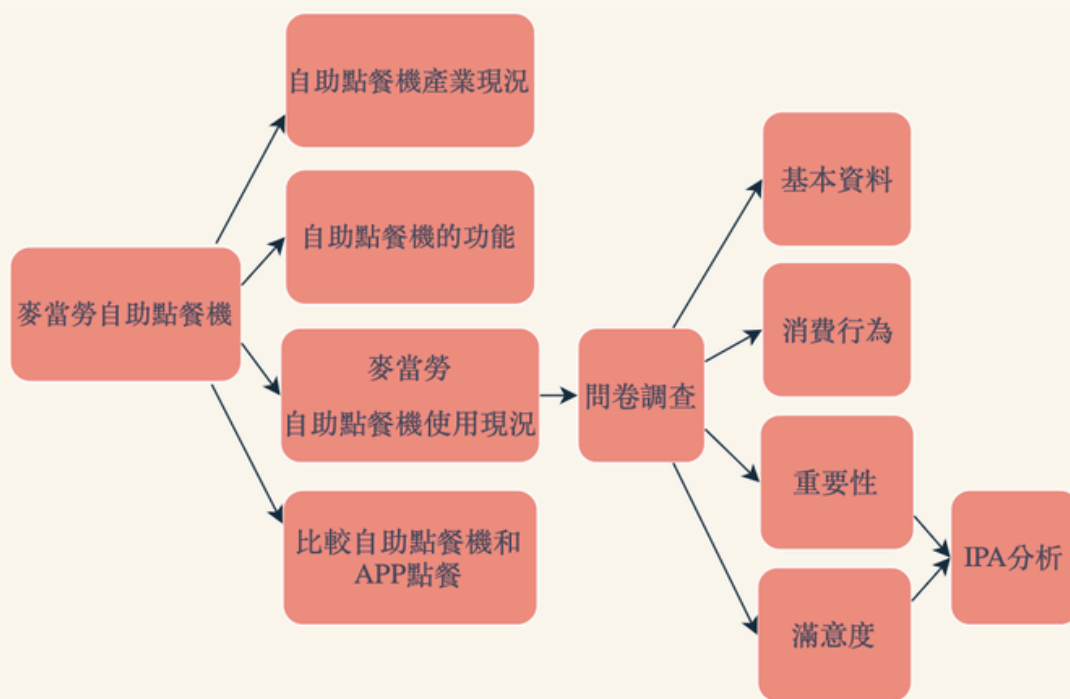


以 IPA 分析法探討麥當勞自助點餐機點餐模式之研究—以桃園市高中生為例

解決台灣少子化及高齡化導致的勞動力不足，「數位轉型」是時勢所趨，尤其以餐飲業的點餐模式幾乎都改為數位化點餐，來幫助餐廳營運及行銷更有效率。速食業龍頭--麥當勞作為國內第一個引進自助點餐機的速食產業，在使用將近5年後，因機器操作等因素，於2023年5月進行自助點餐機改版使用至今。

因此，引發本組想瞭解麥當勞店內自助點餐機的設置，對店面經營的效益如何，並透過問卷來瞭解消費者對於自助點餐效率和服務速度的感受，來探討自助點餐機對麥當勞營運的效益。



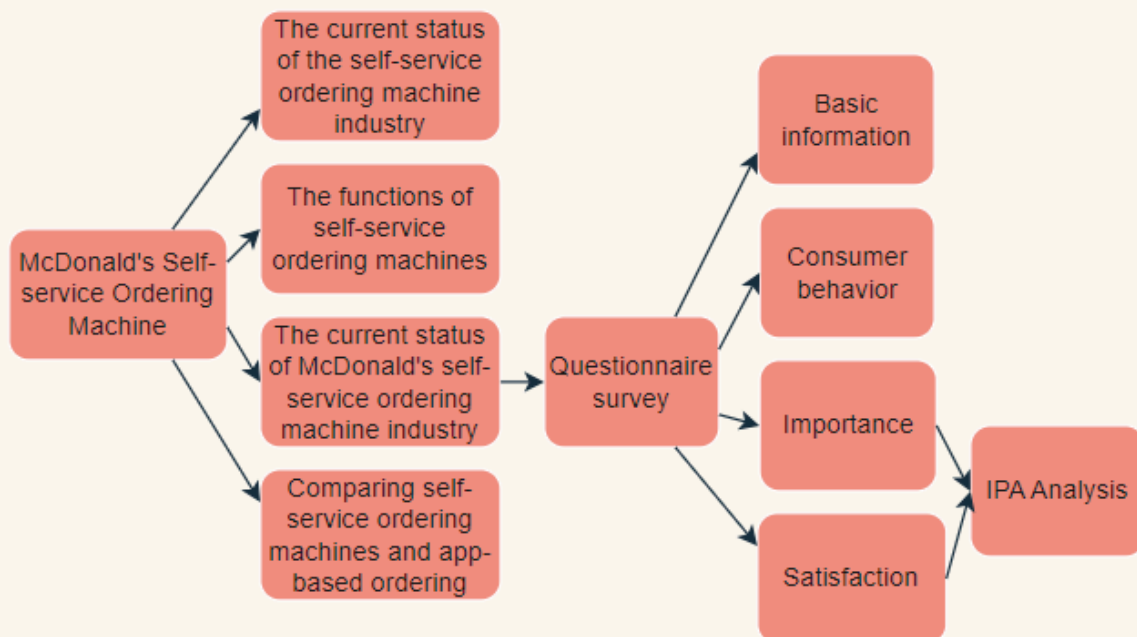
本組根據實際調查探討出以下結論與建議

1. 麥當勞已改變商品定位（小孩→學生、大人）
2. 在使用麥當勞自助點餐機所遇到的問題主要是「機器、介面卡頓」。因此希望麥當勞自助點餐機能夠加強系統流暢度。
3. 麥當勞自助點餐機五大功能中四項面皆受到消費者肯定，但在「完成金流付款」這項構面中，因為機器本身無法提供消費者使用現金付款且仍需到櫃台結帳，導致滿意度低於平均標準。因此希望推出支援現金付款的自助結帳功能
4. 在自助點餐機介面上增加對餐點內容的詳細描述，包括食材、配料、熱量等信息，以滿足顧客對食品資訊的需求。

INTRODUCTION

A STUDY ON MCDONALD'S SELF-SERVICE ORDERING SYSTEM USING IPA ANALYSIS—A CASE STUDY OF HIGH SCHOOL STUDENTS IN TAOYUAN CITY

To address Taiwan's labor shortage due to declining birthrates and an aging population, "digital transformation" is essential. In the food industry, including fast food giant McDonald's, digitalizing ordering systems has become the norm for efficient operations and marketing. After nearly five years of introducing self-service kiosks, McDonald's revamped them in May 2023. Our study aims to understand how these kiosks affect McDonald's operations and gather consumer feedback on efficiency and service speed through surveys.



AFTER OUR INVESTIGATION, HERE ARE OUR CONCLUSIONS AND RECOMMENDATIONS.

1. McDonald's now targets students and adults, not just kids.
2. Their self-service kiosks are slow, so they need to be faster.
3. People like most kiosk functions, but not being able to pay with cash is a problem. They should add cash support.
4. Also, they should provide more info on the kiosk about menu items, like ingredients and calories.