THE IMPACTS OF SELF-SERVICE TECHNOLOGY ADOPTION ATTRIBUTES ON CUSTOMER SATISFACTION IN ABU DHABI DISTRIBUTION COMPANY (ADDC)

KHALAF ABDULLA ALHOSANI

UNIVERSITI PENDIDIKAN SULTAN IDRIS

2023

THE IMPACTS OF SELF-SERVICE TECHNOLOGY ADOPTION ATTRIBUTES
ON CUSTOMER SATISFACTION IN ABU DHABI DISTRIBUTION COMPANY
(ADDC)

KHALAF ABDULLA ALHOSANI

DISSERTATION PRESENTED TO QUALIFY FOR A MASTER'S DEGREE IN
BUSINESS MANAGEMENT
(RESEARCH MODE)

FACULTY OF MANAGEMENT AND ECONOMICS
UNIVERSITI PENDIDIKAN SULTAN IDRIS

2023

UNIVERSITI
PENDIDIKAN
SULTAN IDRIS
SULTAN IDRIS EDUCATION UNIVERSITY

Please tick (√)
Project Paper
Masters by Research
Master by Mixed Mode
PhD

	√

INSTITUTE OF GRADUATE STUDIES

DECLARATION OF ORIGINAL WORK

This declaration is made on the ....day of................20........

i. Student's Declaration:

I, KHALAF ABDULLA ALHOSANI (M20181001564) FACULTY OF MANAGEMENT AND ECONOMICS (PLEASE INDICATE STUDENT'S NAME, MATRIC NO. AND FACULTY) hereby declare that the work entitled THE IMPACTS OF SELF-SERVICE TECHNOLOGY ADOPTION ATTRIBUTES ON CUSTOMER SATISFACTION IN ABU DHABI DISTRIBUTION COMPANY (ADDC) is my original work. I have not copied from any other students' work or from any other sources except where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person.
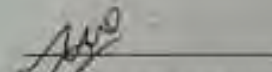
_____
Signature of the student

ii. Supervisor's Declaration:

I ___ASSOC. PROF. DR. ZURAIDAH BINTI ZAINOL___ (SUPERVISOR'S NAME) hereby certifies that the work entitled ___THE IMPACTS OF SELF-SERVICE TECHNOLOGY ADOPTION ATTRIBUTES ON CUSTOMER SATISFACTION IN ABU DHABI DISTRIBUTION COMPANY (ADDC)___ (TITLE) was prepared by the above named student, and was submitted to the Institute of Graduate Studies as a * partial/full fulfillment for the conferment of ___MASTER'S DEGREE IN BUSINESS MANAGEMENT___ (PLEASE INDICATE THE DEGREE), and the aforementioned work, to the best of my knowledge, is the said student's work.

2/8/2023
Date

_____
Signature of the Supervisor

UNIVERSITI
PENDIDIKAN
SULTAN IDRIS

INSTITUT PENGAJIAN SISWAZAH /
INSTITUTE OF GRADUATE STUDIES

BORANG PENGESAHAN PENYERAHAN TESIS/DISERTASI/LAPORAN KERTAS PROJEK
DECLARATION OF THESIS/DISSERTATION/PROJECT PAPER FORM

Tajuk / *Title*:   THE IMPACTS OF SELF-SERVICE TECHNOLOGY ADOPTION ATTRIBUTES ON

CUSTOMER SATISFACTION IN ABU DHABI DISTRIBUTION COMPANY (ADDC)

No. Matrik / *Matric's No.*:   M20181001564

Saya / *I*:   KHALAF ABDULLA ALHOSANI

(Nama pelajar / *Student's Name*)

mengaku membenarkan Tesis/Disertasi/Laporan Kertas Projek (Kedoktoran/Sarjana)* ini disimpan di Universiti Pendidikan Sultan Idris (Perpustakaan Tuanku Bainun) dengan syarat-syarat kegunaan seperti berikut:-
acknowledged that Universiti Pendidikan Sultan Idris (Tuanku Bainun Library) reserves the right as follows -

1. Tesis/Disertasi/Laporan Kertas Projek ini adalah hak milik UPSI.
   The thesis is the property of Universiti Pendidikan Sultan Idris

2. Perpustakaan Tuanku Bainun dibenarkan membuat salinan untuk tujuan rujukan dan penyelidikan.
   Tuanku Bainun Library has the right to make copies for the purpose of reference and research.

3. Perpustakaan dibenarkan membuat salinan Tesis/Disertasi ini sebagai bahan pertukaran antara Institusi Pengajian Tinggi.
   The Library has the right to make copies of the thesis for academic exchange.

4. Sila tandakan (√) bagi pilihan kategori di bawah / *Please tick (√) for category below:-*

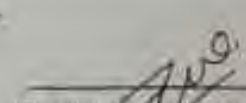|		
☐	**SULIT/*CONFIDENTIAL***	Mengandungi maklumat yang berdarjah keselamatan atau kepentingan Malaysia seperti yang termaktub dalam Akta Rahsia Rasmi 1972. / *Contains confidential information under the Official Secret Act 1972*
☐	**TERHAD/*RESTRICTED***	Mengandungi maklumat terhad yang telah ditentukan oleh organisasi/badan di mana penyelidikan ini dijalankan. / *Contains restricted information as specified by the organization where research was done*
☑	**TIDAK TERHAD / *OPEN ACCESS***	

(Tandatangan Pelajar/ Signature)

(Tandatangan Penyelia / Signature of Supervisor)
& (Nama & Cop Rasmi / Name & Official Stamp)

Associate Professor Dr. Zuraidah Zainol
Department of Business Management
& Entrepreneurship
Faculty of Management and Economics

Tarikh: 3/8/2023

Catatan: Jika Tesis/Disertasi ini SULIT @ TERHAD, sila lampirkan surat daripada pihak berkuasa/organisasi berkenaan dengan menyatakan sekali sebab dan tempoh laporan ini perlu dikelaskan sebagai SULIT dan TERHAD.

Notes: If the thesis is CONFIDENTAL or RESTRICTED, please attach with the letter from the organization with period and reasons for confidentiality or restriction.

ACKNOWLEDGEMENT

ABSTRACT

This study aimed to determine the impact of the self-service technology (SST) adoption attributes, namely ease of use, reliability, readiness, and interactivity, on customer satisfaction towards governmental services in the United Arab Emirates (UAE). This study adopted a quantitative approach. A sample consisted of 385 customers of Abu Dhabi Distribution Company (ADDC), which were selected using simple random sampling. Data were collected using a questionnaire as a research instrument and analysed using multiple linear regression. At the significance level of 0.05, the findings revealed SST reliability (β= -0.113, p=0.045) and interactivity of SST (β=0.302, p=0.000) as significant predictors of customer satisfaction. In particular, the effect of SST reliability on customer satisfaction is negative, while the effect of SST interactivity is positive. The SST ease of use (β=0.034, p=0.549), and SST readiness (β=-0.044, p=0.422) do not significantly affect customer satisfaction. In conclusion, the interactivity attributes of the self-service technology would enhance customer satisfaction with governmental services, while the reliability aspect of SST is more likely to reduce customer satisfaction. In implication, the findings provide useful guidance on attributes of self-service technology (SST) adoption attributes that can be tackled in order to achieve high levels of customer satisfaction with the governmental services in the UAE, particularly ADDC.

PENGARUH ATRIBUT PENGGUNAAN TEKNOLOGI LAYAN DIRI TERHADAP KEPUASAN PELANGGAN DI SYARIKAT PENGEDARAN ABU DHABI (ADDC)

ABSTRAK

Kajian ini bertujuan untuk menentukan pengaruh atribut penggunaan teknologi layan diri (SST), iaitu kemudahan penggunaan, kebolehpercayaan, kesediaan, dan interaktiviti, ke atas kepuasan pelanggan terhadap perkhidmatan kerajaan di Emiriah Arab Bersatu (UAE). Kajian ini menggunakan pendekatan kuantitatif. Sampel yang terdiri daripada 385 orang pelanggan Syarikat Pengedaran Abu Dhabi (ADDC), yang dipilih menggunakan pensampelan rawak mudah. Data dikumpul menggunakan borang soal selidik sebagai instrumen penyelidikan dan dianalisis menggunakan analisis regresi linear pelbagai. Pada aras keertian 0.05, dapatan menunjukkan kebolehpercayaan SST (β= -0.113, p=0.045) dan interaktiviti SST (β=0.302, p=0.000) sebagai peramal kepuasan pelanggan yang signifikan. Secara khususnya, pengaruh kebolehpercayaan SST terhadap kepuasan pelanggan adalah negatif, manakala pengaruh interaktiviti SST adalah positif. Kemudahan penggunaan SST (β=0.034, p=0.549), dan kesediaan SST (β=-0.044, p=0.422) tidak mempengaruhi kepuasan pelanggan dengan signifikan. Kesimpulannya, atribut interaktiviti teknologi layan diri berupaya meningkatkan kepuasan pelanggan terhadap perkhidmatan kerajaan, manakala aspek kebolehpercayaan SST lebih cenderung untuk mengurangkan kepuasan pelanggan. Secara implikasinya, dapatan ini memberikan panduan berguna mengenai atribut penggunaan teknologi layan diri (SST) yang perlu ditangani untuk mencapai tahap kepuasan pelanggan yang tinggi terhadap perkhidmatan kerajaan di UAE, terutamanya ADDC.

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

CHAPTER 1

INTRODUCTION

1.1   Introduction

This chapter is going to provide a brief explanation of the study, as it presents the

background of the research in 1.2 and specifies the research problem in 1.3. Further,

section 1.4 outlines the research objectives and 1.5 the research questions, in 1.6. The

research framework is discussed and presented, while section 1.7 describes the research

contribution, respectively. Operational definitions for the studied variables are

presented in section 1.8. Finally, section 1.9 provides the research structure followed

by a summary of the chapter.

1.2   Research Background

The massive advancement in information technology and communication tools have transformed features of the interaction between the servicing organizations and firms and their customer (Gunawardana, 2015). The service providers started to introduce technology uses and its features, particularly Self-service Technology (SST) to provide convenient services that meet the customer expectations and needs in terms to attain better productivity in the organization and better satisfaction among customers (Abdul, 2014). During the last decade, the concept of SST has become a replacement for the direct contact methodology in providing service to the customer, so the relationship between the service provider and customer became more notable in terms of the service provision factors, and the customer acceptance factors (Iberahim, 2016).

The service provision process used to consist of a specific step that it starts from the consumer inquiries to obtain a certain service, then to be received and implemented by the specific employee in the organization to provide it to the customer in accordance with the service provision terms and conditions (Deel, 2010). From this traditional workflow and very primary steps, the technology innovators started to look into new methodologies to develop an automated process to provide such services to the consumer through the use of the technology features from both aspects (devises and systems), therefore, the SST started to be one of the solutions to be provided to the business organization to start implementing it in different sectors and industries (Ganguli & Roy, 2011).

SSTs are defined as technological interfaces which allow customers to get services free from the direct involvement of service firm's employees (Matthew, Meuter, Amy, Ostrom, & Bitner, 2000). SSTs became one of the tools that many business organizations adopted to enhance customer experiences and to provide the business with many benefits related to different operational and organizational aspects (Grewal & Levy, 2009; Musso, 2010).

It has been proofed that the SST used to provide many benefits for both, business and customer, as SST used to be as one of the tools to help business to serve more customers within a specific timeframe and through a set of standards related to the quality provision of the services, and the acceptance levels to the customer (Yang & Klassen, 2008). Furthermore, SST adoption attributes are used to help customer to obtain their services in the way that meets their expectations, and it e through the modern and most contemporary methods using the technology features to obtain it (Weijters, Rangarajan, Falk, & Schillewaert, 2017)

Several clients nowadays prefer to finalize their requests through the worldwide web without the need to go personally to companies and do their requests. Moreover, it grew to be an option that extremely satisfies the customers' needs and wants, especially in our generation. For that, many organizations nowadays tend to transfer all their concerns to the self-service technology that the organization be able to provide to its clients (Maharjan. 2017).

Customer satisfaction aspects considered as one of the very important indicators to understand the value and quality of the services provided by governments to the

public. As the world today witnessing the completion era, it was an essential aspect for any service provider to enhance its provisions and services to enhance public satisfaction (Nelen, 2016). The literature related to the SST has to point out the SSTs as an enhancement to customer satisfaction since it used to facilitate the effective provisions of the services (Meuter, Bitner, Ostrom, & Brown, 2015).

A substantial amount of prior research (Arts, Frambach, & Bijmolt, 2011; Omar, Aniza, Abdulaziz, & Alam, 2013; Boon, 2015; Chang & Wang, 2016; Fernandes & Pedroso, 2017) have focused on the significance of SSTs and its impacts on customer satisfaction, and customer satisfaction by means of recognized measurement scales. However, a few numbers of research have been made to examine the dimensions of SSTs adoption attributes and their impact on the United Arab Emirates service sector context. The importance of SSTs conductions has been discussed in much research while it didn't go for further discussions to specify the details of such implements in the public sector. The study of Buell (2017) gave SSTs implementation an important factor to drive organisational success, while the study conducts in a general business organization environment without focusing on the public sector. Kargwell (2016) conducted his study on the same area while he focused on social media uses as SSTs without focusing on other SSTs tools and factors. Parkman, Litz, and Gromik (2017) conducted the research on the SSTs uses focusing on the learning sector specifically, and they advised conducting the study on other sectors recommending its applicability to the government sector as well.

Business organizations tend to focus on customer satisfaction and happiness towards the services and products provided. The more the organization satisfies

customers' needs and wants the more it affects its reputation in the marketplace. In addition, organizations tend to concentrate on their employee's performance in the workplace to achieve customer satisfaction. Many of these organizations have one specific goal in the marketplace which is increasing the company's profit and decreasing the company's cost of creating the product or service (Agbor, 2011).

Customer satisfaction in the contemporary business world became one of the important aspects, many organizations were able to survive due to its consideration of customer satisfaction (Abdul Aziz, 2014). Today, customers are considered the key elements to drive the success of the business, they used to be the core value of the business, and the succeed business is the one that it was able to recognize the such fact and act accordingly, as all functions and activities in the organization were sat to ensure gaining the customer satisfactory and ensure their loyalty and happiness to deal with the brand name of the organization (Sedighimanesh & Ashghaei, 2017).

Today, the lifestyle of people in any community has increased and got advanced levels. That it requires the service providers to plan their provisions through smart processes and smooth practices to meet the people's expectations and to enable them to gain their services and products smoothly with the higher range of values and quality and quicker manners (Nakel & Naval, 2017).

Satisfying customers through the adoption attributes of the self-service technology used to require a primary motivation for the continuation of the service provision, as satisfactory to be provided to the consumer through the SST used to be looking for an alternative method to be less and has more efforts to develop the

relationship with the existing service provisions (Wang, 2012). The self-service technology SST for any organization is used to inquire about massive adoptions and changes in many aspects of the business organization. This adoption is through the organizational structure itself and the operational process as well that the management of the organization needs to ensure these aspects are ready to accept the implementation of the SSTs (Logie, 2015).

In governmental services, customer satisfaction played a vital role in enhancing the level of people's life, satisfying people through the services provided by the different government sectors is considered one of the main describes for the peace and safety of communities around the world (Raouia & Imen B, 2016). Therefore, it is significant for new research to be conducted in order to determine the best mechanisms that not only fit the governmental sector but also support the strive of this sector in enhancing customer satisfaction.

The adoption of self-service technology is used to influence the operation process, the organization structure, and many other aspects. As the self-service technology imposes a new process in the organization that prepares the activation of process management to be compatible with the requirements of providing services through unusual channels. Then the self-service technology is one of the tools of change that impose a new organizational structure in the organization, this structure that carries out the application of self-service technology in the organization. Other aspects that can deviate from the application of self-service technology relate to aspects of customer service, which be through new satisfaction measurement tools, and channels of

communication and interaction with customers that differ from the usual methods (Li & Lu, 2016).

Abu Dhabi Distribution Company (ADDC) is considered as an attractive service provider designated to provide the energy to the UAE community, and such provisions are considered a key factor for the lifestyle enhancements in the community, as a such provisions should be provided to the people in smooth and appropriate manners to ensure their satisfaction. The research is conducted to establish an understanding of the impacts of the recent implements of online self-services systems and integrations, and how these implements are designed to meet the needs for the enhancement strives of the government to provide its services in elegant and smart manners.

The government objected to enhancing the lifestyle through such implements, another benefit was targeted to improve the administrative aspects of the business organization. Since the UAE conducting massive developments in the infrastructure aspects in newly developed destinations, such developments are used to inquire about adequate energy provisions to ensure its proper and world class provisions. Therefore, the organization considered such implementations for the online self-service adoption attributes as an advantage to the organization to ensure its capability to respond to the increased demands in the community.

1.3   Research Problem

The studies that have been conducted so far pertaining to SSTs adoption attributes and customer satisfaction argued different aspects related to both terms. These studies discussed different attributes related to the adoption of the SSTs attempting to link it to the customer satisfaction to find out its impacts on satisfying the customers in different business firms. One of these business firms is the operational aspects; the study of Seidmann, Jiang, and Zhang (2016) focused on the operational services sector and provide a framework to implement SSTs in the such business firm. They found that it needs to be addressed as one of the factors to drive the success of the operational aspects in the such organization; the ease-of-use factor has been discussed through this study without giving attention to the other factors related to the SSTs implements. The Retail, Shopping and supply chain business firms are also included in other studies related to the SSTs.

Tian, Xu and Li (2019) found in their study that SSTs used to enhance customer satisfaction in such sectors. Moreover, such achievements could be there by ensuring the reliability of SSTs. The hospitality and tourism sector included in other studies such as Hanks, Line, and Mattila (2016) that they found the importance of applying SSTs to achieve customer satisfaction, and this inquiry the readiness factor to support the strives to achieve customer satisfaction towards SSTs implements. Banking and other financial business firms attended to other studies related to the SSTs, Huang (2018) found that the interactivity of SSTs used to be one of the attributes to impact customer satisfaction in the bank customers, such finding didn't go further show the attributes of this factor towards other factors got an impact on the customer satisfaction.

All these studies proofed the positive impacts between SSTs adoption attributes and customer satisfaction in the different business sectors, while there is a lack in the government sector. Since there are many different between such sectors and the government sector, there is important to conduct the study to show the impacts of SSTs attributes on the customer satisfaction.

In order to ensure an accurate basis for formulating SSTs adoption attributes in the governmental sectors, selected attributes related to the SSTs then be analysed using the existing frameworks for these studies. This study is addressing four attributes of the SSTs, namely ease of use, reliability of SSTs, SSTs readiness, and interactivity of SSTs.

Adoption of the self-service technologies in the service provisions benefits the customer satisfaction, as they are feeling the different experience with better-serving quality raises the customer satisfaction levels (Das, 2015). Therefore, the companies and the business activities in the community including the governmental sectors and services could achieve customer loyalty through the customer satisfaction that the customer received certain services through exceptional provisions which in turn can lead to growth in the market share of the organization (Sudari, Tarofder, Khatibi, & Tham, 2019).

The current study attempted to examine the role of the SSTs adoption attributes in the service delivery process and to investigate and understand the influence of it on the customer satisfaction in the UAE service sector. In order to examine the impact of SST's adoption attributes, this study employs the SSTQUAL scale developed by Lin and Hsieh (2011). This study focusing on the customer satisfaction through the

governmental service provisions using the self-service technologies, as the study justification appeared through the in-depth discussions about both terms' customer satisfaction as a key pillar for the business success, and self-service technology adoptions as one of the most important aspects to drive the organization success.

From the above, SSTs terms and components have been discussed in different studies and research. While the recent study applying these components in UAE SSTs contents, and to find its possible adoption to be applied in the UAE Government sector in more effective manners to achieve excellence and to ensure the capability of these business organizations to adopt SSTs into its operational aspects to get the benefits of its through satisfying customers in these organizations.

Recently, ADDC conducted a benchmark study to understand its position towards different operational aspects through a comparison task to measure the current position of these aspects towards a group of benchmark entities. Technology was one of the operational aspects to be measured, and the result of the exercise showed that ADDC still need to improve many operational aspects, and technology was one of these aspects as shown in the below figure.
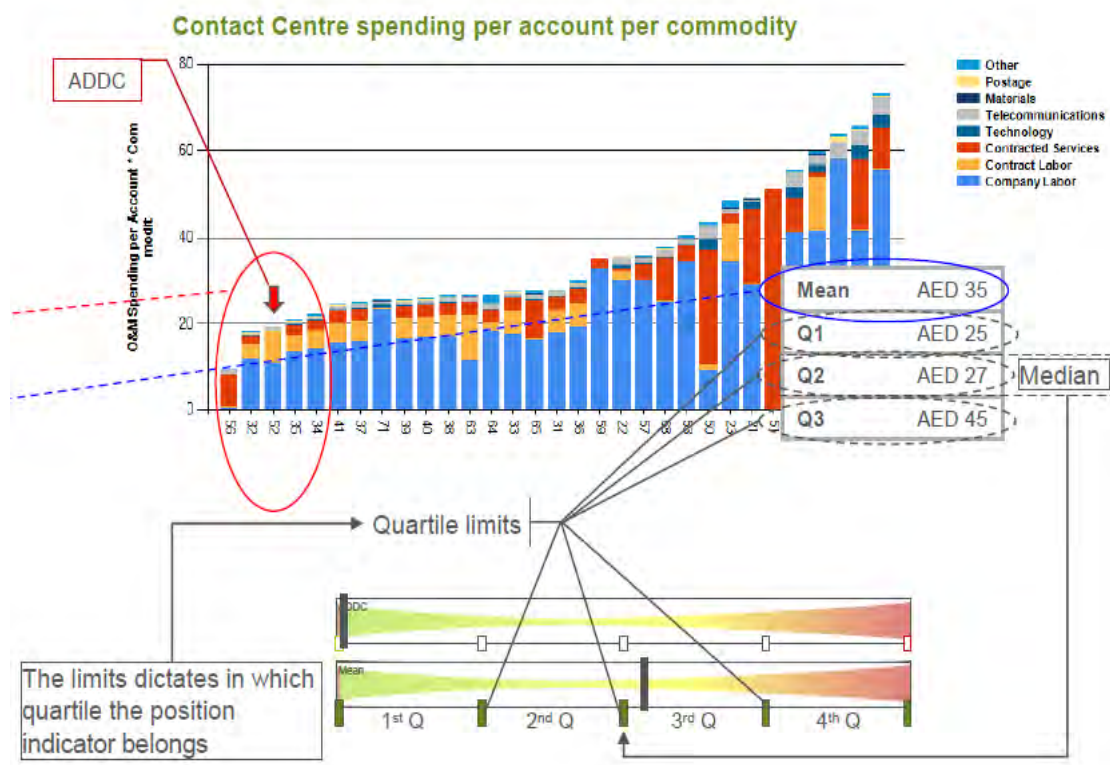
Figure 1.1. ADDC relative position in comparison to the benchmark group. Resource: AD Government Customer Service Indicator Report (2019)

Understanding the above figure given the fact that ADDC still needs to improve its operational aspects, a technology considered one of the aspects to be included in the strive for these improvements. SST is considered a key factor to drive the technology improvements since it contained a direct link to the customer satisfaction whenever it enhances, the organization to be able to achieve such improvements.

1.4   Research Objectives

This study aims to determine the impact of the self-service technology adoption attributes on customer satisfaction towards the services they are gaining through the governmental sector in UAE. Specifically, this study attempts to:

1. Determine the impact of ease of use of SSTs on customer satisfaction in Abu Dhabi Distribution Company (ADDC).

2. Determine the impact of reliability of SSTs on customer satisfaction in Abu Dhabi Distribution Company (ADDC).

3. Determine the impact of SSTs readiness on customer satisfaction in Abu Dhabi Distribution Company (ADDC).

4. Determine the impact of interactivity of SSTs on customer satisfaction in Abu Dhabi Distribution Company (ADDC).

1.5 Research Questions

This research attempts to answer questions related to the impact of SSTs adoption attributes on customer satisfaction towards the services they are gaining through the SSTs adoption attributes governmental sector in UAE. Specifically, this research attempts to provide answers to the following questions

1. What is the impact of ease of use of SSTs on customer satisfaction in Abu Dhabi Distribution Company (ADDC)?

2. What is the impact of reliability of SSTs on customer satisfaction in Abu Dhabi Distribution Company (ADDC)?

3. What is the impact of SSTs readiness on customer satisfaction in Abu Dhabi Distribution Company (ADDC)?

4. What is the impact of interactivity of SSTs on customer satisfaction in Abu Dhabi Distribution Company (ADDC)?

1.6 Research Hypothesis

The study assumptions were developed to include the following hypotheses:

H1: Ease of use of SSTs has a positive and significant impact on customer satisfaction in ADDC.

H2: Reliability of SSTs has a positive and significant impact on customer satisfaction in ADDC.

H3: SSTs readiness has a positive and significant impact on customer satisfaction in ADDC.

H4: Interactivity of SSTs has a positive and significant impact on customer satisfaction in ADDC.

1.7 Research Framework

The framework for the study was formulated based on the works of Ujang, Ramli, Ikhwan, Azmi, Kamal, and Dahlan (2016) as well as Deel (2010). Ujang et al (2016) proposed a conceptual framework which put forward four attributes or dimensions of SST i.e. However, their research is conceptual in nature, which only provides insights into the possibilities of these attributes/dimensions to influence the intension to use SSTs. In particular, Deel (2010) supported that SSTs adoption attributes are strongly associated with customer satisfaction levels. It is therefore, the findings of both studies depict that SSTs attributes, which include ease of use, reliability of SSTs, SSTs readiness, and interactivity of SSTs, may somewhat relate to customer satisfaction.

Since previous studies did not provide empirical evidence on the impact of these attributes towards customer satisfaction, this study, proposes to delve into the effect of the SST attributes on customer satisfaction.

Ujang, et al (2016) found that the self-service technology used to be built into four main attributes, namely: The SST ease of use, the SST reliability, SSTs readiness, and the interactivity of SSTs. In their study, they included a conceptual framework that it highlighted the relationship between the several variables that it used to influence customer intention to use the self-service technology. Furthermore, they considered the rapid growth of the technology features in the world nowadays. In addition, to pointing out the various technology innovations that it has been produced and introduced in order to facilitate people`s activities. They conclude in their study that innovation aspects used to play a vital role in the adoption of the SST, such a role has been identified through the process design that it is innovated. In addition, to support a theoretical model that it contributed to the main understanding of the consumer intention and their uses of the SST, as a such relationship has been noted through this theoretical framework while they were able to present many concepts related to both terms, the technology uses, and customer satisfaction.

Deel (2010) showed that the SSTs attributes would influence the customer satisfaction. This proof is discussed through the attempts of the research to investigate the self-service technology adoption impacts on customer satisfaction as executed in the convention business organization. Through the examination of the perceptions of the users of self-service kiosks, it has been identified that the customer perceptions of the self-service technology attributes appeared to be positively related to the customer

satisfaction. The such result supported a direct association between the positive and negative attributes of the self-service technology corresponding to customer satisfaction levels.

As Deel (2010) did not give a priority to each factor, and his study was to show that such factors would be creating a model for the SST, the current study measuring the impacts of these factors and their priorities on the success of the business, especially in the governmental services. Therefore, this research studied the self-service technology adoption factors and their impacts on customer satisfaction in the UAE customer satisfaction contents. The following figure 1.2 is showing the conceptual framework through the above explanation:
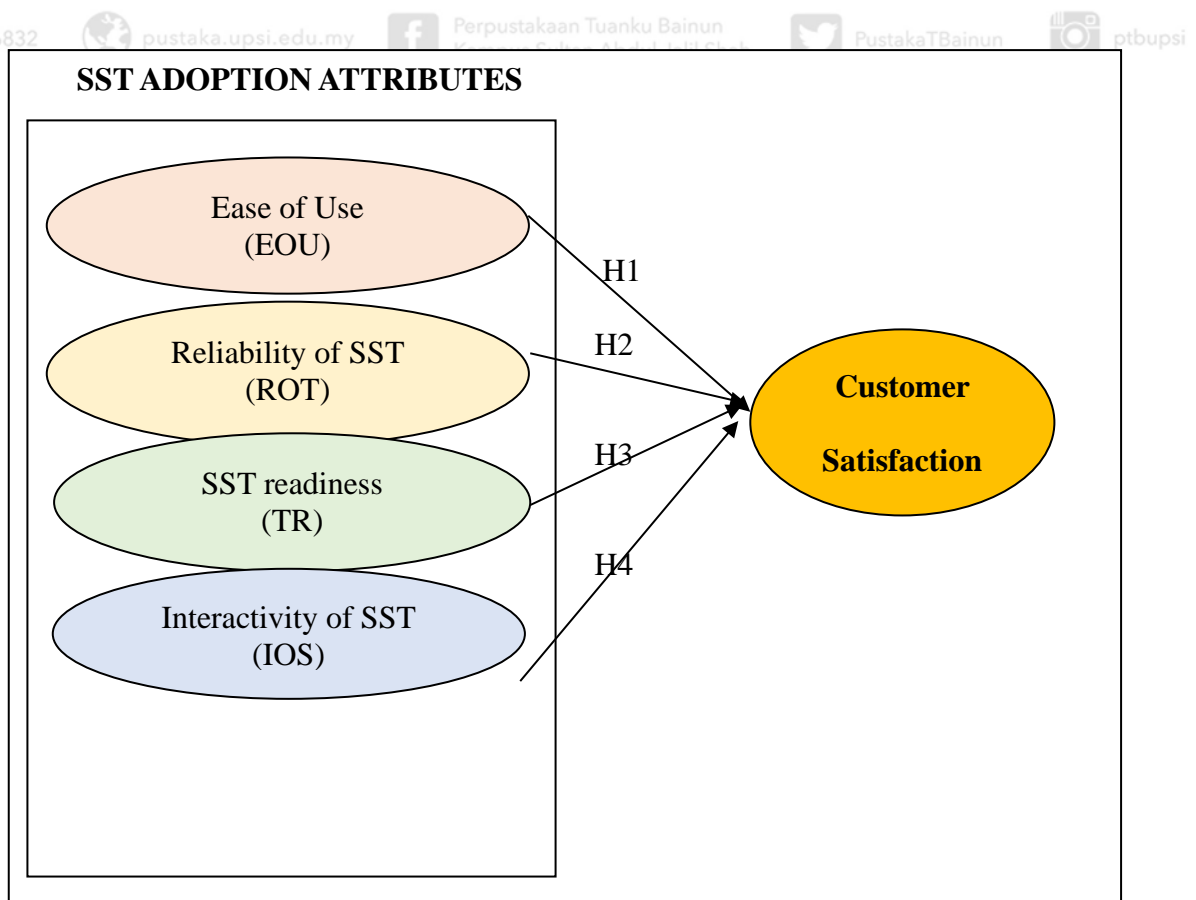

Figure 1.2. Research Conceptual Framework

This study attempts to find the impacts of SSTs adoption attributes on customer satisfaction in the UAE Government sector, hence it is expected to contribute to the strive of the Government sector to enhance the technology uses in the service provisions to satisfy customers. By getting the results and concluding the recommendations through this study, the business organization management and decision-making of any business unit be able to understand the impact of the self-service technology adoption on the customer satisfaction and the business organization in general.

While the most prominent use of self-service has emerged through the Government Sectors that have made Governments around the world strive for such facilities for the public to receive government services in ways that are easier and more accurate and fast completion to ensure their satisfaction. Moreover, governments have resorted to such smart services to provide excellent services to the public receive their expectations and raise levels of satisfaction in addition to the many administrative and operational facilities for the establishment itself.

This research goes through both terms to understand their features, attributes, elements, and factors to establish the link between both terms. Moreover, to present the importance of linking both terms in business firms for the benefit of all parties from customer perspective to the business owner and organization management perspective. Especially within the governmental, sector that it used to provide massive services to the people in the community.

The findings contribute to the existing literature and theories through the use of the theatrical framework that it is implemented by the self-service technology quality

SSTQUAL and applying it to the SST attributes selected in the study, especially in the governmental sector. These adding will be valued by giving the SSTQUAL new attributes measured through an actual government sector.

1.8   Operational Definition

The self-service technologies are known as technological options and solutions provided by organizations that allow customers or users to get the services or products they need independently without the interaction with any employee from the organization (Beatson, 2017). Such services usually used to be represented by kiosk machines, mobile or other technology devices applications, websites, and other technological facilities (Collier & Joel, 2015). Self-service technology considered as an advance of technologies has allowed service providers to incorporate many different technologies into the delivery of their services. These services through technology uses have been implemented in the service encounter for the customer to use with varying degrees of success (Curran, 2005). Accordingly, SST refers to the technology provided by the government that allows the customer to get government services independently.

Self Service Technology Adoption Attributes is referred to the characteristics of the factors that the organization works on adopting in order to make the provision of services to customers have been conducted through the self-service method that is based on direct use by the customer of one of the technology tools provided by the organization to customers (Liying, 2016).

Ease of use is a straightforward concept that refers to a measurement of how easy to obtain a service through the provided delivery channels (Ching-Hua, Yuan-Shuh, 2020). The ease of use for a customer is considered one of the featured services that the customer is satisfied with through such features, and it makes him use the service again (Smith, 2011). Therefore, the ease of use term can be defined as the user's perceptions of the process that lead to the outcome whether the user is satisfied or not. Therefore, EOU refers to the extent to which the customer perceived the government SST as easy to use by anyone and all the process can be done timely and effectively.

Reliability of SSTs is an attribute of any technology component either its software or hardware, and even a network, that consistently performs in accordance with a set of specifications, it has long been considered one of the most three attributes that its essential to make, buy, or use any technology uses (Rouse, 2005). Therefore, the reliability of the SSTs refers to the customer perception of how reliable the government's SST is, in which it sustains customer privacy and confidentiality, and supports all types of services provided by the government.

SSTs readiness refers to the methods of estimating the maturity of the technologies during the acquisition phase of setting up a technological software or hardware, the use of the technology readiness used to enable the consistency, availability, and the uniform discussions of the technology maturity across different types of technology uses. The SSTs readiness by conducting assessments to ensure that the technology adopted is ready to support the objectives of its implements (Mihaly, 2017). According to Parasuraman (2000), SSTs readiness refers to people's propensity to embrace and use new technologies for accomplishing goals in home life and at work.

Therefore, SSTs readiness refers to the efforts that the organization achieve to ensure that the customers are welling to receive their desire services smoothly and continuously through their satisfaction manners.

Interactivity of SSTs is one of the interesting aspects that it bring to the consumer the satisfaction experience through using technology to gain service or product. Interactivity of the SSTs used to be through the uses of the technology features by consumer and be able to function the needed transaction in a way that he or she be interactive and able to respond to the needs of the transaction proceeding and completion (Loshin, 2013). Hence, Interactivity of SSTs refers to organizations' implementations to ensure their ability to interact with customers through the adopted SSTs to ensure their satisfactions.

Customer satisfaction is a term mainly defined as fulfilling the needs and wants of customers to the exceeded limit where customers feel satisfied by the organization or service provider providing the service (Behzod & Richard, 2017). Several main aspects assure customer satisfaction regarding a specific organization that is the availability of the product, or service, the quality of the service provided, and the price paid towards the service (Awoke, 2015). In the context of this study, customer satisfaction be referred to the total process and implementations by the business organization to ensure the customers satisfaction towards the services provided to them through the SSTs. Customer satisfaction can be defined as the evaluation of the customer towards services provided by the UAE Government Sector.

1.9   Research Structure

The study included five chapters, in the first chapter, an introduction to the study has been included, the second chapter included a literature review that presented the conceptual and theoretical framework, with an in-depth discussion of the study variables through the previous studies and the theories related to the concepts included in the study. The third chapter presented the research methodology and its scope and design and the way that the study was researched on the topics. The fourth chapter presented the data analysis and its finding, and the final chapter included the discussions, recommendations, and conclusion.

1.10   Summary

This chapter presented an introduction to the study that included the study background, the research problem, the research objectives and questions, the conceptual definitions, the research structure, and the research contribution, the next chapter presents the literature reviews to get more understanding of the terms and concepts to be studied as variables to the study.