

Service Performance of Self-Service Technologies (SSTs) & the Management of Service Quality in the Philippines

Louie A. Divinagracia

*Director, Academic Programs and Research
De La Salle University-Graduate School of Business
Manila, Philippines*

Abstract

Advances in information and communication technologies (ICTs) have brought dramatic changes on the delivery of services to customers. ATMs, voice mail, SMS, and IT kiosks are some of the more popular self-service technologies (SSTs) that profit and not-for-profit organizations in the Philippines have introduced. However, has service quality improved? The primary objective of this paper is to analyze the service performance of SSTs. Specifically, it seeks to (a) determine services that users of SSTs perceived to be important; (b) assess users' rating of SSTs' service performance; and (c) analyze factors that significantly differentiated satisfied from unsatisfied users.

FGDs were applied to generate a short list of services from SSTs' usage. A sample of Generation X and Y respondents were systematically drawn from Business School students in Manila. Factor analysis was applied on the respondents' importance and performance ratings; multiple regressions were used to determine the relationships between the ratings and user satisfaction; and MDA was subsequently utilized to analyze factors that significantly differentiated satisfied from unsatisfied users.

Findings showed that SSTs moved service quality encounter opportunities away from traditional face-to-face human contact. The service attributes that were rated 'very good' in terms of service performance were 'correct', 'accurate', 'ease of use/user friendly'; 'effectiveness', 'efficiency', 'fast', 'convenient', and 'accessible'. Most of these are also the attributes that significantly contributed to the factors associated with SST service performance. From among the attributes specified above, 'accessible' was one of three attributes that consistently influenced user satisfaction. It was also one of the four attributes that significantly differentiated satisfied from less satisfied users. Humanizing the technology continues to be a challenge. The results imply that SSTs must further be designed to perform interpersonal roles with customers- especially when access is cut and things go wrong in a transaction.