

ABSTRACT

This research was conducted to determine the effect of Self Service Technology on customer satisfaction at McDonald's Podomoro. The research method used in this study is a quantitative method with a descriptive type. The data used in this research is the result of distributing questionnaires to 385 respondents with special criteria, namely Telkom University students, having purchased McDonald's products and having transacted at self-service machines. The data obtained was processed using a simple linear regression analysis technique.

The results of several tests conducted in this study indicate that Self Service Technology has a significant positive effect on customer satisfaction at McDonald's. Self-service technology has a significant influence on the purchase decision of Something by 90.61% and is included in the very good category. Based on the results of the test for the coefficient of determination that self-service technology has a significant effect on customer satisfaction on purchasing decisions of Something by 57.5%, while the remaining 42.5% is influenced by other variables not examined in this study.

Keywords: *Self Service Technology, Customer Satisfaction.*