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Customer's Perception of Tablet-Based Menus: Practicing a Prolonged UTAUT Model

Chapter 1

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Introduction

The restaurant businesses play an imperative part within the lives of the people as it offers employment opportunities for individuals as well as the consumption of meals for the customers. In recent times, the restaurants have seen tremendous development as more people are devouring meals outside of their homes. This inclination has forced the restaurateurs to look for new restaurant concepts to meet the numerous requests of customers.

In the recent years, quick development in the restaurant technology has played an important role in changing customers' service encounter, such as how the food is displayed, arranged and served (Dixon, Kimes, & Verma, 2009; Oronsky & Chathoth, 2007). The effects of the technology/marketing incorporation are insightful for not only for the customers' side but also for services and products providers (Nykiel, 2001). Technology has redefined and reformed the entire service procedure with a creative way in hospitality organizations (Nyheim & Connolly, 2011; Nykiel, 2001). Results of observational studies have shown that the service development (e.g., implementing technology in service delivery process) incorporates an altogether positive effect on customer satisfaction and customer behavioural intention when patronizing a restaurant (Su, 2011) and it may, in turn, extend the restaurant's market share and improve

performance in service (Huber, Hancer, & George, 2010). Recently, electronic-tablet gadgets are changing our day-to-day communication. Being mindful of the functionalities and affordances of electronic-tablets, restaurant administrators implement electronic-tablet gadgets into restaurant operation for improved service quality.

Within the last few years, eateries around the world presented tablets and other intelligent gadgets as a substitute or expansion to conventional paper menus. By utilizing touch input, advanced menus permit a coordinated interaction with the substance accessible on the menu (Wang & Wu, 2013). A great assortment of materials and features can be included that would not be conceivable with paper menus, such as video recordings, intuitively maps, three-dimensional images of substances and many more.By including this novel innovation, the restaurants can display information on their food in a way that would be incomprehensible with paper-based menus (Beldona, Buchanan, & Miller, 2014).Customers use the restaurant provided tablets not only to explore menu selections, deliberate reviews on taste and order meals but also to view the photographs of each dish and even advise chefs of how they prefer their steaks to be cooked. Additionally, there are recommendations that suggest wines to match the foods. The comfort and adaptability advertised by tablet menus, combined with accessible technology like mobile internet, empowers restaurant administrators to provide more multipurpose services for customers.

Researchers in the past have investigated on the significance of restaurant menus and their growth (Domoff et al., 2015; Hartwell, Johns & Edwards, 2016; Kiszko, et al., 2014; Lu& Gursoy, 2017; VanEpps, et al., 2016), there is little known about the effects of the usage of electronic menus on the guests' ordering experience. Tablet-based menus or TabMe offer some fabulous highlights: firstly, the capacity to browse the food menu and put the food order specifically to the kitchen without mediators; secondly, the capacity to modify food orders; and thirdly, the benefit of securing information about guest buying interests, patterns and wish lists from the manager's point of view (Prabu, 2013). Likewise, Beldona, Buchanan and Miller (2014) studied the acceptability of e-tablet menus over the conventional paper-based menus taking into consideration three perspectives: order information quality (customers' recognition of the information given on a menu), menu convenience (ease of utilisation of the tablet-menus), and requesting gratification (the degree by which, tablet-menus' interface and interactivity improve the ordering involvement). Their study discovered that e-tablet menus are prevalent compared to the conventional paper-based menus over all three parameters.Yepes (2015) examined the effect of menu labelling on clients' food choices utilizing tablet innovation and found that attraction of menu labelling is emphatically related to its professed impact

on food choice. Zulkifly, Zahari, Hafiz and Jamaluddin (2015)concentrated on technology readiness (TR) among guests on tablet-based menus in order to recognize their level of wellbeing and the impact of customer perceived value (CPV) in acceptable behaviour and genuine usage of the tablet-based menu.

However, to the best of this research author's knowledge, the implementation of tablet-based menu ordering has not been empirically examined largely in both developed countries (Suarez, 2015) and especially in developing countries including Malaysia where the implementation of this kind of menu ordering system is still in the infant stage. To the author's best knowledge, there are limited studies that focus on the acceptance of tablet-based menus (Ahn & Seo, 2018; Beldona, Buchanan, & Miller, 2014; Buchanan, 2011; Suarez, 2015; Yepes, 2015; Zulkifly, Zahari, Hafiz, & Jamaluddin, 2015). Hence, the aim of this study is to analyse the antecedents that influence the customer perception of the tablet-based food-ordering system among semi-casual restaurants in Malaysia. The above discussion leads to the following objectives of this study.

1. To analyse the antecedents that influence the customer ordering experience using a tablet menu in the dining space.
2. To assess the perception of the respondents' food ordering experience using the tablet menu.
3. To evaluate the relationship between customers' technology acceptance and their behavioural intentions to use a tablet-based menu ordering system.
4. To examine the UTAUT 2 model in Malaysian demographic context and restaurant industry.

In order to achieve the goal of this study, this study will rely on the primary data that will be generated from a survey instrument developed based on an extensive literature review. As discussed previously, this study will implement the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) model to examine the theoretical extension to it. This study will adopt the constructs used in the UTAUT model and new endogenous (Hedonic Motivation) construct will be added to it with the new moderating (age and gender) constructs.

Literature Review

The restaurant businesses involve a great competition among them as the restaurant administrators, its management is ceaselessly looking for better approaches to progress their businesses and sustain customer relationships (iphoneHuber, Hancer, & George, 2010) and technology is one of the ways to accomplish this. Technological innovations have ended up being exceptionally significant to the

restaurant industry, due to the opportunities that it offers to lessen the operating cost, better proficiency, lessen human errors and service failures and expanded service offered to the consumers by the restaurants. Moving away from the traditional way of offering services to their consumers, restaurants have now started making use of available technological innovations such as the modification in the menus to incorporate the pictures and the nutritional information of the dishes.

Technology Innovation in Restaurant's Menu

Over the long period, technology has massively revolutionized the restaurant businesses, especially from the second half of the twentieth century onwards (Koutroumanis, 2011). In the past few years, fast-developing restaurant technology has played a significant role in altering customers' eating experience, such as the way the food is displayed, arranged and delivered, just to name a few (Dixon, Kimes, & Verma, 2009; Oronsky & Chathoth, 2007). Innovation has re-imagined, reformed and reframed the service procedure with an inventive way in hospitality establishments (Nyheim & Connolly, 2011; Nykiel, 2001). Of late, electronic-tablet gadgets are altering our day-to-day communication. Being mindful of the functionalities and affordances of electronic-tablet (e.g., iPad, Samsung Galaxy, etc.), restaurant operators have embraced electronic-tablet gadgets into restaurant operations for superior service excellence (Hsu & Wu, 2013). Restaurants are getting to be mindful that the arrangement and usage of technology can energize individuals to utilize the restaurant, remain longer (in this manner, possibly requesting and eating more) and post apprises and reviews around their involvement on Facebook, Instagram, TripAdvisor, etc. The utilization of technology in family-friendly restaurants is getting to be more common. Several restaurants across the globe have substituted their published menus with Apple's touchscreen iPad or some other type of tablet. Consumers not only use the restaurant-provided iPads for exploring menu choices, study notes on taste and order foods (Fenech, 2010; Beta, 2011) but also to get photographs of each dish and indeed advise the chefs about how they want their steaks prepared (Fenech, 2010). Additionally, there are popup boxes that recommend wines to match meals (Beta, 2011).

A Tablet menu wholly transforms the guest's eating experience. Tablet-based menu ordering has been measured as the best replacement for the traditional paper-based menu card due to its capability to reduce the number of service failures, controlling labour cost as well as providing a new experience to the customer these days. In this context, the use of tablet devices such as iPad, which is also called as tablet-based menu ordering system, was presented in a more meaningful way with additional information and visual on menus, their

nutritional values and source of ingredients. The facts that patrons can order their foods, play games, pay their checks and watch movie previews with the devices on the tables (Buchanan, 2011; Wang & Wu, 2013) make it worthwhile. The tablet-based menu ordering is additionally said to be the finest approach in combating issues with respect to human mistakes and service disappointments uncovered by the conventional strategy of taking and delivering the food order (Wang & Wu, 2013).

Technology will proceed to be a centre for restaurant administrators in the years to come. Mobile food ordering and payment will develop table stakes for quick service and fast-casual concept restaurants and the whole industry will proceed to experience a digital revolution. From quick-service restaurants to fine dining restaurants, guests will utilize technology to form their ordering choices. Restaurant administrators who spend on technologies that interface with their guests will be in a position to attain success. Numerous administrators will utilize online ordering platforms and dependability programs to gather information on their guests and advertise to them straightforwardly and information security will gradually become imperative, as the industry gets to be more dependent on customer-facing technology (Nicolopoulos, 2018).

TechnologyExpansions in Malaysian Restaurants

The new trend of technology revolution has been welcomed by the Malaysian restaurants and is still in its infancy where a few restaurants have already started to use either the tablet menus or using robots for service delivery. With the Influence of technology and to better serve its customers; one of the giant steps was taken by Sakae Sushi Malaysia, which introduced its menu on the iPad. This concept of menu increases staff efficiency within the restaurant as with the iPad menus, orders now ought not to be conveyed by hand to produce the bill but can be sent straight to the cashier.Likewise, McDonald's, the world's largest fast-food restaurant chainintroduced self-service kiosks at several of its outlets in Malaysia.The new kiosks allow customers to skip the queue and human interaction (Kim & Qu, 2014) as placing orders and payments can be done on the machine.

Similarly, Pizza Hut launched its first digital concept store as part of their progressing activities to offer more helpful client involvement. The store's most noticeable highlight is the digital ordering panels at the brand-new take-away booths. Dine-in customers, on the other hand, are provided with digital menus to experience an Augmented Reality menu where dishes and promotions come to life in superior vibrancy than ever before as they select their dishes, thanks to the tablets provided at each table. This offers patrons with a completely modern

advanced encounter from the minute they walk into the store, order and appreciate their feasting experience. The kiosks permit patrons to make orders and pay more rapidly, expanding productivity and decreasing hold up times to place an order (Pizza Hut, 2017).

The use of technology also has potential benefits for guests because it makes a difference in the advancement of guest comfort, expanded control and progressed quality (Kimes, 2009). Kimes (2008) also highlighted that technology makes a difference to extend trustworthiness as guests perform the same method each time the technology is utilized; in this way, a high level of consistency is essential.Though studies have emphasised the possible benefits for the restaurant and the guests from the usage of technology, the truth that individual's identity influences their technological willingness ought to be at the front of the minds of restaurateurs (Parasuraman, 2000). This is often vital as the quality of service of a technological instrument depends on how the technology is utilized and recognised by consumers.Customer's technological status will influence the gratification acquired and intent to reuse the technology. Lin and Hsiegh (2006) agreed that the more gratification a guest achieved from the usage of self- service technology (SST), the more likely, that the guest would be likely to utilize the technology yet again. The outcomes of their study moreover discovered that the guest would be further expected to suggest the technology to others if they were pleased.

Tablet-based Menus (TabMe)

The introduction of tablet-based menus first appeared in the restaurants for the wine lists, which followed the commencement of dinner menus (Rousseau, 2011). The introduction of TabMe is a noteworthy development for restaurant businesses. The implementation of TabMe empowers restaurateurs to present their menus to their patrons with pictographic introductions, nutritional information, and the use and origin of ingredients used in the dishes (Rousseau, 2011). The important components that were emphasized within the advancement of standard, paper-based menus must be taken into thought in the expansion of an electronic menu. Tablet-based menus have unique competencies that separate them from conventional paper-based menus (Beldona, Buchanan, & Miller, 2014). Buchanan (2011) studied whether the electronic tablet-based menu overtook the conventional paper-based menu concerning the ordering experience as well as to decide if such menus specified better ease of use. The findings of this study were consistent with the statement that the use of technology did offer assistance to upgrade service quality. The results affirmed that consumers had a greater understanding when utilizing the electronic tablet-based menu to order their meal. This study further indicated that consumers

experienced better ease of use with this sort of high-tech menus in comparison to the conventional menus.

In order to address the research purpose and to develop the knowledge and understanding in the area of an individual's technology perception and attitude acceptance towards the use of technology, this study will implement the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) model proposed by Venkatesh, Thong and Xu (2012). This model is the most recent technology acceptance model, which incorporates all the major improvements in customer technology acceptance literature (Satama, 2014). The UTAUT 2 model was derived from the initial work of Venkatesh, Morris, Davis and Davis (2003) who proposed the unified theory of acceptance and use of technology (UTAUT) based on eight theories to address technology acceptance (Venkatesh, Thong, & Xu, 2012).

Performance Expectancy

Performance expectancy (PE) is defined as "the degree to which a person believes that using the system will offer assistance to him or her to accomplish gains in job performance" (Venkatesh et al., 2003; Venkatesh, Thong, & Xu, 2012). In preceding studies, scholars found that performance expectancy is a very significant element, which affects the behavioural intentions of the customers (Ali, Nair, & Hussain, 2016; Antunes & Amaro, 2016; Gupta & Dogra, 2017; Okumus, Ali, Bilgihan, & Ozturk, 2018; Venkatesh et al., 2003).Weeger, Wang and Gewald (2016) displayed that PE has the foremost considerable positive effect on the intention by looking at variables that decide an employee's intention to take part in a corporate BYOD program. Huang and Kao (2015) also found that PE is the strongest determining factor of an individual's behavioural intention to use Phablet. Performance expectancy has shown to be a strong antecedent in consumer e-commerce travel acceptance studies. Previous studies (Ayeh, Leung, Au, & Law, 2012; Okumus, et al., 2018) have established performance expectancy to be one of the foremost important indicator of technology utilization in tourism settings. Therefore, based on the above argument, hypothesis one was formulated.

H1: Performance Expectancy positively influences customer Behavioural Intention to use TabMe.

Effort Expectancy

Effort expectancy (EE) is defined as the "degree of ease/effort associated with consumers' use of the technology" (Venkatesh et al., 2003; Venkatesh, Thong, & Xu, 2012). Throughout the writings, researchers utilised numerous theories for EE, but there is a resemblance between PEOU construct in TAM or the

ease of use construct and the complex construct of the diffusion of innovation theory. PEOU depicts the degree to which a person accepts that utilizing innovation would be easy (Venkatesh et al., 2003). Ease of use alludes the degree to which a person utilizing an advanced technology professed it as challenging or simple to utilize. Agreeing with Rogers (2003), complexity is the degree to which a person observes an advanced technology as moderately challenging to utilize and recognise. The more advanced technology is complex, the more adversely its influences on its acknowledgement(Rogers, 2003).In past experimental studies (Baptista & Oliveira, 2015; Ouattara, 2017; Venkatesh et al., 2003; Venkatesh, Thong, & Xu, 2012), the researchers established that EE affects the consumers' approach of utilizing in obligatory and deliberate utilization. Moreover, within the perspective of technology acceptance, Davis (1989) found that EE is amongst the essential indicators for investigating the technology consumption behaviour and the behavioural intention. Prevailing works affirmed that the lower the determinations to comprehend a technology, the higher is the intent to embrace the technology (Kang, 2014). The technology that is easy to use within the acceptance period has a positive impact on the consumer's state of mind towards applying it (Satama, 2014). Effort expectancy has been emphatically supported in case of online travel shopping selection (Amaro & Duarte, 2013). Weeger, Wang and Gewald (2016) found that EE influences purpose to take part in a corporate BYOD program. Effort-oriented developments are anticipated to be more noticeable within the initial phases of newbehaviour when process issues represent obstacles to be overcome, and afterwards turn out to be dominated by instrumental concerns (Davis, 1989; Venkatesh, 1999; Venkatesh et al., 2003). Therefore, the above discussion leads to the formulation of hypothesis two.

H2: Effort Expectancy positively influences customer Behavioural Intention to use TabMe.

Social Influence

Social influence (SI) represents "the degree to which an individual perceives how important it is that other people believe he or she should use technology" (Venkatesh et al., 2003). A number of researchers in their studies investigated the notions of the SI and exhibited that SI influences individuals' practices (Venkatesh & Davis, 2000; Ouattara, 2017; Weeger, Wang, & Gewald, 2016). Social factor refers to a person's internalization from the social system's subjective culture (Huang & Kao, 2015). The image relates to the degree to which a person finds that utilizing an advanced innovation can upsurge his position in a social organization (Huang & Kao, 2015).Moreover, several authors found that SI is a significant indicator of behaviour intention to use technology where age moderates the relationship between SI and behavioural intention (Ali, Nair, &

Hussain, 2016; Venkatesh et al., 2003; Hew at al., 2015; Okumus et al., 2018). Based on the above argument, this study would like to propose the hypothesis three.

H3: Social Influence positively influences customer Behavioural Intention to use TabMe.

Facilitating Conditions

Facilitating Conditions (FC) are defined as "the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system" (Venkatesh et al., 2003). UTAUT model proposed that consumer's recognition of facilitating conditions straightforwardly affects the acknowledgement of technology because it was acknowledged that the surrounding environment either empowers or confines the adoption (Venkatesh et al., 2003). Different studies (Ali, Nair, & Hussain, 2016; Khalilzadeh, Ozturk, & Bilgihan, 2017; Maruping et al., 2016; Okumus et al., 2018) verified FC in individuals' behaviours towards technology, and the results of these studies recognised and reinforced that FC has a significant impact on actual usage and behavioural intentions to apply technology. Escobar-Rodríguez and Carvajal-Trujillo (2014) found that FC influence online buying intention. Agudo-Peregrina, Hernández-García and Pascual-Miguel, 2014) found a similar result in a study where they studied the variables that affect the acceptance of e-learning frameworks. Particularly, a customer who can access a favourable set of facilitating conditions is more likely to have a better intent to practice a technology. Thus, the above discussion proposes the following hypotheses.

H4a: Facilitating Conditions positively influences customer Behavioural Intention to adopt TabMe while ordering their meal.

H4b: Facilitating Conditions positively influences customer Use Behaviour of TabMe while ordering their meal.

Hedonic Motivation

Hedonic Motivation refers as "the pleasure or enjoyment an individual derives from using technology" (Venkatesh, Thong, & Xu, 2012), and it has been shown to perform a significant part in deciding technology acceptance and use (Brown & Venkatesh, 2005). Venkatesh, Thong and Xu (2012) integrated HM or intrinsic motivation constructs into the UTAUT 2 model to supplement UTAUT, which had only the extrinsic motivation or utilitarian value. Brown and Venkatesh (2005) andVenkatesh, Thong and Xu, (2012) included that intrinsic (hedonic) values are critical indicators of technology acceptance, application and consumer behaviour. Many additional studies (Arenas Gaitán, Peral Peral, &

Ramón Jerónimo, 2015; Baptista & Oliveira, 2015; Huang & Kao, 2015) established that HM operationalized as perceived enjoyment, to be among the key elements of technology acceptance and use. In a hedonic outlook, customers look for joy, such as fun and playfulness from the use of a product or service. Customers are expected to determine satisfaction that is more prominent and have added fun in performing a specified task on a system that is less demanding to use than on a system that is more lumbering to use. Studies in the past have established that when customers observe greater levels of hedonic motivation, they are prompted to have positive behavioural intentions, such as repeat purchase and continued usage (Chiu, Wang, Fang, & Huang, 2014; Kandampully, Zhang, & Bilgihan, 2015; Ozturk et al., 2016; Rodriguez & Trujillo, 2014).With regards to TabMe, the author of the current study assumes that the more satisfaction potential clients feel in association with the technology, the higher the chancesthat they will exceedingly value it. Hence, the author of this study included hedonic motivation as an indicator of consumers' behavioural intention to use technology. Therefore, the above discussion postulates hypothesis five.

H5: Hedonic Motivation positively influences customer Behavioural Intention to use TabMe.

Behavioural Intention and Use

The two resulting variables within the UTAUT are the behavioural intention and the actual usage or conduct. It is essential for the technology acceptance models to consider the role of behavioural intention (BI) of modern technologies (Ouattara, 2017; Ramirez-Correa, Rondan-Cataluna, & Arenas-Gaita'n, 2015). Academicians attempted to validate this statement through different models such as TAM (Davis, 1986), UTAUT (Venkatesh et al., 2003), and UTAUT 2 (Venkatesh, Thong, & Xu, 2012). BI relates to a person's subjective possibility towards an assumed behaviour(Venkatesh, Thong, & Xu, 2012) and is an undeviating determining factor of the actual usage. Scholars in the past in numerous studies and settings exhibited that intention impacts behaviour(Agudo-Peregrina, et al., 2014; Alalwana, Dwivedi, Rana, & Algharabat, 2018; Ramirez-Correa, et al., 2015; Tan, Ooi, Leong, & Lin, 2014). While the intention to utilize a framework can vary over time, the behaviour is the real form of use (Arman & Hartati, 2015).Behavioural intention is frequently viewed as the precursor of behaviour (Gupta & Dogra, 2017). Venkatesh et al. (2003) validated in their UTAUT model that behavioural intentions have a high influence on the use of technology. A positive intention affects a person's acknowledgement and use of technology. Findings of pragmatic studies have demonstrated that the service innovation (e.g., embracing technology in-service distribution procedure) encompasses a positive effect on consumer satisfaction and their behavioural intention when patronizing a restaurant (Su, 2011) and this may upsurge the

restaurant's market share and expand service performance (Huber, Hancer, & George, 2010). The above argument leads to the formulation of hypothesis six.

H6: Behavioural Intention to adopt TabMe positively influences the use behaviour of customers.

Moderating Effects of Age and Gender

Studies in the past have recommended that age and gender are important demographic factors that moderate the connections between consumers' perceptions of technology, and their behavioural intentions (Venkatesh et al., 2003; Palau-Saumell, Forgas-Coll, Sanchez-Garcia, & Robres, 2019). The moderating effects of age and gender were investigated in UTAUT-1 and 2 between the independent variables and the dependent variable and behavioural intentions (Venkatesh et al., 2003; Venkatesh, Thong & Xu, 2012). In UTAUT-1, Venkatesh et al. (2003) investigated the moderating effects of age and gender between the independent variables and the dependent variable, as well as between the facilitating conditions and the technology used to examine a group of people who have been introduced to new technology at their workplace. The authors found that the impact between the performance expectancy and behavioural intentions was stronger for young men, while the impact was stronger for older women with inadequate experience in the relationships between effort expectancy and social influence toward behavioural intentions. Venkatesh et al. (2012) studied the moderating effects of the new relationships included in the extended UTAUT model, in a sample of internet mobile users. The authors found that age and gender moderate the relationship between facilitating conditions and behavioural intentions. The authors found that older women implemented a greater influence on this relationship. Additionally, they found that age and gender moderate the relationship between hedonic motivation and behavioural intentions.

Age is expected to play an important role in technology adoption. Several pragmatic studies (Jaradat, Imlawi, & Al-Mashaqba, 2018) found that age is the foremost dependable demographic indicator of self-service technology utilization by customers.According to Jaradat, et al., (2018), older people tend to perceive a reduction in their own cognitive capabilities to learn, which could be a barrier for them to embrace and use new technological developments. However, young consumers are more "realistic" (Chiemeke & Evwiekpaefe, 2011). According to Rojas-Méndez, Parasuraman, & Papadopoulos (2017), young consumers in comparison to the elder consumers tend to have a positive approach towards embracing the technology and this may demonstrate that se-

nior individuals are inclined to communicate using interactive means instead of using novel technologies.

The effect of gender on technology adoption has received significant attention in previous studies. Several studies have examined the moderating effect of gender on technology adoption in a variety of contexts, including mobile payment (Jose Liebana-Cabanillas, Sanchez-Fernandez, & Munoz-Leiva, 2014) and mobile marketing (Karjaluoto, Lehto, Leppäniemi, & Jayawardhena, 2008).A number of studies mentioned that men are more technology-savvy in comparison to women and are more likely to have progressed computer abilities in contrast to women as males are more enthusiastic than females to embrace novel technical gadgets and have a more positive state of mind(Rojas-Méndez et al., 2017) and self-confidence(Elliot & Hall, 2005) in utilizing new technologies.Hence, based on the above discussion, the following hypotheses were formulated.

H7a-e: Age and Gender moderates the effect of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions and Hedonic Motivation on Behavioural Intention.

H7f-g: Age and Gender moderates the effect of Facilitating Conditions and Behavioural Intention on Technology Use.

Methodology

The aim of this study is to examine as well as to expand the body of knowledge and understanding with respect to the antecedents that influence consumer behaviour to use the tablet-based food-ordering system among semi-casual restaurants in Malaysia. Based on the literature review, a conceptual framework and hypotheses concerning the customers' acknowledgement of tablet-based menu TabMe were developed. In order to study the key determinants of a tablet menu, customers will be asked to respond to a number of survey questions measuring the different constructs included in the proposed conceptual model. This research will employ a quantitative data collection method using the survey approach to collect data concerning the usage of tablet menus by intended customers. The survey questionnaire was adapted from the previously validated scales and survey instruments and necessary addition and amendments were made based on the context of the current study. The wording of questionnaire items included in the survey measuring constructs of the proposed model in the present study was adapted as necessary from the previously published literature to fit within the context of this research.

Data will be collected from a number of restaurants located in Kuala Lumpur that are already implementing the use of tablet-based menus. A Stratified

Random Probability Sampling method will be applied so that each member of the population has an equal and known chance of being selected. Structured questionnaires will be distributed to the diners at the locations mentioned above. Foreign tourists visit a few of these restaurants as well since these restaurants are located at the tourist centres. This will help the researcher to collect the data from foreign tourists as well. Permissionwill be requested from the restaurant management to approach guests at the dining table to seek their participation in the research.

The important reason of this studyis to recognize and examine the components that affect customers' acknowledgementtablet-based menus. In order to attain this objective, this studywill utilize two distinctive statistical software tools. Statistical Package for Social Sciences (SPSS) will be utilized for analyzingdescriptive statistics such as frequencies, mean values and standard deviation analysis.These analyses will be implemented for each variable individually and to review the demographic profile of the respondents to acquire preliminary information (Khater, 2016). The Analysis of Moment Structures (AMOS) for Structural Equation Modelling (SEM) will be utilized for measurement model analysis and a structural model to test the proposed hypothesized model.

Ethical consideration is an important subject in the design of any research development concerning human subjects. As an academic researcher, the researcher strived to stay credible and trustworthy in the course of his research undertakings. In addition, it is the responsibilities of researchers to stand by ethical practices (Vanclay, Baines, & Taylor, 2013). The researcher stood by the regulations set by the Human Research Ethics Regulations. Participation in the research was voluntary. Information sheets will be provided to the potential contributors with the research goal specified and all other information pertinent to their decision to participate. While it is understood that there is a necessity to preserve research information confidential, due respect was given to the independence of people and their dignity. A confidentiality statement along with the information on the background of the study, and how to complete the survey questionnaire will also be included in the information sheet. Consent forms will be given freely and voluntarily to the participants for the surveys in order to avoid redundant deception. An option will be given to the prospective participants to acknowledge and accept it before proceeding to the survey. Potential participants will have the right to decline participation, to deny replying to any specific question and to withdraw from the study at any given time, including withdrawal of any information provided.The survey responses will be used for data analysis and all the information will be treated with the strictest confidentiality. Participant's anonymity, confidentiality and data protection will also be guaranteed at all stages. No names or other recognizing characteristics will be

expressed in this thesis or any other papers or reports.

Conclusion

This study proposes the idea of examining the customer's perception of tablet-based menus using the extended UTAUT model and surely, the academic contributions to the existing body of knowledge will be accomplished through proper research.The data on customers' information satisfaction on their menu ordering experience will add some value for the research to provide feedbacks for operators regarding the new system they introduce to the customer. The measurement of customers' information satisfaction in this context will be appropriately assessed through previously developed and tested instruments with careful consideration in modifying it to the proposed study. Therefore, empirical analysis is needed to meet the purpose that helps to analyse or foresee the consumers' perception towards this new system in restaurants. The data on the overall experience, on the other hand, would be beneficial to help restaurants with the system to tailor their system to meet customer preferences.

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