to enhance buyer's better customer journey and new customer experience on systematic services. Qualitatively will be conducted this research where observations and interviews of sellers and some students to obtain oral data on their perception on whole system also supported by quantitative methods survey where it will distributed to collect data and analyze results and feedback from respondents about the UNIMAS cafeteria services.

1.8 Research Limitation

Most of the digital menu are located at particular restaurant or entertainment ticket purchase such as Golden Screen Cinema (GSC) in certain shopping malls. Compare to availability of digital menu in specific place at Kuala Lumpur. Moreover, the largest and most popular place for students to have lunch and dinner in the Student Pavilion. Limitation will be developing the new media technology in the university's cafeteria area. UNIMAS students and staffs itself as customer in order to conducting the limitation research.

1.9 Conclusion

The research show that customer experience with the University cafeteria is positively related to all different factors, for example, food and beverage quality, diversity, fair value pricing, service quality and facilities. This is a critical way for university cafeteria administrators to continually improve the quality of food and beverages served to their customers to enhance their satisfaction. Additionally, attractive menus help to upgrade to the next level of Industry Revolution 4.0 along to create new experience on purchasing the order at UNIMAS cafeteria.

This chapter describes and describes the UNIMAS cafeteria description based on the study scope of the Student Pavilion in general. The research will identify with the problem statement needed to improve cafeteria services and CX (Customer experience) to buy food. The research background will explain the idea of expanding the use of technology to make changes in interactive ways between customers and digital menu such as self-service counters.

Technological developments have given rise to ideas for improving payment method, cashless method. This research also found insights into customer behavior regarding orders, waiting processes and purchases of food or stream systems. Research questions and objectives are built on the research background to analyze the research. Finally, important research will influence the expected outcomes and solutions for enhancing CX (Customer Experience) by customizing the digital menu at UNIMAS cafeteria.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This literature review is to understanding the enhancing customer experience, ordering process through before, during and after by blueprint analysis, the research on the digital menu case study to investigate and make comparison on existing digital menu between McDonald, Golden Screen Cinema and Sushi King ordering system services, menu information, digital menu display, mobile application and QR code to discover the current models of digital menu towards the research topic.

The menu is the dominant position in restaurants or cafes, as it is a core food and beverage (F&B) operation. A history menu has been found by the Song Dynasty in China's leading caterer to create lists to facilitate their customers. According to (Dictionary of Ethnology, 2019) the word menu comes from the French region called "menu de repas" which means a list of what is served at dinner. Whereas in Europe, remembering menus is a very special concept to serve, food and menus are one of our most remarkable ancestors. In the mid18th century and even in the nineteenth century, some ancestors believed that eating out was considered suspicious because of the quality of the food. The manual menu is still used today in reference to customer visibility of information about listing listings, prices, types of food and more.

To keep our country from date. Malaysia plans to develop digital technology in the mid20th century where everything is digitally presented to enhance the user experience and improve the technology system in the future. Technology is essentially a signal or form of communication even in digital information. However, there are systems or manuals still in