

## PalArch's Journal of Archaeology of Egypt / Egyptology

### MEASURING CUSTOMER BEHAVIOR INTENTION TO USE SELF-SERVICE LAUNDRY IN MELAKA

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**Jaafar Sadeq Mohsin Alwazni, Rafid Khudhur Radhi Alsaedi, Samer Ali Al-Shami. Measuring Customer Behavior Intention To Use Self-Service Laundry In Melaka--Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(10), 118-135 ISSN 1567-214x**

**(Keywords Are Not Available)**

#### **ABSTRACT**

The study is aimed to determine perceived significant factors for the use of Self-Service Laundry (SSL) in order to determine Malaysian behaviour towards SST. In this research include four independent variables, namely perceived ability, role clarity, perceived benefits, and risk to measure the relationship towards behavioural intention on SSL. Primary data was collected from international students who study in Universiti Teknikal Malaysia Melaka UTeM by using questionnaire surveys. A probability sampling technique was adopted, meanwhile online self-administered was used as a technique to collect data. This research found that perceived ability, role clarity, perceived benefits are related to behavioural intention on SSL. In contrast, perceived risks were not related to behavioural intention. The findings of this study contribute to the management of businesses and the administration of Malaysia by using Self-Service Laundry.

#### **INTRODUCTION**

Self-Service Laundry (SSL) is a technology machine that allows customers to get services free from the direct involvement of service firms employees. Nowadays, this technology becomes an important tool in Laundry (washing clothes), Food Industry, and Hotel Self Check In / out. Self Service Kiosk available in Laundry service, this machine has been used instead of paying cash at cashier or desk table. This laundry has been a common feature in terms of clothing hospitality industry. Laundry right now use Self-Service Laundry (SSL) for washing, folding, pressing, agitation, rinsing, and draying clothes. (Kokkinou&Crange, 2015) found that consumers were more likely to adopt SST, as the waiting time for a service become longer. SSL can reduce labor costs, improve speed of service, and accuracy of orders increases sales due to up-selling, and it is an attractive option for customers that Laundry wants to apply on their service toward consumers in order to increase service productivity, corporate performance and on the same time decrease or lowering labor cost. However, there are few problems that need to better understanding of customer intention or initial use, the first one is most of Self-Service Laundry (SSL) researchers lies on services bank, hotel, Fast-Food Restaurants (FFRs), and super market, however limited researcher find in laundry. Another study shows and determined the next problem is most of researchers focus on technology adoption but limited researchers focused on customer continuous used of SSLs. The last point is most of Self-Service Laundry (SSL) researchers focus on develop countries, but lack of evidence prevent to develop in Malaysia. Researchers try to figure out all of these difficulties and solve these problems to help both laundries and consumer consumption. The Self-Service Laundry (SSL) are reducing friction and time waiting of washing process, and increase order size. Self-Service Laundry (SSL) can give consumers more opportunities to wash their heavy items like blanket, duvet and comforter. Self-Service Laundry (SSL) helps customers to do and clean those heavy items as long as limited space are provided at their washing machine. Using Self-Service Laundry (SSL) can give a chance of doing evaluating at your laundry business. It is important to remember that technologies are a complement to traditional point of sale offering. The objective is not to substitute cashier devices but to increase efficiency and ultimately sales. In addition, guests ordering Self-Service Laundry (SSL), in particular for peak hours, should be provided with staff. The aim of this paper is thus to develop a conceptual model combining a model of acceptance of technology and a model of satisfaction.

## LITERATURE

### *Self-service technology*

In past time, facilities were on one occasion delivered by workforce over an inter-personal communication and now are commonly obtained by customers from side to side the use of Self-Service Technology (SST). (According to Meuter et al. 2000), SST are defined as any technology that allows the end user to produce and use the services without the help from company workers. As shown in Figure 1, SST is a technology machine that enables customers, without the direct implication of service providers, to obtain services. It is

generally seen as a touch screen which enables customers to enter an order on their own in the computer, and then start the customers choose their order via only touch the screen and then insert your paper money or coins for paying process. One of the famous self-service technology in Malaysia is AirAsia self-check in kiosk which requires the customer to use the web and mobile check-in services. Once they have checked in, passengers will print their own baggage tags before proceeding to a series of baggage drop counters (FCM Travel Solution, 2016). Self-service technology also includes self-service laundry, online banking, cabin in hotel, e-commerce and etc.

Interface Purpose	Telephone/Interactive Voice Response	Online/ Internet	Interactive Kiosks	Video / CD*
Customer Service	<ul style="list-style-type: none"> <li>• Telephone Banking.</li> <li>• Flight Information.</li> <li>• Order Status.</li> </ul>	<ul style="list-style-type: none"> <li>• Package tracking.</li> <li>• Account information.</li> </ul>	<ul style="list-style-type: none"> <li>• ATMs.</li> <li>• Hotel checkout.</li> </ul>	
Transactions	<ul style="list-style-type: none"> <li>• Telephone Banking.</li> <li>• Prescription refills.</li> </ul>	<ul style="list-style-type: none"> <li>• Retail purchasing.</li> <li>• Financial transactions.</li> </ul>	<ul style="list-style-type: none"> <li>• Pay at the pump.</li> <li>• Hotel checkout.</li> <li>• Car rental.</li> </ul>	
Self-Help	<ul style="list-style-type: none"> <li>• Information telephone lines.</li> </ul>	<ul style="list-style-type: none"> <li>• Internet information search.</li> <li>• Distance learning.</li> </ul>	<ul style="list-style-type: none"> <li>• Blood pressure machines.</li> <li>• Tourist information.</li> </ul>	<ul style="list-style-type: none"> <li>• Tax preparation software.</li> <li>• Television/ CD-based training.</li> </ul>

**Figure 1:** Categories and Examples of SSTs in Use

(Reference Meuter, Amy L. Ostrom, Robert I. Roundtree, Mary Jo Bitner 2000) Self-Service Technologies: Understanding Customer Satisfaction with Technology-Based Service Encounters. *Journal of Marketing*: July 2000, Vol. 64, No. 3, pp. 50-64.

Table figure 2.1 displays a collection of SSTs that exists today. Based on (Meuter, 2010) the primary SST interfaces include automated phone systems, interactive kiosks, video or compact disk (CD) technology, and Internet-based systems. For example, a customer might use an automated phone-based "menu" system to order a prescription refill. Or she might buy gas at a pay-at-the-pump kiosk or get store coupons from an information kiosk at a mall. And, both business and end consumers might review company product and service information via a CD or on a website that allows customer to use automated package-tracking capabilities to track the delivery time of a package.

This research will mostly attention on two kinds of interfaces, which are using SSL and intention of customers. This is because this study focuses on the influence the intentions to usage SSTs, telecommunication section will bring into the adoption of SSTs for consumer which had used the internet and

laundry when they use internet/kiosk to make a bill payment, to get information and etc. Besides that, other types of SSTs' interfaces, CD or video interface and interactive voice responds or telephone interface did not cover all of the purposes, this is because nowadays many people had use smartphone and tablet in daily job, they can directly make banking transfer just by using bank application or booking for hotel or flight from smartphone and even watch movie through online, as so communicating voice response video or CD borders will not focus on this study.

(The customer-based SSTs classification, according to Cunningham, 2008, is another way to achieve this. (Cunningham, 2008) proposed as a classification of SSLs two scopes of reparability and customisation. As illustrated in Figure 2, the three rows contain repair categories while the two columns contain either standardized or personalized services. The three rows showed that the product has been separated, is moderately separable or can be inseparable from the service experience, i.e.: (1) separable from the product / service; (2). As for the differences between customization and standardization, interpersonal interaction can be included in the provision of an SSL while standardization is not. For example, in SST supports that the customer will purchase and book for flight tickets and hotel rooms that will later be delivered by the employee, other than the SSL, flights and hotel booking web site like Expedia.com are very separate. Conversely, as they incorporate the services in the SSL, SSL such as interactive mobile phones is inseparable.

	Customized	Standardized
Separable from product/service	<ul style="list-style-type: none"> <li>• Airline reservations</li> <li>• Online car buying</li> <li>• Online auctions</li> </ul>	
Moderately separable	<ul style="list-style-type: none"> <li>• Distance education</li> <li>• Online banking</li> </ul>	<ul style="list-style-type: none"> <li>• Pay at the pump</li> <li>• Retail self-scanning</li> <li>• Internet search</li> <li>• Tax software</li> <li>• ATMs</li> </ul>
Inseparable from product/service	<ul style="list-style-type: none"> <li>• Online brokerage</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive phone</li> </ul>

**Figure 2:** Customer-based SSTs classification by Cunningham et al. (2008)

(Reference from Cunningham, L. F., Young, C. E., & Gerlach, J. H. 2008). Consumer views of self-service technologies. *The Service Industries Journal*, 28(6), 719-732.

2) Self-Service Kiosk (SSK). SSK is the most common SST that provides various services in different and optimized ways for its customers (Wentzel et al., 2013). A kiosk which is pronounced as KEE-ahsk which is a free-standing physical structure that provides a service or displays information. Kiosks can be with or without employee, and without employee kiosks can be digital or non-digital. Kiosks are regularly used in place there have many people or customer such as shopping mall in business. With employee kiosks can offer businesses that have regular sales cycles with a cost-effective way to show goods, and digital kiosks which are located near cinema can give e-banking or ticket sales services. Without employee digital kiosks that provide the

consumer with self-service abilities such as hotel check-in, airport check-in, and retail sales check out (Margaret, 2005).

3) Mobile commerce (MC). MC can be described as the conduct of commercial transactions or buying and selling of products and activities through mobile phone and other telecommunication that function on Wi-Fi and internet technologies. In fact, m-commerce has been well-defined as the compartment of e-commerce activities by using mobile phone. It is highly likely to fall under m-commerce when business dealing contains the use of Wi-Fi and internet technologies. Now customer can use m-banking, fund transfer via mobile and mobile bookings (Anastasia, 2016).

### *Theory of Customer Perceived Service Climate (CPSC)*

During the pioneering work of service climate analysis, the climate was described as 'the common opinions of workers about activities, activities and behaviours, which are encouraged and supported in a given environment.' There are always many environments in the same organisation concurrently, environment is better viewed as a particular system that has a context, the temperature needs to be an environment for everything. Centered on unique occasions and programs relevant to facilities. Subsequently, the service environment has been broadened and redefined as an organization level framework, that refers to the collective sense that the employees have of quality of service oriented policies, practices and procedures they encounter, and to the emphasis on service quality in behaviour. (Bowen and Schneider 2014) suggested that the theory of service environment and study illustrates the borderline impact on critical consumer results of service temperature. For starters, past studies have shown that service environment influences the standard of service significantly (Schneider & White & Paul, 1998). Customer Perception Business Environment (CPSC) was used to update the perspectives of individuals who might shape their priorities towards those infrastructure styles and actual activities. The goal of these studies was to recognize what factor that will influence the adoption of SST in Melaka's laundry. However, lack of empirical studies examining the factor affecting customer adoption behaviour of SSLs in laundry is a major gap in the extant literature. As we can see in the previous studies that have used CPSC to study consumer adoption behaviour have mainly emphasized on a few areas like hotel, government, offline retail and mobile. So, research must conduct a study to formulate and use effective strategies to investigate customer adoption of SSL in the telecommunication industry in order to address this gap.

### *Factors influence the intention to usage SST*

#### *1 Perceived ability*

The functionality perceived refers to the perceived capabilities and knowledge of customers which allow them to efficiently use SSLs. The capability considered by the consumer applies to the self-service that a consumer may provide. If clients use SSLs, they should be able to accomplish the role with

the requisite abilities and trust. The plan to include effective strategic contact to improve consumer understandings of SSLs should be embraced (Bitner&Ostrom&Meuter 2002) by service providers this training would help to enhance the quality and comfort of customers and raise the purpose of the user in terms of self-service laundry in the library area. As part workers, lobby consumers know to what degree their self-regulated companies promote their actions by impressions of market environment (according to Zhao&Mattila&Eva, 2008). If the perceived consumer service climate (CSC) is good, which implies that consumer demands are large and the service providers are well encouraged, their perceived efficiency increases. In fact, if the self-efficacy of consumers is improved, the company plans to retain the SSLs. Previous work has shown that the sense in self-effectiveness in individuals plays a significant role in meeting objectives, activities and obstacles. More precisely, recent SSL research finds that consumers would repeat SSLs with auto-efficacy or assumed behavioural regulation. The current research therefore indicates that CPSC would positively influence consumer understanding, thus improving customer loyalty against in-laundry SSLs.

### ***Role clarity***

Clarity of tasks relates to the awareness and experience of the client when utilizing SSTs. When consumers engage in a new manufacturing cycle, the lack of clarification of tasks not only reduces task-related efficiency, but also impacts service results. As consumers use SSL their function as producer of value allows them to conduct those activities which the service workers have historically performed. Previous climate work has shown a substantial positive effect on the understanding of their position among front-line workers (Curran, 2005). Likewise, in high circumstances CPSC gives its clients a greater comprehension of the current tasks and clarifies the operations they are expected to carry out while utilizing SSLs, by best management procedures (e.g. personal care, user-friendly interfaces). Moreover, previous surveys found that clarification of the position of consumers substantially positively influences the desire of consumers to reuse. As customers operate in service networks, consistency of position affects their efficiency and the eventual effects of self-service, which also impact their longevity in favour of SSLs.

### ***Perceived benefits***

The benefits perceived are described as customers' estimation or perception of the benefits of SSTs. According to the theory of social reform, consumers will wish to earn extra incentives as an incentive by adding more money to the development of services (for example, lower waiting time and leisure). Climate services work has found that high-service workers are inspired to provide better quality (Mayer&Ehrhart&Schneider, 2009).When laundry consumers see their self-service actions enabled by the excellent operations and marketing activities of their service suppliers, they expect and attain the optimal service results ( e.g. expected benefits). In addition, previous work has checked the positive correlation between the perceived gain and the continued usage of SSL by the consumers. If the consumer discovers that SSLs are

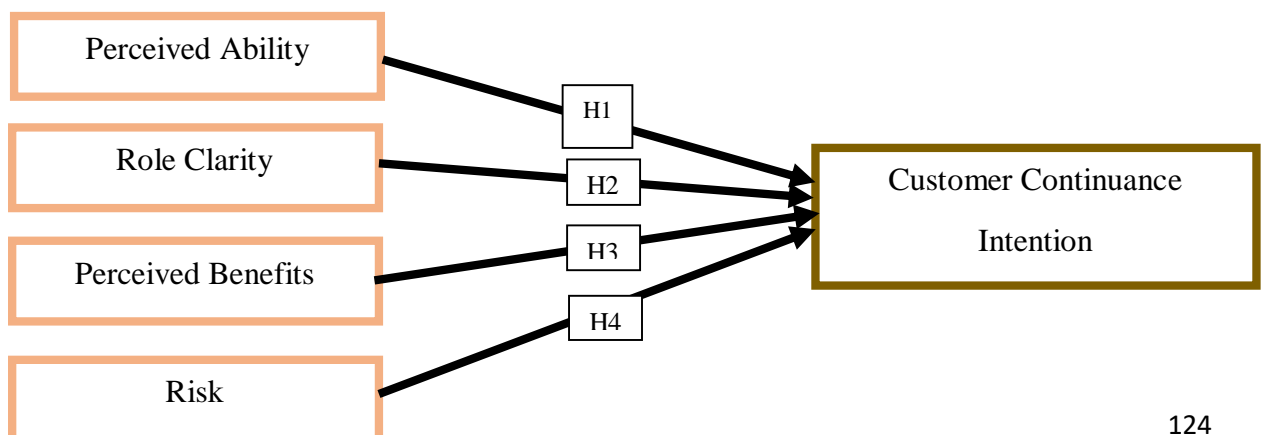
sufficient to achieve the expected service performance, they are inspired in the future to repeat SSLs.

**Perceived risk**

Perceived risk (PR) is a compound that tests convictions of uncertainty with respect to potential adverse outcomes (threats). (Gillett, 1976 ) suggested that, while PR is essential to customer appraisal, it ranges through non-traditional buying processes Researchers have thoroughly researched and considered the interpretation of danger by customers to be important for their evaluation and purchasing habits (Staelin and Dowling, 1994; Truong, 2017). Transactions via phone (Bobbitt and Dabholkar, 2001) and the internet (Thakur & Srivastava, 2014) are considered to be riskier than typical transactions of elements and mortars. Danger measurements are extremely product-specific and can be separate (Laroche., 2004). This research analyses consumer-specific literature on technologies allowed recognizing risk components related to laundry services through information systems such as internet transactions, online shopping, payment apps, mobile banking etc.

**Customer continues intention**

One of the reason that enhance customers to continue using Self-service laundry is SSL can carry on more weightiness and heavy items (e.g., large items, queen or king sized comforter or duvet, blanket), further the traditional washing machine. SSL also can dry the clothes and whatever you have in shorter time. According to (Bhattacharjee, 2001) continuation aim alludes to clients' goal to keep utilizing SSTs. Clients have frequently been viewed as "fractional representatives" who are progressively engaged with administration generation and conveyance. The positive connections between representatives' atmosphere observations and hierarchical duty have been analyzed intensively (Parker, 2003). In the current research setting, both administration and administrative practices are obvious to clients. Clients have more clues about what administrative practices have been embraced and how administration techniques have been led. In view of these pieces of information, clients create administration related observations, frames of mind and conduct expectations. Besides, both immediate and circuitous effects of administration atmosphere on client unwavering have been tried by past works.



**Figure 3: Framework**

***Hypothesis testing***

There are four hypotheses from this study research framework have been discussed earlier as illustrated below:

**Hypothesis 1**

Perceived Ability

H<sub>1</sub>: There is a positive effect of perceived ability on customer continuance intention towards adoption on self-service Landry in Melaka.

**Hypothesis 2**

Role Clarity

H<sub>1</sub>: There is a positive effect of role clarity on customer continuance intention towards adoption on self-service Landry in Melaka.

**Hypothesis 3**

Perceived Benefits

H<sub>1</sub>: There is a positive effect of perceived benefits on customer continuance intention towards adoption on self-service Landry in Melaka

**Hypothesis 4**

Perceived Risk

H<sub>1</sub>: There is a positive effect of perceived risk on customer continuance intention towards adoption on self-service Landry in Melaka.

**METHODOLOGY**

A quantitative method was adopted through a survey was gathered from international students in Melaka with total number 211 respondents. The main reason of targeting international students is because they are the main customers for self-service Landry since they don't have established and permanent life. Several electronic tools were used to collect data, which include WhatsApp, email, Facebook and Instagram

**Table 1: Operational Definition**

<b>Label</b>	<b>Items</b>	<b>Source</b>
<b>PA</b>	<b>Perceived Ability</b>	
PA 1	I am fully capable of using this Self-Service Laundry .	Liew et. al., 2017., Davis (1989);
PA 2	I am confident in my ability to use this Self-Service Laundry.	
PA 3	Using this Self-Service Laundry is well within the scope of my abilities.	



PA 4	I feel convinced of the overall quality of the service provided by Self-Service Laundry.	
PA 5	For me it was easy to become expert at using Self-Service Laundry.	
<b>RC</b>	<b>Role Clarity</b>	
RC 1	I am sure how to use this Self-Service Laundry properly.	Davis (1989); Davis et al. (1989); Featherman, & Hajli, 2016
RC 2	I know what is expected of me if I use the Self-Service Laundry.	
RC 3	Using Self-Service Laundry makes it easier to do my job.	
RC 4	I would find it is easy to learn how to operate Self-Service Laundry.	
RC 5	Self-Service Laundry easy to use?	
<b>PB</b>	<b>Perceived Benefits</b>	
PB 1	When I use this Self-Service Laundry, I can get what I really want.	Mortimer at. al. 2015; Dabholkar, 1996
PB 2	I get service in a timely manner when I use Self-Service Laundry.	
PB 3	Using this Self-Service Laundry brings me good quality service.	
PB 4	Using this Self-Service Laundry provides me with feelings of enjoyment.	
PB 5	Self-Service Laundry allow me to accomplish tasks more quickly.	
<b>PR</b>	<b>Perceived Risk</b>	
PR1	I know what should I do when it is broke.	Meuter and Bitner (1998); Thakur & Srivastava, 2014., Dabholkar (1996) (UNEP-WTO, 2005)
PR2	There is little risk that something will go wrong.	
PR3	I am sure the Self-Service Laundry perform satisfactorily.	
PR4	I feel safe to conduct my activity.	
PR5	I know this machine will help me to finish my washing clothes correctly.	

<b>CCI</b>	<b>Customer Continuous Intention</b> Self-service laundry will enhance me to continuous use this technology because	
<b>CCI 1</b>	Self-Service Laundry saving my money instead of buying a high quality washing machine.	La wash (2018) ; Lyndsee Campbel (2010) ; bhattacherjee (2001) and schneider and bowen (1985)
<b>CCI 2</b>	I will continue using this Self-Service Laundry for serving in the future. items more than the traditional washing machine.	
<b>CCI 3</b>	I expect Self-Service Laundry will save my time.	
<b>CCI 4</b>	I intend to continue using this self-service laundry in the future.	
<b>CCI 5</b>	Using self-service laundry is less costly.	

## ANALYSIS REGRESSION

### *Regression analysis*

Regression analysis is a collection of mathematical methods for estimating and describing the significance of a variable depending on an objective variable 's meaning or more. Multiple linear regression is a regression model based on a single dependent variable with a continuous association between two or more independent variables.

$$Y_j = b_0 + b_1 X_{1j} + b_2 X_{2i} + b_3 X_{3i} + b_4 X_{4i} + \mu$$

$Y_j$  refers to dependent variable

$b_0$  refers to intercept term

$b_1 X_{1j}$  refers to first independent variable Perceived Ability

$b_2 X_{2j}$  refers to first independent variable Role Clarity

$b_3 X_3$  refers to first independent variable Perceived Benefits

$b_4 X_4$  refers to first independent variable Perceived Risk

$b_j$  refers to slope coefficient

$\mu$  refers to error term for  $i$  observation

The regression analysis result is an equation that gives the strongest approximation for a dependent variable's value depending on the significance of certain independent variables. In this section the relationship between the independent variable (perceived capacity, clarification of position, perceived advantages, perceived risk) and the dependent variable (client continuous intention) will be clarified.

**Table 2.** Model Summary of Multiple Regression Analysis

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881 <sup>a</sup>	.775	.769	.292

a. Predictors: (Constant), Perceived Ability, Role Clarity, Perceived Benefits, and Perceived Risk

b. Dependent Variable: Customer Continuous Intention

On the basis of table 2, it was seen that the positive R meaning amount was the whole of the description of results. R = 0.881 suggests a strong degree of association for numerous regression coefficients. The R value is therefore over ± 0.70, indicating that the interaction is good and the interaction is optimistic. The magnitude of R squared is 0.775. This indicates that 77.5 percent of the customer's continuous purpose (dependent variable) is impaired (perceived ability, role clarity, perceived benefits, perceived risk), while the rest (100% - 77.5% = 22.5%) were influenced by the other factor or causes which were not discussed in this research.

**Table3.** Regression Analysis on ANOVA

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.663	4	10.666	125.127	.000 <sup>a</sup>
	Residual	12.360	145	.085		
	Total	55.023	149			

a. Predictors: (Constant), perceived ability, role clarity, perceived benefits, perceived risk

b. Dependent Variable: Customer Continuous Intention

F-test is used to decide whether the model matches the data properly. The significance test is used to determine the association between the variables and whether the statistically meaningful connection between the variables occurs, the effects of the significant value will say. Table 3 above was calculated the F (4,145) = 125.127 and significant value, p < 0.01. It was clear that all of the independent variables were statistically significant influencing the dependent variable.

**Table4.** Regression Analysis on Coefficients

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.429	.596		.719	.473

	Perceived Ability	.390	.065	.426	6.027	.000
	Role Clarity	.481	.075	.419	6.414	.000
	Perceived Benefits	.077	.033	.119	2.315	.022
	Perceived Risk	-.023	.081	-.011	-.289	.773

a. Dependent Variable: Customer Continuous Intention

Table 4 reveals that beta values that indicate independent variables impact dependent variables. The results showed that B1 = 0.390, B2 = 0.481, B3 = 0.077 and B4 = -0.023 respectively to all independent variables. It indicates that, amongst other variables, function transparency has the highest B value and good effect on consumer expectation with B value 0.481. It represented the 48.1% shift in consumer expectation due to clarification in the position. Whereas, perceived ability indicates the B value 0.390 with the variation of 39% and need for interaction exhibited the B value 0.077 with the variation of 7.7%. This both variables also can variance ccustomer continuous intention. T-test was used to evaluate the unstandardized coefficient (B) and standardized coefficient (Beta). The perceived abilities, functions and perceived advantages rendered a valuable contribution to the predictive model after analysis of the B-value, independent variable.

The relationship can be marked as the following equation from the analysis from the Table 4 above:

$$Y \text{ (Customer Continuous Intention)} = 0.429 + 0.390 \text{ (perceived ability)} + 0.481 \text{ (role clarity)} + 0.077 \text{ (perceived benefits)}$$

The quantity for perceived ability is 0.390. It means for every unit increase in role clarity, a 0.390-unit increase in behavioural intention is expected; Many factors have been designed to be stable. The number for clarification in positions is 0.481. This implies that a 0.481 unit change in consumer loyalty purpose is expected for each unit increase in perceived efficiency whereas other variables were described as constant.

The expected advantages amount to 0.077. That implies a 0.077-unit change for the consumer longevity purpose, while other factors remain stable with each unit that expected benefits.

**DISCUSSION**

Customer Perceived Climate Service Theory (CPSC) implies that the purpose of the consumer to implement new technologies is decided by perceptive technical capability (PA) and position clarification (RO). Some models which used CPSC to examine the implementation of technology (Dabholkar & Bagozzi, 2002; Ha and Stoel, 2009; Shin, 2009; Yang, 2012) also featured the technology attitudes under examination. In this study, the hypothetical relation between Perceived Ability (PA) and Customer Continuous Intention (CCI) in

the first set of hypotheses i.e. "The expected capacity to implement self-service technologies has a positive connection.", thus, H1 was accepted. The results from data review indicate that there was a statistically important favourable causal association between the two variables from expected capacity to proceed and customers' wishes., which means perceived ability significantly affect students' behavioural intention to use Self-Service Laundry (SSL). In addition, generality of the respondents appreciates perceived ability on SST specifically on the ability of SST into the bargain allowing the user to do things effectively and productive. User agrees that it is easy to learn and use Customer Perceived Service Climate (CPSC). The above findings were aligned with a number of previous studies. Perceived Ability is an advantage of SSTs for users and as one of the essential determinants in CPSC Vital to the successful effect of implementation of SST was the expected potential (Carter and Bélanger, 2005; Curran and Meuter, 2005; Lin, 2011; Weijters and al., 2005; Zeng, Liying, Nysveen, Herbjørn., 2016). The expected potential affects the mindset of consumers and their decision to use various forms of SSTs. In addition, this work shows that objectively the expected capacity and consumer continuous desire to use SST as viewed have a strong connection. This is because SST is known to be a valuable instrument and produces the positive expectation for actions of its potential.

#### ***Relationship between customer continuous intention and role clarity***

In this research, in a second series of hypotheses, the hypothesis was: "There is a clear connection between role clarification for self-service technology adoption," and the hypotheses between role clarity (RC) and consumer continuous purpose (CCI). Cantered on the conclusions obtained from the data review, role clarity to customer continuous intention showed statistically significant positive direct relationship between both variables, which means perceived ability significantly affect students' behavioural intention to use Self-Service Laundry (SSL). Moreover, respondents' generality appreciates consistency of position with SSL in order to save time in contracts that enable users to do stuff efficiently and productively. The self-service laundry service helps customers to wash 24 hours a day without delay. It clearly illustrates that usability can be seen as one of the reasons that affect the usage of technology by the consumer.

The findings of this study found in line with several prior studies. The capacity and purpose clarification of a new technology impacts the attitude of users to implement technology in the client-perceived service environment (CPSC) which affects directly the intention to use technology. Function consistency (RO) has been a major behavioral challenge and was commonly used as a CPSC component of assessing self-service product recognition and adoption rates. For example, Cho (2011) has been exploring the possibilities for use in fashion retail environments by making use of roles transparent on self-service technology studies and by demonstrating perceived talent has an significant connection with the customer.

The finding of this study found that user agrees that SST is convenient which allow user to accomplish their task more quickly and faster. Thus, SST enhances their effectiveness on their job and make them more productive. In conclusion, this study demonstrated that statistically, a positive relationship exists between role clarity and customer continuous intention to use SST as posited.

#### ***Relationship between perceived benefits and customer continuous intention***

In culture, informal relations between service suppliers and clients have been included in service meetings. Such encounters allow interpersonal connections between a supplier and a consumer to be developed. However, the usage of SSTs excludes such emotional contact by nature. In the third collection of theories, "There is a strong connection between expected advantages (PB) and consumer continuous purpose (CCI) in the self-service technologies." Hypothesis 1 was agreed thus. Dependent on the conclusions obtained from the data review, perceived benefits to customer continuous intention showed statistically significant positive direct relationship between both variables, which means perceived ability significantly affect students' customer continuous intention to use self-service laundry (SSL). Furthermore, users can perform straightforward and simple tasks with SSL. Perhaps one reason could be that consumers avoid long queues and the preference for personal information to remain confidential.

In this study, user agrees that they do not like to have personal contact with employee as they feel that employee attention or help is unnecessary like example when using Self-Service Laundry as they afraid of infringement of personal information. At the same time, other SST such as self-service laundry and self-check-in kiosk did not need employee help because there already has the instruction to help user. User also agrees that machine can ensure the correct information as there is minimum human error. In conclusion, this study illustrated that need for interaction toward employee is unnecessary in which it effects on users' behavioural intention to use SSL.

#### ***Relationship between perceived risk and customer continuous intention***

Perceived risk is defined as "a view of users of the consequences of purchasing a product or service that are concurrently unwarranted and uncertain" (Chen and Dubinsky, 2003; Zeng, Liying, Nysveen, Herbjørn, 2016). Perceived risks demonstrate the subjective consumer conviction about the uncertainty in costly machinery (Luara Lake 2009). It reduces the likelihood that users who would like to learn about the new technology and reduces their motivation to use the new technology if perceived risk increases (Ostlund, 1974; Venkatraman, 1991; M.Kim, H. Qu, 2014). The hypothesis in the fourth set of hypotheses, i.e. "The relationship between risk and adoption of self-service technology," was therefore not accepted in this study. Hypothesis 1, therefore, has not been approved. Based on the results derived from the data analysis, perceived risk to behavioural intention showed no statistically direct relationship between both variables, which means perceived

risk had no affect users' behavioural intention to use self-service technology(SST). This is assumed that SSL is safe to use but they also have to face the teeming with bacteria that find their way onto your clothes, and then onto you. So, users find the risk associated with SST less important in predicting their behavioural intention to use it (Martin J. Blaser, Paul F. Smith, Henry J. Cody, Wen-Lan L. Wang, and F. Marc LaForce, 1984).

The effects of this analysis were focused on many previous research. A modern hypothesis, which involves as a clear indicator of consumer mood, is that perceived danger derives from the principle of perceived risk. The behaviors of prospective adopters have been extensively studied and shown to be adversely correlated with them (Dabholkar, 1996; Meuter and Bitner, 1998; Gatignon and Robertson, 1991). The danger observed by Ruyter et al. (2001) is negatively linked to the behaviour of customers towards and goal of using SST. Curran and Meuter (2005) then take into consideration the expected danger in testing and the danger observed affects the attitude of consumers of costly laundries. Pavlou and Featherman (2003) Featherman. In conclusion, this study indicated that negative relationship between perceived risk and customer continuous intention to use SSL in their daily life. Therefore, these findings suggest that users that regularly use the SSL understand the risk which includes machine problem, safety and performance of SST. Thus, perceived risk factor did not encourage users to adopt SSL.

## CONCLUSION

### *Implication of the study*

This study incorporated multiple influences that have been viewed from different prior investigators' literature review. In this analysis, not all variables were appropriate, but the important variables are perceived capacity, clarification of position, perceived benefits and perceived risk. The composite model for Consumer Understood Service Environment (CPSC) has been unveiled effectively with additional variables. The relation was accepted, which was a theoretical consequence of the recognition of alteration of the CPSC model. Since the model has just three potential variables rather than 4 expected, this partnership establishment had led to the initial CPSC model. The findings of the analysis give useful insight into the Malaysian reception and adoption of SSL by business managers. As the rapid growth of IT accelerate SSL's development, allowing users to take on new roles in the facility. This education was conducted to decide the value of perceived factors and their connection to acceptance and adoption of SSL by SSL in Melaka to ensure the continuous growth of SSL.

This work has shown Malaysians will embrace and implement SST, as well as self-service laundry and ATM (SST) because of the need for markets and longstanding experience in Malaysia as a general example of effective self-service technology. In addition, four potential variables were included in this analysis (perceived ability, role clarity, perceived benefits, and perceived risk), perceived ability is the most influential factors on behaviour intention towards

the adoption of SSL. User's perceived ability as important factor, given the easy to learn and use different type of SST although some of the SST is hard to operate user found that it is easy to learn to use with the following of instruction on the SSL. For all advertisers, SST System designers and company owners, there has become a major consequence.

This initiative also provides businesses an understanding of SST growth. It indicates what forms of SST programs actually have the maximum and lowest usage level in the concise consumer experience survey. While the case of an SST is an predictor of the disparity in customer behavior, self-service laundry might potentially include an explanation, or a metric, for certain factories. Over time and promotion campaigns carried out by the organization itself may be strengthened.

### ***Limitation***

The limitation of this study is the respondents only who use SSL especially International Students in Universiti Teknikal Malaysia Melaka. Therefore, to investigate the adoption of SSL in Melaka, it should be done to all respondents in Melaka state. But this is hard to be achieved for current situation due to the time consume. The outcomes cannot realise the fluctuating behaviour and attitude of user over the time. Consequently, this research did not assume that the present figure will be the norm for the SSL in a couple of years. Next, this project was tested by using questionnaire method rather than online survey. Therefore, after distributing the questionnaire through offline, some of the respondents might simply fill up the questionnaire and some might answer the question without fully understanding. This will be a wrong data to insert into the SPSS. Hence, another survey was distributed again to get enough data to process. However, this range also excluded the usage of certain SST modes but not online by respondents. Moreover, most of the interviewees were young people with tertiary qualifications. This study, which did not symbolize true Malaysian peoples, may thus provide an indication of discrimination.

Besides that, the research areas are too board. Although this research only focusing on one types of interfaces SSL which are offline. A template for reactions that inform business, SSL framework and condition factors for all respondents should be included in the survey questionnaire. In comparison to generic questions posed in this SST questionnaire, the findings should be more comprehensive because respondents might remember specific experience with multiple forms of SSTs that trigger the results to be unreliable. Finally, Malaysia's cultural activity may be factors in this analysis and the interaction with the paradigm would be different. The findings of this analysis may also not be applicable for other nations.

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