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RESEARCH ARTICLE

The Effect of Self-Service Technology Quality on Novelty-Seeking and Revisit Intention in Restaurant Settings

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ABSTRACT

This study explores how self-service technologies (SSTs) quality in restaurants influences customers' novelty-seeking behavior and their intention to revisit. Data were collected through surveys distributed via Amazon Mechanical Turk, comprising responses from 498 participants. Structural Equation Modeling (SEM) was used for data analysis to assess the relationships between perceived SST quality, novelty-seeking, and revisit intentions. The study identifies significant positive effects of SST quality dimensions such as enjoyment, security, and assurance on novelty-seeking. However, functionality, convenience, and customization were not significantly linked to novelty-seeking. Furthermore, novelty-seeking significantly impacted both affective and cognitive attitudes, which in turn influenced revisit intentions. Venturesomeness was examined as a moderating factor but only significantly moderated the relationship between cognitive attitudes and revisit intentions. Self-service technology quality directly influences customer engagement and satisfaction, leading to increased revisit intentions through the mediating role of novelty-seeking.

1 | Introduction

Technology is at an important milestone in business innovation, reshaping traditional industries through enhanced efficiency and consumer-centric approaches (Nwankpa et al. 2021). One such industry that is experiencing significant transformation is restaurant management, which has become increasingly innovative and intensely competitive. The food service sector is evolving from conventional à la carte services, where interaction with service personnel is fundamental, toward self-service, emphasizing customer autonomy and convenience (Ro and Kwon 2024). Factors such as technological advances, time constraints, and rising labor costs have driven the widespread adoption of self-service technologies (SSTs) in restaurants (Wongyai et al. 2024). The selection of restaurants as the study site is strategic for several reasons. SSTs have emerged as a critical component of transformation in the tourism industry, driven by rapid advancements in information and communication technologies (ICTs). As modern travelers increasingly seek autonomous and efficient service experiences, the integration of SSTs facilitates improved service delivery, operational efficiency, and enhanced customer satisfaction. These technologies are not only reshaping the service process but also contribute significantly to value co-creation across various tourism touchpoints (Buhalis 2020; Leung et al. 2021).

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The restaurant industry is a leading sector in adopting self-service innovations, making it an ideal context for studying SSTs. Restaurants are high-contact environments, where customer interactions and experiences are paramount, providing a fertile ground for examining how SSTs can influence customer behavior and satisfaction. Particularly, the focus on restaurants that have integrated technology-based services allows us to assess the impact of SSTs in settings where convenience, personalization, and efficiency are critical for competitive advantage. Self-service technologies denote technical interfaces that enable customers to execute tasks autonomously without direct human intervention. These technologies have become increasingly common in restaurants, taking the form of interactive kiosks, mobile applications, web portals, and automated machines. They allow for various functionalities such as information retrieval, transactions, and service customization, all of which are available 24/7. This independence enhances customer experience by reducing waiting times, increasing order accuracy, and enabling customers to make personalized choices (Nam and Kim 2022). SSTs provide numerous benefits for restaurants, such as reducing costs, increasing operational efficiency, and offering convenience for both customers and employees.

Self-service technologies like self-ordering kiosks and mobile applications have been shown to improve ordering efficiency and customer satisfaction. By empowering customers with greater control over their dining experience, SSTs enhance personalization and convenience, which can significantly influence customer loyalty (Ahn and Seo 2018; Hank et al. 2016; Nilsson et al. 2021; Sharma 2023; Wei et al. 2016; Wei et al. 2017; Xu et al. 2022). The restaurant environment is thus an exemplary context for understanding how SSTs can drive behavioral change and increase profitability, particularly through mechanisms such as reduced order errors, tailored upselling, and enhanced customer autonomy. Innovative technology in restaurants has also evolved in line with the S–O–R (Stimulus–Organism–Response) paradigm, where customer perceptions of technology quality influence both cognitive and emotional responses, ultimately affecting their behavioral intentions (Kim et al. 2024). The introduction of self-service technology in restaurants, such as digital menus on iPads in the USA in 2013, marked the beginning of a trend toward technology-driven customer experiences (Ahn and Seo 2018). This trend has continued with the adoption of desktop monitors, multitouch equipment, and other technological tools by many chain restaurants (Puzder 2016). The drive for technological integration is supported by findings such as those from the 2022 POS Software Trends Report, which indicated that 58% of restaurants are expanding self-service options and that customers prefer these technologies due to their convenience (Elo Touch 2022).

This study advances SST research in restaurants by using the S–O–R framework to explore how SSTQUAL influences novelty-seeking, customer attitudes, and revisit intentions in hedonic dining contexts. Unlike prior research that primarily explored SSTs in utilitarian settings such as banking or airports (De Leon et al. 2020; Moon et al. 2021), this study focuses on the restaurant industry, where sensory, experiential, and social factors significantly shape customer behaviors (Kim and Lee 2022). By positioning novelty-seeking as a central mechanism mediating the impact of SSTQUAL on cognitive and affective attitudes, and venturesomeness as a moderator influencing revisit intentions, the study addresses a gap in understanding how technology-driven stimuli foster exploratory behaviors in dining settings (Goo et al. 2022; Zahid et al. 2024). This approach extends the S–O–R model's applicability beyond conventional service interactions (Ahn and Seo 2018; Liu and Jang 2009), offering fresh insights into the role of SSTs in enhancing customer engagement and revisit intention in the hospitality industry.

2 | Literature Review

2.1 | S–O–R Model (Stimulus–Organism–Response)

The basis of the S–O–R paradigm argues that customers' perceptions of technological products will affect their behavioral intentions in terms of cognitive and emotional aspects (Yu et al. 2024). S–O–R is a model developed by Mehrabian and Russel in 1974 (Emir et al. 2016). The aim of the model is to clarify some relationships between individuals, the situation and the interaction of decision-making (Slama & Tashcian, Slama and Tashchian 1987). S–O–R model consists of the first letters of the words S (stimulus), O (organism) organism and R (response). In this study, the stimuli effect of SSTQAL elements in the novelty seeking, attitude and behavioral intention process was evaluated. In broader terms, self-service technologies (SSTQUAL, which provides its evaluation) were examined as stimuli in the S–O–R model. Because these subelements include cognitive and emotional features such as technological disruptions, visual aesthetics, reliability of the service, being fun, personalization opportunity and saving time (Ghosh 2021). All of these are considered as external factors (Mehrabian and Russel 1974). The subdimensions of SSTQUAL, functionality, enjoyment, security, assurance, design, customization, and convenience, reveal perceptual reactions to technological stimuli. Therefore, they were examined as stimuli in the study. Organism, which is considered as an internal output in the S–O–R model, reflects the internal psychological reactions of consumers to environmental stimuli (Mehrabian and Russel 1974). Novelty seeking describes a motivational tendency toward new experiences (Pratminingsih et al. 2025), while attitude describes the cognitive and emotional evaluation shaped by this motivation (Kim et al. 2025). For this reason, these two variables were grouped in the organism (Mehrabian and Russel 1974). For example, Jeong et al. (2022) similarly suggested that the novelty element be examined within the framework of organism in their studies, while attitude was already proposed as organism in the original model (Mehrabian and Russel 1974). According to the S–O–R model, individuals respond to the environment in two different ways. The first of these approach behaviors includes positive actions such as the desire to explore, establish relationships, or work (Kim et al. 2020). The other consists of avoidance behaviors such as the desire not to behave positively (Mehrabian and Russel 1974). In other words, the response that emerges at the end of the Stimuli–Organism process is the behavioral output of the customer (Babac et al. 2025; Sengoz et al. 2024; Vindytia and Balqiah 2024). In the study, the behavioral responses of customers' external output toward service kiosks were investigated after going through internal evaluations such as novelty seeking and attitude. In this process, revisit intention was used as response. In the study, venturesomeness, which was used as a

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moderator variable and was used to present the S–O–R model by expanding it, explains the tendency to embark on new experiences and is basically one of the internal character traits of the individual (Ostlund 1974). In this study, since it was evaluated how internal evaluations affect the venturesomeness process in the process of turning into behavioral output, it was considered a characteristic feature that expands the S–O–R model in the range of organism and response. Venturesomeness can be an important factor in understanding the attitude–behavior relationship of individuals in technology-oriented processes (Elkhwesky et al. 2024; Hwang et al. 2024a).

It is seen that the S–O–R model is used in different studies to understand the behavior of restaurant customers (Sultan et al. 2021). For example, Leung et al. (2021) prepared an experimental study comparing the performance of self-service kiosks and cashiers in a quick service environment within the framework of the S–O–R model. In this way, they examined both internal and external reactions. On the other hand, Hsu et al. (2021) argue that the degree to which the physical environment has authenticity elements has a positive effect on perceived value and revisit intention using the S–O–R model. Jang and Namkung (2009) developed the Mehrabian and Russell S–O–R model by adding stimuli and emotional evaluations specific to restaurants. Lin et al. (2024) examined the effects of social components on cognitive and emotional processes in restaurants and concluded that experiences related to service elements affect customer behavior through cognitive and emotional processes. Therefore, it is possible to say that the S–O–R model is addressed from many perspectives in understanding restaurant customers.

2.2 | Self-Service Technology Quality (SSTQUAL)

The development of technology brings innovations in self-service, allowing customers to receive service without having to come into direct contact with staff (Gupta and Sharma 2021). Customers assume a participatory role in the service production and delivery process (Bitner et al. 2010). Self-service refers to a technology that allows customers to play an active role during the service (Chen et al. 2021a). The seamless integration of self-service technology has gradually increased the importance of this technology in service presentations (Lin and Hsieh 2011; Shin et al. 2021). Self-service technologies are seen as an important factor that provides positive interaction between the company and the customer, especially in companies that provide services (Baltacı et al. 2024; Chen et al. 2021b; UI Hassan et al. 2020).

Recent scholarly work has increasingly emphasized the transformative role of self-service technologies (SSTs) in the tourism and hospitality industries. As destinations and tourism service providers seek to enhance operational efficiency and adapt to evolving consumer preferences, SSTs have been recognized not only for their functional advantages but also for their broader strategic value (Hwang et al. 2024b; Kefang et al. 2023; Pai et al. 2024; Park et al. 2024; Qiuxia et al. 2024). These technologies support digitization efforts, streamline service encounters, and contribute to the delivery of more personalized and autonomous experiences.

Self-service technology quality is based on seven dimensions. These dimensions are functionality, enjoyment, security, assurance, design, customization, and convenience (Ahn and Seo 2018). The functional aspects of restaurant environments—such as ease of service use, technological efficiency, and spatial layout—are increasingly considered important factors shaping consumer behavior. For instance, the research by Gikonyo et al. highlights the role of technological innovations in enhancing customer engagement and satisfaction in restaurants, which can drive the desire to explore novel dining experiences (Gikonyo et al. 2024). Similarly, Kim, Yang, and Lee discuss how self-service kiosks improve operational efficiency and contribute to memorable experiences, positively influencing customers' willingness to try new offerings (Kim et al. 2023). Additionally, Gong et al. examined customer experiences in robot chef restaurants and found that functional attributes, such as food quality and service, significantly enhance perceived customer value and drive novelty-seeking behaviors (Gong et al. 2024). Furthermore, Kim and Lee emphasized that the exoticism and authenticity of restaurant designs contribute to increased customer engagement and attachment, encouraging diners to seek unique experiences (Kim and Lee 2022). Collectively, these studies underscore the importance of functional design in shaping consumer behavior toward novel dining experiences.

H1. *Functionally positively impacts novelty-seeking at restaurants.*

Enjoyment or the hedonic component of SSTs, refers to how engaging or fun the technology is perceived to be. Liu et al. articulate that consumers with a strong tendency toward novelty-seeking are inclined to adopt new technological products and derive enjoyment from technological innovations (Liu et al. 2024). This is supported by findings from Kim and Yong, which highlight the role of consumer empowerment in technology adoption, although they do not specifically link enjoyment or novelty-seeking behaviors to service quality or customer satisfaction in their study (Kim and Chen 2023). Wong et al. discuss consumer experiences with innovative SSTs, such as self-order kiosks, indicating that these experiences can positively influence customers' desire for novel dining experiences (Wong et al. 2022). This aligns with the premise that enjoyment can be a catalyst for seeking new and engaging dining experiences (Iskender et al. 2023). Furthermore, the findings by Stanley et al. show how enjoyment tied to the use of self-order kiosks can enhance customer experiences in fast-food environments, suggesting broader implications for restaurant management in leveraging enjoyable technology to foster novelty-seeking (Stanley et al. 2023). Although there are other studies in the literature that contribute to understanding motivations for using interactive self-service technology, they primarily focus on overall technology effectiveness rather than specifically on enjoyment or novelty-seeking (Samengon et al. 2023).

H2. *Enjoyment positively impacts novelty-seeking at restaurants.*

Security is a critical dimension, highlighting the concerns customers have about sharing personal information while using self-service technologies (Dumortier and Goemans 2001). For instance, Gajdzik et al. (2023) emphasize that compliance with food safety regulations enhances consumer trust, making them more willing to explore new dining experiences and menu items.

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Similarly, Jiang and Lau (2022) found that safety measures directly influence customers' intentions to dine out, especially in uncertain contexts like the pandemic, where perceived threats affect behavior. Furthermore, Chen et al. (2022) highlight that consumers are more inclined to choose restaurants exhibiting stringent health protocols, which in turn motivates them to try novel culinary offerings. These findings collectively suggest that perceived safety serves not only as a fundamental requirement but also as a catalyst for novelty-seeking in dining contexts.

H3. *Security positively impacts novelty-seeking at restaurants.*

Assurance refers to the perceived competence and reliability of service companies offering SSTs, affecting customer expectations and trust (Cristobal et al. 2007). Assurance is critical as it influences customers' intentions to use SSTs based on their belief in the company's quality and competence (Chang et al. 2012; Considine and Cormican 2017). For instance, a study has shown that perceived assurance significantly influences customer engagement and the willingness to try new offerings in restaurants, suggesting that customers have a heightened desire to explore when they feel secure and assured about service quality (Joo and Hwang 2023; Tezerjany 2023). Moreover, the importance of novelty-seeking behavior in dining extends into the realms of customer motivation and satisfaction, where assurance acts as a key facilitator for novel gastronomic experiences (Karagoz et al. 2022). Quantitative analyses further substantiate these findings, demonstrating that assurance enhances customers' confidence and therefore spurs their intention to engage more actively in exploratory dining behaviors (Senachai et al. 2023). Overall, a clear link is established between assurance and novelty-seeking in restaurant contexts, underscoring the necessity for service providers to cultivate a trustworthy service environment to enhance customer exploration and satisfaction.

H4. *Assurance positively impacts novelty-seeking at restaurants.*

Design involves the tangible, visual appeal of SSTs, influencing the overall user experience. It has been found that well-designed SSTs can impact customers' behavioral intentions (Lindgaard et al. 2006; Nanda et al. 2008). Design plays a role not only in how consumers value the service but also in their emotional response to it (Norman 2004). Recent studies illustrate that design significantly enhances novelty-seeking behaviors in restaurant settings. For instance, restaurant atmospherics, including visual aesthetics, influence consumers' emotional responses and engagement levels, which in turn affect their willingness to seek novel dining experiences. Research by (Martini et al. 2023) emphasizes how emotional content in design can foster consumer engagement, thereby promoting explorative behaviors in hospitality contexts (Martini et al. 2023). Similarly, (Bossaerts et al. 2024) reveal that emotional engagement through effective design elements enhances trading performance, which can be analogized to consumer behavior in restaurants, suggesting a parallel in emotional and engagement dynamics across domains (Bossaerts et al. 2024). Additionally, research by highlights the role of design in shaping user experiences, pointing out that emotional engagement triggered by appealing visuals can lead to increased novelty-seeking in restaurant patrons (Steriopoulos et al. 2024). These findings affirm that well-thought-out design elements directly contribute to consumers' desires for unique dining experiences.

H5. *Design positively impacts novelty-seeking at restaurants.*

Convenience is defined as the level of accessibility provided to the customer through SSTs (Shahid Iqbal et al. 2018). It directly impacts on customer satisfaction and is often seen as one of the primary drivers for the adoption of self-service technologies. The convenience of accessing services independently enhances the overall experience, making it a key component in influencing customers' likelihood of adopting SSTs. Gupta and Pande (2023) demonstrate that the perception of service robots as efficient boosts Generation Z's revisit intentions, implying that the convenience offered directly enhances interest in new dining experiences. Asghar et al. (2023) highlight that perceived usefulness and choice satisfaction significantly shape consumer behavior in fast-food environments, aligning convenience with higher experimentation rates in menu offerings. Furthermore, studies such as those by Wu et al. (2023) show that environmental stimuli associated with SSTs, like innovative service formats, elicit positive emotional responses, enhancing consumers' willingness to engage in novelty-seeking behaviors. This indicates that the ease of use and perceived value derived from SSTs directly correlate with consumers' openness to explore dining innovations, reinforcing the pivotal role convenience plays in contemporary dining experiences.

H6. *Convenience positively impacts novelty-seeking at restaurants.*

Customization is the extent to which SSTs fulfill specific customer preferences and needs (Mathwick et al. 2010). Greater customization in self-service technologies can increase service quality, which in turn positively affects customer satisfaction and loyalty (Lin and Hsieh 2011). Yasar et al. (2024) demonstrate that novelty-seeking individuals exhibit higher satisfaction when engaged in robotic service environments, emphasizing the role of innovative service personalization in enhancing their dining experiences. Tezerjany (2023) illustrates how novelty-seeking enhances satisfaction among consumers using online food delivery applications, linking customized experiences to heightened engagement. Hengki and Riptiono (2023) find that customer experiential quality and novelty-seeking significantly affect satisfaction and revisit intentions, showcasing a mediating role of customer satisfaction. This relationship is facilitated by dynamic menu options, thus enhancing the perceived quality of service and customer engagement with innovative dining experiences.

H7. *Customization positively impacts novelty-seeking at restaurants.*

Novelty-seeking, defined as an intrinsic motivation to explore new and unfamiliar experiences, has been identified as a key driver of consumer attitudes in restaurant contexts. Numerous studies confirm that individuals with high novelty-seeking tendencies tend to form more favorable evaluations of dining experiences, both emotionally and cognitively. From an affective perspective, novelty-rich experiences elicit stronger emotional responses such as excitement, enjoyment, and satisfaction.

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Consumers who are motivated by novelty often derive greater pleasure from exploring unique culinary offerings, new restaurant formats, or experiential dining elements (Aydin et al. 2022; Goo et al. 2022). These emotionally engaging encounters contribute to the development of positive affective attitudes toward the restaurant itself (Han et al. 2022; Ma et al. 2022; Yuan and Hong 2023). In this regard, affective responses such as happiness and delight serve as emotional reinforcers that link novelty-seeking behavior to positive consumer perceptions (Chang et al. 2025; Tezerjany 2023). In parallel, cognitive attitudes are also positively shaped by novelty-seeking behavior. Consumers who actively seek novel dining experiences are more likely to perceive such experiences as intellectually stimulating and rewarding. Joo and Hwang (2023) demonstrated that novelty-seeking moderates the effect of perceived risk in green technology-based dining services, leading to more favorable cognitive evaluations. Similarly, Baek and Lee (2023) and Kim et al. (2025) found that novelty-seeking enhances mental engagement and contributes to more informed and positive assessments of restaurants, particularly in dynamic or uncertain contexts.

H8a. *Novelty-seeking positively impacts affective attitudes at restaurants.*

H8b. *Novelty-seeking positively impacts cognitive attitude at restaurants.*

Affective attitude, defined as the emotional evaluation of a service experience, plays a pivotal role in shaping consumers' intentions to revisit restaurants. Gupta and Pande (2023) found that Generation Z's positive emotional responses to robotic services enhanced their revisit intentions, emphasizing the role of affective engagement with technology. Yang and Choi (2022) reported that a favorable attitude toward wine offerings positively predicted purchase behaviors in dining contexts, suggesting that emotional connections can shape behavioral outcomes. Nurrizky et al. (2023) further demonstrated that experiential marketing, by stimulating emotional satisfaction, increases repurchase intention among restaurant patrons. In addition, Lee and Huang (2024) identified a positive relationship between affective attitudes toward green restaurant practices and revisit intentions, illustrating how emotional alignment with sustainability can foster continued patronage. Collectively, these studies provide robust empirical support for the hypothesis that affective attitudes serve as critical antecedents to revisit intentions, reinforcing their importance in hospitality marketing strategies. Cognitive attitude, defined as consumers' rational evaluations and beliefs about a service, has emerged as a critical predictor of revisit intention in restaurant settings. Zhao and Liu (2023) demonstrated that service quality and marketing attributes shape revisit behavior primarily through cognitive assessment processes. In a similar vein, Park et al. (2022) found that in vegan restaurants, customers' cognitive evaluations of restaurant attributes directly influenced their intention to return. Supporting this, Akyürek (2023) reported that favorable evaluations formed after satisfying dining experiences significantly enhance revisit intention. Drawing from various contexts, the evidence consistently supports the notion that positive cognitive attitudes foster repeat patronage behavior.

H9a. *Affective attitude positively impacts revisit intention at restaurants.*

H9b. *Cognitive attitude positively impacts revisit intention at restaurants.*

Among various factors influencing consumer attitudes and behavioral intentions in service settings, venturesomeness has emerged as a relevant psychological trait. It is defined as the willingness to take risks when purchasing unfamiliar or innovative products and services (Bowden and Corkindale 2005; Ostlund 1974). Consumers with higher levels of venturesomeness are more likely to be drawn to technologically advanced and novel service experiences, preferring alternatives that offer greater innovation and experiential value (Zahid et al. 2024; Chanda, Isa & Ahmed., 2024). Prior studies have demonstrated the relevance of venturesomeness in emerging service formats such as drone food delivery, where it influences attitudes, behavioral intentions, and willingness to pay (Hwang, Kim & Lee., 2021). Furthermore, Cruz-Milán (2023) highlighted its mediating role in the relationship between destination brand equity and revisit intention, suggesting that venturesomeness can shape how consumers translate brand-related perceptions into behavioral outcomes. Building on these findings, venturesomeness is conceptualized as a potential moderator in the relationship between consumer attitudes—both affective and cognitive—and revisit intentions. Specifically, it is proposed that for consumers high in venturesomeness, the predictive power of attitude on revisit intention may weaken, as their decision-making is more influenced by novelty and variety-seeking tendencies rather than consistent attitudinal evaluations. Based on this rationale, the following hypotheses are proposed.

H10a. *Venturesomeness moderates the relationship between affective attitude and revisit intention. Specifically, this relationship will be weaker for individuals with high levels of venturesomeness than for individuals with low levels of venturesomeness.*

H10b. *Venturesomeness moderates the relationship between cognitive attitude and revisit intention. Specifically, this relationship will be weaker for individuals with high levels of venturesomeness than for individuals with low levels of venturesomeness.*

The proposed model and hypotheses can be seen in Figure 1.

3 | Methodology

3.1 | Sample and Data Collection

The research population consisted of individuals who were over the age of 18 and had visited restaurants using technological devices. The sampling method was chosen because it is not possible to reach the whole population. A convenience sampling method was chosen for distributing the questionnaire. This sampling method was preferred because it was easier to collect the data quickly and efficiently (Malhotra 2004). Since there are no statistical data in the literature on the number of customers visiting restaurants using technological devices, the number representing the population is not known. G*Power was used to determine the sample size. The effect

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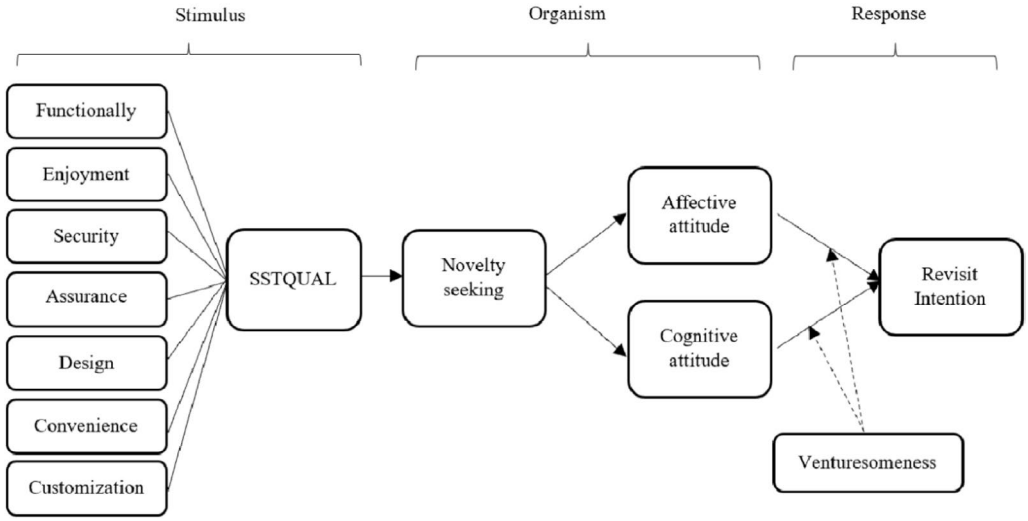

FIGURE 1 | Structural model.

size was determined to be 0.5, the power set at 0.95 (Faul et al. 2009), and the minimal sample size computed as 262. A total of 498 usable data points were obtained in the study and were considered enough from the Amazon Mechanical Turk (MTurk) platform, which is extensively utilized in the tourist and hospitality sector (Ali et al. 2021). Before the data collection process, ethical approval was received on 12 December 2023. Subsequently, the data collection process was initiated in January 2024. At the beginning of the survey form, participants were asked whether they had used technological devices in a restaurant or hotel cuisine in the past, and those who used them continued to fill out the form.

3.2 | Measures

The questionnaire form consisted of two parts. The first section of the survey was composed of demographic characteristics, and the second section was made up of 20 items on the SSTQUAL scale: functionally (five items), enjoyment (four items), security (two items), assurance (two items), design (two items), convenience (two items), and customization (three items) (Lin and Hsieh 2011). Six items belonged to the novelty-seeking scale (Bruner and Kumar 2007), three items to the affective attitude scale (Leung et al. 2021), four items to the cognitive attitude scale (Leung et al. 2021), three items to the revisit intention scale (Kim and Moon 2009), and three items to the venturesomeness scale (Kim et al. 2021). SSTQUAL novelty-seeking, revisit intention, and venturesomeness scale items were conducted with the participants using a 5-point Likert-type measurement (1—strongly disagree, 5—strongly agree). Affective and cognitive attitude scale items were conducted as semantic differential to the participants. The variables used in the study were taken from previously published articles as stated. In addition, they were shown to five field experts to determine whether they were suitable for this research topic, and content validity was ensured. In addition, a pilot test was applied to ensure face validity. The pilot test was applied to a group of 30 people. Accordingly, the reliability scores of all scale items were good, above 0.70 (Hair et al. 2017). In this context, the research was continued with the existing scale items.

3.3 | Data Analysis

The data were coded in the SPSS statistical program. The measurement model, structural model, and structural equation model were calculated in the Smart PLS statistical program. The reason for using the Smart PLS statistical program in the research is that it gives all data simultaneously and eliminates the distribution normality problem (Hair et al. 2017).

Confirmatory tetrad analysis (CTA) was conducted to ascertain whether the scales were indicative of formative or reflective constructs. Due to the insufficient number of indicators for the SSTSec, SSTAssu, SSTDes, SSTCon, SSTCus, RVisit, Vent, and AffeAt scales, which was fewer than four during the CTA analysis phase, an indicator from any variable (including CogAt1 and CogAt2) was incorporated into the pertinent scales (Bollen and Ting 1993), resulting in 173 analyses being conducted. Confidence intervals, calculated with the Bonferroni correction (adjusted confidence interval), were delved into the CTA analysis. In this context, it was found that the variables SSTAssu, SSTCus, and AffeAt are in a formative structure; the others are in a reflective structure. Regarding the data analysis methods, the partial least squares method (PLS–SEM) was chosen. In the measurement model test, the reliability coefficient was calculated by rho_a and Cronbach Alpha analysis. Composite reliability (CR) was calculated for internal consistency (Bagozzi and Yi 1988). For indicator reliability, the results of outer loadings (λ) were checked. Outer loading results above 0.50 were considered sufficient to use the expressions (Kaiser 1974). The average variance extracted (AVE) was employed to assess convergent validity, whereas the Fornell–Larcker criterion was utilized for discriminant validity, as established by Fornell and Larcker in 1981. The heterotrait–monotrait ratio (HTMT) (Hair et al. 2019) and cross-loading outcomes were assessed. Also, X^2, SRMR, NFI, d_G, d_ULS, rms Theta, and GoF values were calculated as research model goodness of fit values.

InnerVIF results were explored to detect whether there is a multicollinearity problem in the structural model evaluation process. R^2 values were examined to determine the determination ratio of independent variables to dependent variables. Q^2 values were calculated to identify the estimated relevance of

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the research model. Q^2 values are measured to determine the predictive power of exogenous variables. Also, f^2 values were checked to consider the size effect of the structural model. The mean absolute error (MAE) (PLSPredict) was evaluated to assess the average magnitude of errors in the dependent variable results and to elucidate the discrepancies among the outcomes. After all of these inferences, the hypotheses were tested with the structural equation model. In addition, regulatory impact analysis was performed in the Smart PLS statistical program.

4 | Results, Findings, and Analyses

4.1 | Respondent Profile

Of the participants, 58.8% were male and 41.2% were female; 39.8% of the participants were aged 25–34, 30.1% 35–44, 17.9% 45–54, and 10.6% 55 and older, and 1.6% were between the ages of 18 and 24; 84.5% of the participants were married and 15.5% were single; 61.8% of the participants had a college bachelor's degree (4-year) and 26.7% had a master's degree; 6% were high school graduates (high school diploma or equivalent including GED), 2.6% had a doctoral degree, and 2.8% had a professional degree (JD, MD); 31.9% of the participants were from management, professional, and related occupations; 29.7% were from technology occupations, and 12.4% were from sales and office occupations. The respondents' income levels were as follows: 38.7% have an income of $50,000 or less, 33.3%, $50,0001–$75,000; 32.3%; 12% $75,001–$100,000; 8.4% $100,001–$150,000; and 7.4% have an income of $150,001 or more. Looking at the nationality of the participants, 96.8% were American and 3.2% were citizens of other countries (see Table 1).

TABLE 1 | Respondents' profile.

Categories		*n*	%
Gender	Female	205	41.2
	Male	293	58.8
Age	18–24	8	1.6
	25–34	198	39.8
	35–44	150	30.1
	45–54	89	17.9
	55 and older	53	10.6
Marital status	Single	77	15.5
	Married	421	84.5
Education	High school graduate (high school diploma or equivalent including GED)	30	6.0
	Bachelor's degree in college (4-year)	308	61.8
	Master's degree	133	26.7
	Doctoral degree	13	2.6
	Professional degree (JD. MD)	14	2.8
Occupation	Management, professional, and related occupations	159	31.9
	Technology Occupations	148	29.7
	Sales and office occupations	62	12.4
	Other	129	26.0
Income	$50.000 or less	193	38.7
	$50.001–$75.000	166	33.3
	$75.001–$100.000	60	12.0
	$100.001–$150.000	42	8.4
	$150.001 or more	37	7.4
Country of Residence	Others	16	3.2
	United States of America	482	96.8

4.2 | Measurement Model Assessment

In the first step of the research, measurement model tests of reflective scales were carried out (see Table 2). The reliability coefficient was calculated with rho_a, and the values were above 0.70 (Dijkstra and Henseler 2015). When the Cronbach Alpha reliability scores were examined, it was found that the reliability values of design, security, and convenience were low ($0.40 < \alpha < 0.60$), while the other scales were sufficiently reliable ($0.60 < \alpha < 0.80$). The Cronbach Alpha reliability coefficient of the SSTQUAL scale is highly reliable ($0.80 < \alpha < 1.00$). The scales in the study were between 0.40 and 0.60 Cronbach Alpha and had two items. As the number of items increases, reliability can also increase Clark and Watson (1995). In this case, the reliability number will likely be low on two-item scales. On the other hand, the small number of samples can also cause the Cronbach Alpha reliability coefficient to be low (Lane and Ziviani 2003). In addition, Kayış (2010) and Şencan (2005) stated that when the Cronbach alpha reliability coefficient is between 0.40 and 0.60, it may be low but acceptable. Therefore, the composite reliability values of the scales with Cronbach Alpha values in this range were higher than 0.70. As a result of all these evaluations, the study was continued in its current form. Internal consistency was calculated with CR, and the scale values were above 0.60 (Bagozzi and Yi 1988). To determine the indicator reliability, outer loading values were checked, and it was determined that the results were above 0.50 (Kaiser 1974). Since scale AVE values were higher than 0.50 (Fornell and Larcker 1981), the scale construct has convergent validity (Measurement items can be found in the Appendix).

The chi-square (X^2) of the research model was calculated to be 3614.601. The standardized root mean square residual (SRMR) was 0.065 ($\leq$0.080) and the normed fit index (NFI) was 0.69 (Hu and Bentler 1999). Although the NFI was lower than 0.80, it was accepted because it was close to 1 (Hair et al. 2013). Also, d_ULS was 3.292 and d_G was 1.124, and it was determined that the exact fit criteria were higher ($>$0.05) than the original values (Dijkstra and Henseler 2015). In the model goodness of fit

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TABLE 2 | Measurement items.

Variables		λ	rho_a	α	rho_c	AVE
**SSTQUAL				0.935		
Functionally (SSTFunc)			0.764	0.757	0.837	0.507
1	SSTFunc −1—	0.756				
2	SSTFunc −2—	0.722				
3	SSTFunc −3—	0.648				
4	SSTFunc −4—	0.694				
5	SSTFunc −5—	0.737				
Enjoyment (SSTEnj)			0.787	0.768	0.850	0.588
1	SSTEnj −1—	0.833				
2	SSTEnj −2—	0.755				
3	SSTEnj −3—	0.794				
4	SSTEnj −4—	0.678				
Security/privacy (SSTSec)			0.539	0.518	0.803	0.672
1	SSTSec −1—	0.768				
2	SSTSec −2—	0.868				
Design (SSTDes)			0.513	0.447	0.774	0.635
1	SSTDes −1—	0.894				
2	SSTDes −2—	0.687				
Convenience (SSTCon)			0.610	0.551	0.811	0.683
1	SSTCon −1—	0.749				
2	SSTCon −2—	0.897				
**Novelty-Seeking (NSeek)			0.856	0.845	0.885	0.564
1	NSeek −1—	0.745				
2	NSeek −2—	0.791				
3	NSeek −3—	0.721				
4	NSeek −4—	0.813				
5	NSeek −5—	0.648				
6	NSeek −6—	0.774				
**Revisit Intention (RVisit)			0.622	0.608	0.790	0.557
1	RVisit −1—	0.797				
2	RVisit −2—	0.710				
3	RVisit −3—	0.729				
**Venturesomeness (Vent)			0.693	0.674	0.820	0.603
1	Vent −1—	0.833				
2	Vent −2—	0.746				
3	Vent −3—	0.747				
*Cognitive Attitude (CogAt)			0.839	0.832	0.888	0.665
1	Confusing–Clear	0.772				

(Continues)

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TABLE 2 | (Continued)

Variables		λ	rho_a	α	rho_c	AVE
2	Difficult–Easy	0.820				
3	Useless–Useful	0.844				
4	Harmful–Beneficial	0.825				

*Measured using a 5-point scale format (semantic differential).
**Measured using a 5-point scale format (1 = strongly disagree, 3 = neutral, 5 = strongly agree).
λ = Outer loadings, α = Cronbach Alpha, CR = Composite reliability, AVE = Average variance extracted.

TABLE 3 | Fornell–Larcker criterion.

	AffeAt	CogAt	NSeek	RVisit	SSTAssu	SSTCon	SSTCus	SSTDes	SSTEnj	SSTFunc	SSTSec	Vent
AffeAt	0.**828**											
CogAt	0.786	0.**816**										
NSeek	0.460	0.384	0.**751**									
RVisit	0.623	0.548	0.599	0.**746**								
SSTAssu	0.470	0.507	0.369	0.525	0.**861**							
SSTCon	0.449	0.490	0.354	0.474	0.655	0.**827**						
SSTCus	0.583	0.521	0.417	0.675	0.582	0.573	0.**800**					
SSTDes	0.455	0.425	0.357	0.510	0.590	0.667	0.569	0.**797**				
SSTEnj	0.634	0.585	0.444	0.661	0.648	0.661	0.748	0.682	0.**767**			
SSTFunc	0.599	0.616	0.390	0.607	0.702	0.692	0.731	0.665	0.801	0.**712**		
SSTSec	0.487	0.452	0.474	0.588	0.502	0.570	0.687	0.581	0.665	0.707	0.**820**	
Vent	0.402	0.459	0.514	0.520	0.397	0.338	0.328	0.348	0.374	0.464	0.320	0.**777**

Note: The bold numbers show the square root AVE values of the scales.
AffeAt = Affective attitude, CogAt = Cognitive attitude, NSeek = Novelty-seeking, RVisit = Revisit intention, SSTAssu = Assurance, SSTCon = Convenience, SSTCus = Customization, SSTDes = Design, SSTEnj = Enjoyment, SSTFunc = Functionally, SSTSec = Security, Vent = Venturesomeness.

values, rms Theta was higher than the criterion value of 0.12 (0.139) (Henseler et al. 2015). Finally, Goodness of Fit (GoF) was higher than 0.36 (0.944) (Tenenhaus et al. 2005). Thus, the research model goodness-of-fit values were acceptable. According to the Fornell–Larcker criterion, the square root AVE values of each scale were higher than the correlation loadings (see Table 3) (Fornell and Larcker 1981).

The HTMT values were higher than the minimum criterion value of 0.90 (see Table 4) (Henseler, Ringle & Sarstedt., 2015). It can be said that the scales have discriminant validity since they met both criteria. Ultimately, the cross-loading values of the scales were calculated to evaluate discriminant validity in the study, indicating that the correlation loadings among the indicators of each scale were above the other correlation loadings (Hair et al. 2019).

The computation of the formative scales was conducted differently from that of the reflective scales (refer to Table 5). During the measurement model analysis for assurance, customization, and affective attitude scales, values for linearity (Outer VIF), statistical significance (*p*-value/*t*-value), and conformity level (outer weights/loadings) were computed (see Table 5). Following the investigation, the Outer VIF values of the scale items were below 5.00 (Mason & Perreault, Mason and Perreault Jr. 1991), indicating the absence of multicollinearity issues. The scale items exhibited statistical significance at the 0.05 significance level ($t > 1.96$). In this context, appropriateness and significance levels were determined by evaluating the outer loadings and weights of the scales.

4.3 | Structural Model and Predictive Model Assessments

InnerVIF values were calculated to determine if there were multicollinearity issues, and the results were between 1 and 5 (Henseler, Ringle & Sarstedt., 2015; Hair et al. 2017). According to the determination coefficient (R^2), SSTQUAL subscales explain novelty-seeking by 0.268. Novelty-seeking explains affective attitude and cognitive attitude by 0.211 and 0.148, respectively. Also, affective attitude and cognitive attitude explain revisit intention by 0.506. In the model, the predictive relevance of the independent variables on the dependent variable was calculated (Q^2). According to Q^2 scores, SSTQUAL subscales predict novelty-seeking by 0.144. Novelty-seeking predicts affective attitude and cognitive attitude by 0.141 and 0.096, respectively. Also, affective attitude and cognitive attitude predict revisit intention by 0.263. So, the prediction relevance is higher than 0.15 (Hair et al. 2019). The model calculated the effect size of the independent factors on the dependent variable (f^2). In this

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TABLE 4 | Heterotrait–monotrait ratio (HTMT).

	AffeAt	CogAt	NSeek	RVisit	SSTAssu	SSTCon	SSTCus	SSTDes	SSTEnj	SSTFunc	SSTSec	Vent
AffeAt												
CogAt	0.982											
NSeek	0.565	0.449										
RVisit	0.901	0.751	0.826									
SSTAssu	0.663	0.689	0.483	0.811								
SSTCon	0.678	0.713	0.493	0.794	1.088							
SSTCus	0.782	0.679	0.515	1.036	0.850	0.888						
SSTDes	0.770	0.693	0.544	0.968	1.116	1.359	0.975					
SSTEnj	0.828	0.740	0.528	0.971	0.915	1.007	1.006	1.156				
SSTFunc	0.784	0.776	0.476	0.888	0.995	1.058	0.983	1.137	1.057			
SSTSec	0.775	0.709	0.699	1.065	0.880	1.086	1.118	1.206	1.050	1.137		
Vent	0.545	0.601	0.681	0.777	0.591	0.541	0.475	0.638	0.526	0.652	0.559	

Note: CogAt = Cognitive attitude, NSeek = Novelty-seeking, RVisit = Revisit intention, SSTCon = Convenience, SSTDes = Design, SSTEnj = Enjoyment, SSTFunc = Functionally, SSTSec = Security, Vent = Venturesomeness.

TABLE 5 | Formative scales' reliability and validity results.

	Constructs	Outer VIF	Outer weights/loadings	*t-statistics*	*p*
		**Assurance (SSTAssu)			
1	SSTAssu –1—	1.307	0.566 (0.854)	36.176	0.000
2	SSTAssu –1—	1.307	0.594 (0.869)	32.304	0.000
	**Customization (SSTCus)				
1	SSTCus –1—	1.479	0.350 (0.878)	25.271	0.000
2	SSTCus –2—	1.344	0.479 (0.816)	39.688	0.000
3	SSTCus –3—	1.461	0.418 (0.806)	3.432	0.000
	*Affective Attitude (AffeAt)				
1	Unpleasant–Pleasant	1.607	0.394 (0.815)	29.711	0.000
2	Boring–Fun	1.461	0.418 (0.806)	36.970	0.000
3	Dull–Interesting	1.854	0.397 (0.862)	6.239	0.000

Note: *Measured using a 5-point scale format (semantic differential).
Measured using a 5-point scale format (1 = strongly disagree, 3 = neutral, 5 = strongly agree), AffeAt = Affective attitude, SSTAssu = Assurance, SSTCus = Customization.

context, SSTQUAL subscales values showed an insufficient effect on novelty-seeking (> 0.02) (Cohen 1988) except for security (0.061 > 0.02). Novelty-seeking had a middle effect (> 0.15) (Cohen 1988) on affective attitude and cognitive attitude by 0.268 and 0.173, respectively. Affective attitude (0.151) had a middle effect on revisit intention, but a cognitive attitude (0.001) did not affect revisit intention. Effect size values are shown in detail in Table 6.

The PLSPredict analysis was conducted to ascertain the mean magnitude of the error coefficients for the dependent variable outcomes. Upon comparing the PLS–MAE and LV–MAE scores for the dependent variables of affective attitude, cognitive attitude, novelty-seeking, and revisit intention, it was determined that the LV–MAE scores were elevated. Furthermore, $Q^2_{prediction}$ exceeded zero. Consequently, the model exhibits substantial predictive power (Hair et al. 2017).

4.4 | Hypotheses and Moderating Effect Testing

The results of the structural equation modeling were estimated (see Table 6). Convenience ($ß_{SSTCon\text{-}NSeek} = 0.013$, $t = 0.184$, $p < 0.01$), customization ($ß_{SSTCus\text{-}NSeek} = 0.067$, $t = 0.888$, $p < 0.01$), design ($ß_{SSTDes\text{-}NSeek} = 0.01$. $t = 0.159$, $p < 0.01$) and functionally ($ß_{SSTFunc\text{-}NSeek} = -0.163$, $t = 1.584$, $p < 0.01$) did not have a significantly positive effect on novelty-seeking. So, the H_1, H_5, H_6, and H_7 hypotheses are not supported. On the other hand, assurance ($ß_{SSTAssu\text{-}NSeek} = 0.132$, $t = 1.863$, $p < 0.10$), enjoyment ($ß_{SSTEnj\text{-}NSeek} = 0.207$, $t = 2.54$. $p < 0.05$) and security

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TABLE 6 | Structural equation model results.

Hypotheses		β	M	SD	t	p	f^2	InnerVIF	Decision
H_1	SSTFunc -> NSeek	−0.163	−0.155	0.103	1584	0.114	0.009	4.139	*Not supported*
H_2	SSTEnj -> NSeek	0.207	0.208	0.082	2540	0.011**	0.016	3.725	Supported
H_3	SSTSec -> NSeek	0.326	0.326	0.076	4303	0.000***	0.061	2.388	Supported
H_4	SSTAssu -> NSeek	0.132	0.132	0.071	1863	0.063*	0.010	2.301	Supported
H_5	SSTDes -> NSeek	0.010	0.007	0.062	0.159	0.874	0.000	2.320	*Not supported*
H_6	SSTCon -> NSeek	0.013	0.010	0.069	0.184	0.854	0.000	2.468	*Not supported*
H_7	SSTCus -> NSeek	0.067	0.072	0.075	0.888	0.375	0.002	2.811	*Not supported*
H_{8a}	NSeek -> AffeAt	0.460	0.462	0.051	8946	0.000***	0.268	1.000	Supported
H_{8b}	NSeek -> CogAt	0.384	0.387	0.057	6694	0.000***	0.173	1.000	Supported
H_{9a}	AffeAt -> RVisit	0.447	0.437	0.074	6070	0.000***	0.152	2.657	Supported
H_{9b}	CogAt -> RVisit	0.039	0.047	0.074	0.522	0.602	0.001	2.822	*Not supported*

Note: β = Original sample, M = Sample mean, SD = Standard deviation, $p = < 0.01$***, $p = < 0.05$**, $p = < 0.10$*.

($ß_{SSTSec\text{-}NSeek} = 0.326$, $t = 4.303$, $p < 0.01$) had a significant and positive effect on novelty-seeking. Therefore, H_2, H_3, and H_4 hypotheses are supported.

Novelty-seeking has a significant positive effect on affective attitude ($ß_{NSeek\text{-}AffeAt} = 0.46$. $t = 8.946$, $p < 0.01$) and cognitive attitude ($ß_{NSeek\text{-}CogAt} = 0.384$, $t = 6.694$, $p < 0.01$). Hence, H_{8a} and H_{8b} hypotheses are supported. Lastly, affective attitude ($ß_{AffeAt\text{-}RVisit} = 0.447$, $t = 6.070$, $p < 0.01$) has a significantly positive effect on revisit intention, but cognitive attitude ($ß_{CogAt\text{-}RVisit} = 0.039$, $t = 0.522$, $p < 0.01$) has no significant positive effect on revisit intention. So, the H_{9a} hypothesis was supported while the H_{9b} hypothesis was not supported (Figure 2).

The moderating effect of venturesomeness between affective attitude–revisit intention and cognitive attitude–revisit intention was analyzed through SEM in Smart PLS (see Table 6). Venturesomeness has a moderating effect between cognitive attitude and revisit intention ($ß_{CogAVent->RVisit} = -0.167$, $t = 2.055$, $p < 0.05$), but it does not have a moderating effect between affective attitude and revisit intention ($ß_{AffecAVent->RVisit} = 0.048$, $t = 0.563$, $p < 0.05$). Hence, the H_{10b} hypothesis was supported while H_{10a} was not supported.

According to the results of the research, venturesomeness moderates the relationship between cognitive attitude and revisit intention. It can be said that venturesomeness increases the revisit intention, especially as the cognitive attitude rises. On the other hand, venturesomeness does not make a change in revisit intention as cognitive attitude decreases (Figure 3).

5 | Conclusions

5.1 | Discussion

Self-service technology has been widely adopted globally, and this trend is continually increasing. With the increasing prevalence of SSTs, it is essential to examine the impact of SSTQUAL (self-service quality) on customers' novelty-seeking behavior, cognitive and affective attitudes, and behavioral intents. SSTs have become integral to customers' lives. Restaurants globally have commenced the adoption of self-service technologies at an accelerating pace to align with current trends. Conversely, consumers' responses to alterations in service interactions may differ significantly, influencing their satisfaction with the restaurants' offerings. The study determined SSTs perceived quality effect on customers' novelty-seeking, cognitive and affective attitudes, and subsequent behavioral intentions using an S–O–R Model. The study also sought to understand the effect of customers' novelty-seeking, cognitive, and affective attitudes on SSTs perceived service quality. In addition, we examined how SSTQUAL influences customer novelty-seeking, cognitive and affective attitudes, and behavioral intentions via a study employing the partial least squares (PLS–SEM) method, which provides all data simultaneously and eliminates the problem of distribution normality (Hair et al. 2017) to explore moderating effects and relationships. Therefore, a questionnaire was distributed to 498 customers via Amazon Mechanical Turk (MTurk). Evidence to support our hypotheses was gathered from a survey of restaurant customers who use SSTs. In this study, data were acquired from SST users, and target respondents were chosen in the United States. The SSTQUAL measure (Lin and Hsieh 2011) was used in this study to assess the service quality of SSTs in the United States. The links suggested in the conceptual model among constructs were validated using structural analysis (SEM).

First, the study tested the model with the restaurant users where SSTs are provided. Previous studies mostly focused on customers who used SSTs in the service sector (De Leon et al. 2020; Radomir and Nistor 2012), supermarkets (Orel and Kara 2014), airports (Moon et al. 2021; Moon and Lee 2022), e-retailing (Ghosh 2021), and UBER users (Joshi and Joshi 2020). Lu and Ahn (2023) contributed by showing that the factors of convenience, customization, design, and function did not have a significant positive effect on novelty-seeking in the type of SST studied in restaurants. This contradicts the

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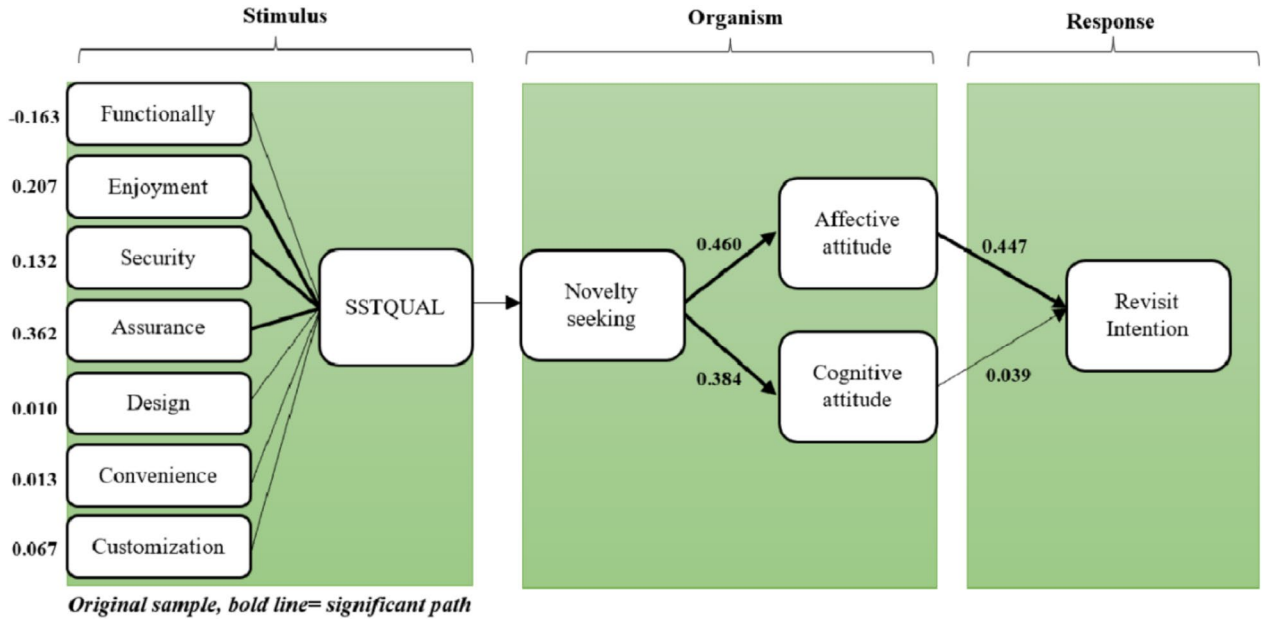

FIGURE 2 | Estimates of the structural model.

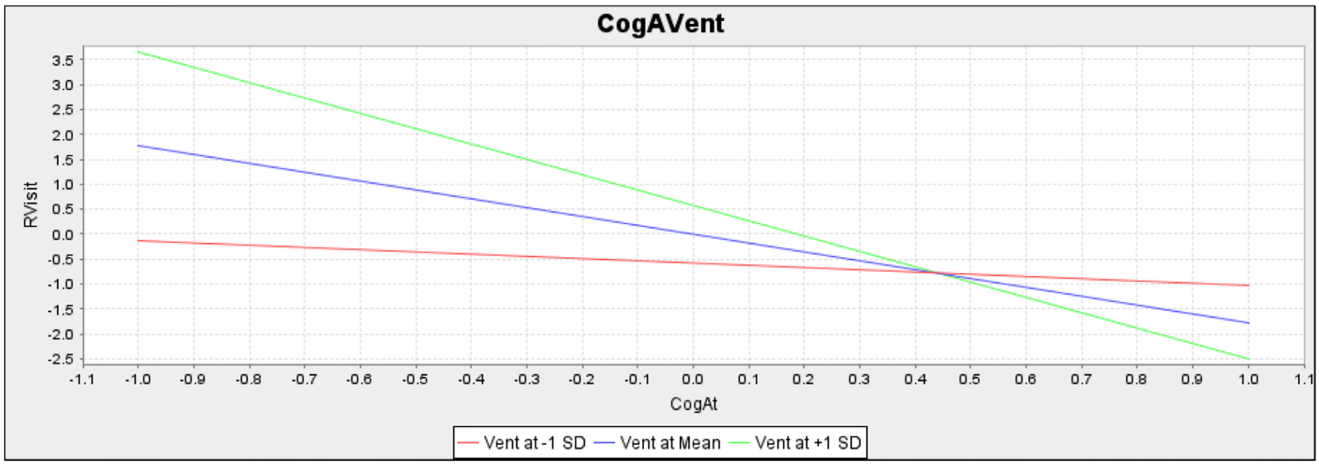

FIGURE 3 | CogAVent moderating effect result.

research of Aydin et al. (2022). On the other hand, it was found to be somewhat significant when the effect of all factors on attitude toward SST was analyzed together. This indicates that the element remains significant in the eateries as well. This aligns with the findings of Ahn and Seo (2018), who investigated additional SST scenarios. The findings indicate that a significant portion of prior studies on novelty-seeking and the desire to revisit apply to SST. The research further demonstrates that elements primarily examined in utilitarian contexts are equally significant, particularly in the conventional, human-centered restaurant setting. This suggests that elements identified as significant in SST studies under utilitarian settings may enhance comprehension of factor significance in SST contexts of more human-centric dining establishments. Secondly, the model incorporates a novel variable, novelty-seeking. The evaluation of the measuring model indicates that three SSTQUAL subscales—security, assurance, and enjoyment—exert a considerable positive influence on novelty-seeking. The findings align with those of Mango et al. (2017) and Considine and Cormican (2017). It can be inferred that individuals may seek secure transactions and certainty, while yet desiring an enjoyable experience with SSTs.

Although a large quantity of study in SSTQUAL has been undertaken in recent years, academics continue to struggle to grasp the consequences of SSTQUAL. Furthermore, studies examining how novelty-seeking, and revisit intention are associated with SSTQUAL are uncommon. Ande et al. (2024) and Wu et al. (2024) studied the SSTQUAL effect on customer perceptions and attitudes. On the other hand, unlike some studies (Lindgaard et al. 2006; Lindstrom 2005; Nanda et al. 2008), the results of four SSTQUAL subscales (functionality, design, convenience, and customization) have no significant effect on novelty-seeking. We also looked at how customers' novelty-seeking, cognitive and affective attitudes, and subsequent behavioral intentions are influenced by the perceived quality of SST. Besides, novelty-seeking has a significant positive impact on cognitive attitude and affective attitudes. These results are similar results

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with those of Blomstervik and Olsen (2022) and this reveals that Cognitive attitude and affective attitude can be the most influential factors than functionality and design on consumer behavior. Third, the model tested the moderating effect of venturesomeness. The study reveals that venturesomeness has a moderating effect between cognitive attitude and revisit intention but has no moderating effect between affective attitude and revisit intention. Our results are similar to Zahid et al. (2024) and Chanda et al. (2024) and can assume that the customers may have high expectations during restaurant choices. Besides, this study explored the mediating mechanism of venturesomeness to better explain the relationship between SSTQUAL, novelty-seeking, and revisit intention.

This research employs a systematic theoretical framework to enhance comprehension of consumer reactions to SSTs. Secondly, we propose an expansion of the S–O–R model's scope. Prior studies (Liu and Jang 2009) have examined the impact of restaurant environments on behavioral intentions using Mehrabian and Russel's framework; however, to the authors' knowledge, few studies (Ahn and Seo 2018) have investigated the characteristics of restaurant self-service technology as a stimulus, with earlier S–O–R models in the restaurant industry primarily focusing on conventional human-operated settings. This study expands the S–O–R model by integrating the technical dimension.

The findings of the PLS–SEM analysis demonstrated that both positive and significant moderating effects are attributed to novelty-seeking and revisit intention (Chang and Lu 2018). Similarly, Yuan and McDonald (1990) found that novelty-seeking is a fundamental element of revisit intention. Furthermore, venturesomeness moderates cognitive attitude and revisit intention. Hwang et al. (2021) determined that venturesomeness affects revisit intention and attitude positively. On the other hand, we used the PLS–SEM method, which is based on the effect of positive and significant relationships on novelty-seeking; such a method predicts the quality of the features found in SSTs based on the developed experiences of current consumers, which is common in restaurants. Our results determined that the subscales of SSTQUAL (safety, security, and enjoyment) have a significant positive effect on novelty-seeking. In addition, cognitive and affective attitudes are significantly positively affected by innovation seeking. Prior research shows that SSTQUAL affects novelty-seeking, cognitive and affective attitudes, and revisit intention (Ande et al. 2024; Collier and Barnes 2015; Considine and Cormican 2017; Wu et al. 2024). The results effect of novelty-seeking on attitude and cognitive attitude is the most determinant of revisit intention. SSTs provide an incentive for customer satisfaction to revisit and become repeat customers. In addition, SSTs in restaurants increase the sustainable competitiveness and energy of businesses against challenges and crises.

5.2 | Theoretical Contributions

This study provided substantial practical additions to the current literature. The study identifies the aspects that affect the quality and satisfaction of app-based self-service technologies in the food service sector. This is a relatively unexplored topic in the literature even if it is commonly used in the tourism industry. A few studies (De Leon et al. 2020; Radomir and Nistor 2012) explored the following factors: functionality, fun, enjoyment, security, safety, design, convenience, personalization, attitude toward variety seeking, and satisfaction with SST in restaurants. Also, prior research (Asperin et al. 2011; Lin and Hsieh 2011; Robertson et al. 2016) has examined Convenience Customization, Design, and Functional effect on novelty-seeking and SST, which provided rich insights into the conceptual framework of the study; these research determined the SST effect on tourists' choices and revisit intentions. Nevertheless, among the few studies exploring factors of convenience, customization, design, and functionality did not have a significant positive effect on novelty-seeking in the type of SST studied in the restaurants (Ahn and Seo 2018; Lu and Ahn 2023). In contrast, the study provides several theoretical contributions by extending the scope of SSTQUAL, novelty-seeking, and revisiting intentions. Through the integration of these theoretical frameworks, the study contributes to a more comprehensive understanding of the factors shaping SSTs and the interaction between novelty-seeking and revisit intention. This augmentation improves current theoretical perspectives and enriches general knowledge in the field of SSTs. Additionally, The findings provide empirical support for the relationships between SSTs, SST quality, novelty-seeking, and SST quality, highlighting the complex dynamics to analyze current and future trends in the hospitality industry. Secondly, the empirical findings contribute to the literature on the moderating effect of venturesomeness and reveal the mechanisms underlying the structural analysis (SEM, which shows how SSTS influences intention to revisit SEM). This study gives insights into the literature by determining the moderating effect on venturesomeness between cognitive attitude and revisit intention, but no moderating effect between affective attitude and revisit intention (Chanda et al. 2024). Consumers have the intention to pay more when their attitudes are affected by novelty-seeking, enthusiasm, seeking a quality experience, seeking a hedonic experience, and venturesomeness. This paper sheds light on consumers' behavior by SSTs. Further, exploring in depth the measures and routes that shape individuals' attitudes toward revisit intention by the S–O–R paradigm gives deep insight into technological innovations in the hospitality industry. This model provides insights to understand perceived value and behavioral intentions in service areas (Hsu et al. 2021).

The Stimulus–Organism–Response (S–O–R) model offers a unique framework for understanding how SSTQ (self-service technology quality) impacts consumer behavior, specifically in the context of novelty-seeking and revisit intention to restaurants (Leung et al. 2021). Here in this particular case, the stimulus is the SSTQ, including reliability, ease of use, and enhancement of overall customer experience implemented in the restaurant (Sultan et al. 2021). When the quality of SST is good, it can stimulate various emotional and cognitive responses from customers, behaving as an organism in the model. For instance, high-quality SST implemented in the restaurant can conjure feelings of curiosity, enthusiasm, and satisfaction, which in turn augment a person's wish for newness and a valuable dining experience. Those having a strong proclivity toward novelty-seeking are probably more approachable to innovative SST offerings because such offerings provide unique experiences (Jang and Namkung 2009). Therefore, resultantly, the intensified novelty-seeking attitude affects the customer response specifically their

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revisit restaurant intention (Lin et al. 2024). Moreover, a high SST environment in the restaurant may lead to more strongly their intention to revisit as today's customers are more associated with technology, having a higher level of entertainment, personalization, and convenience. In addition, all these links discussed in the study are based on individual characteristics, and these characteristics are very much such as the desire for innovation in the dining experience or openness to technology. Based on the notion of the S–O–R model, the current research theoretically suggests that restaurants can easily improve their customers' loyalty and revisit intention by strategically implementing high-quality SST that accommodate the novelty-seeking propensities of their customers (Ahn and Seo 2018).

Beyond the theoretical integration of SST quality and behavioral constructs, this study contributes to the broader field of tourism research by emphasizing the strategic role of SSTs in shaping travel experiences. SSTs not only improve customer autonomy but also catalyze digital transformation within the tourism industry. As Teng and Shen (2020) and Kong (2023) note, the use of SSTs supports smart tourism frameworks by promoting sustainable and data-driven service delivery. Moreover, as digital platforms enhance accessibility and personalization, they offer more inclusive and scalable tourism experiences for diverse user groups (Chai-Arayalert et al. 2023).

Our model further enhances the understanding of how SSTQ affects revisit intention and novelty seeking by introducing venturesomeness as a moderating variable to the S–O–R model. Venturesomeness is an individual's inclination to discover inexact and new experiences, dazzling an innate yearning for innovation, and a propensity to embrace innovation and risk (Chanda et al. 2024; Zahid et al. 2024). This unique characteristic of an individual may affect how they respond to the SSTQ within the restaurant setting (Hwang et al. 2021). In this extended framework, the stimulus remains the SSTQ having unique features such as reliability, ease of use, and personalization. The customers' emotional and cognitive responses can be evoked due to high-quality SST, which forms the organism in the model. For those having a high level of venturesomeness, the demand for novel tech-driven practices may be augmented, because such individuals are more likely to seek out novel experiences, take high risks, and be crazier about innovation.

Also, the study provides valuable and unique insights for future theoretical developments and empirical research in hospitality studies by providing a comprehensive understanding of the theoretical underpinnings of the effect of self-service technology quality (SSTQUAL) factors on the novelty-seeking status and emotional/cognitive attitudes of customers who visit restaurants providing technology-based service on revisit intention within the context of the S–O–R model.

5.3 | Practical Implications

This study has significant practical implications by investigating the impact of SST and SSTQUAL on novelty-seeking and return intentions and providing recommendations for practitioners and managers. Previous studies explored that self-service technologies offer customers the opportunity to receive services without having to interact with staff (Meuter et al. 2000) and allow them to browse menus, customize their orders, and submit them directly (Sharma 2023). In contrast, the present study argues that restaurants should use remote opportunities and self-service technology. This study presents empirical evidence supporting the influence of self-service technology quality (SSTQUAL) factors on emotional/cognitive attitudes and novelty status of customers visiting technology-enabled service restaurants on return intention within the S–O–R model. The technologies used in the restaurants give insights into performing tasks easily and independently, reinforcing previous findings that highlight the role of SSTs in shaping consumer experiences (Dabholkar and Bagozzi 2002). For example, AI-driven chatbots and voice-ordering systems in restaurants have been shown to enhance the efficiency of customer interactions and improve order accuracy (Zaitouni and Murphy 2025).

Technologies used in the restaurants give insights into performing tasks easily and independently. SST provides uncountable benefits in restaurants balancing cost and efficiency, job performance, and sustainable business success (Nam and Kim 2022; Nilsson et al. 2021; Xu et al. 2022). In this regard, it is possible to conduct both sustainable business performance and customer satisfaction via SST. Restaurants and other stakeholders in the tourism industry are advised to believe that SST can be a key factor for business performance in the long term. Gursoy and Chi (2020) suggest that a significant portion of consumers are inclined to accept various technologies, including service robots, contactless payment methods (e.g., Apple Pay, contactless bank cards), digital menus accessed via QR codes, and keyless entry, in sit-down restaurants and hotels to reduce human-to-human interaction.

These have significant factors and should be given attention when management promotes and buys their products. As a result, these findings have considerable implications for both the stakeholders and the organizations. Restaurants are recommended to improve the quality of features included in SSTs based on existing consumers' enhanced experiences with technological objects to exceed customers' expectations and elicit psychological responses. The adoption of SSTs should focus on user-friendly interfaces, seamless integration with loyalty programs, and AI-driven recommendations to personalize customer experiences (Huang and Rust 2021).

Our study offers some practical implications for restaurant managers in light of the study findings. The restaurant managers must leverage high-quality SST to enhance customer experience and revisit intention, specifically considering different levels of venturesomeness among various individuals. The dominant features of SSTQ include reliability, personalization, and user-friendly interfaces that might act as a powerful tool to attract a huge number of new customers as well as retain the existing customers to revisit again and again, specifically those having a high level of venturesomeness. For such individuals, innovation and novel experiences are the main drivers of attracting customers, and offering a unique high-tech experience such as mobile ordering, personalized menu suggestions, and interactive kiosks might create a unique memorable experience and compel them to revisit again and again. However, the study also indicates that not all customers are equally receptive to new technologies.

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Those with lower levels of venturesomeness may prefer more traditional dining experiences and could feel overwhelmed or disconnected from overly complex or unfamiliar SSTs. For this segment, restaurant managers might consider gradually introducing SST features that enhance convenience without overwhelming the customer. For example, a simple self-ordering system or digital payment options might be more appealing to less venturesome customers, allowing them to enjoy the benefits of SST without feeling alienated by more complex innovations.

Moreover, the findings suggest that a one-size-fits-all approach may not be the best strategy. By understanding the variability in venturesomeness, restaurants can personalize their SST offerings to cater to different customer segments. For example, loyalty programs or promotions that reward customers for trying new technology could be used to encourage venturesome customers, while providing more accessible, simplified technology options for others. Furthermore, staff training is crucial, as employees need to be well-versed in the SST offerings to assist customers with varying levels of comfort and enthusiasm for new technology. Ultimately, by aligning SST strategies with customer preferences, particularly in terms of their openness to innovation, restaurants can boost customer satisfaction, enhance novelty-seeking behaviors, and increase revisit intentions, thereby driving long-term loyalty and business success.

The PLS–SEM approach develops a more realistic interpretation of attitudes, innovation efforts, and SSTs in restaurants from a practitioner's point of view. By identifying the SSTs that contribute most to the exploration and exploitation of economic developments, this study has contributed to the improvement of restaurant management. Practitioners can develop information for decision-making in restaurants and other popular destinations based on current research. The PLSPredict approach has broadened the practical perspective through the prediction of factors contributing to SST. Furthermore, the limited exploration of novelty-seeking and revisit intention in SST in restaurants is an open issue for practitioners and academics. The study of the impact of novelty-seeking and revisit intention on SST in restaurants has helped to shed some light on the management of such businesses. By bridging the gap between theoretical insights and practical applications, this study contributes to better decision-making and strategic planning in the restaurant industry. Future research should continue to explore how evolving technologies, such as augmented reality menus and robotic service assistants, impact customer experiences and business outcomes (Tussyadiah 2020).

5.4 | Limitations and Future Research Directions

Despite the number of contributions made by the current study, this study also possesses certain limitations that pave the way for future research. Firstly, valuable insights could be gained by testing the study model with a sample of people eating in different restaurants. However, to ensure the generalizability and validation of the findings, it is crucial to conduct future studies in other service sectors. Furthermore, the inclusion of different variables concerning SSTs could be a way of exploring their interactions with other variables in the study model. Finally, this study was conducted in one country, the United States. Given the widespread use of SSTs in other countries, extrapolating the findings of this study to bigger populations in different countries is problematic. Future studies may focus on samples from different countries and demographics to investigate the influence of cultures and generations. It would be a great attempt to analyze the difference between generations or other demographic groups. Since the paper focuses on definite regions, the role of SSTs could be explored comparatively in several countries in future studies. The impact of technological developments on customer satisfaction and revisiting intention through SST can be investigated in the future.

Data Availability Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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Appendix A

Self-Service Technology Quality Scale	
Functionality	
1	I can get my service done with the restaurant's SST in a short time
2	The service process of the restaurant's SST is clear
3	Using the restaurant's SST requires little effort
4	I can get my service done smoothly with the restaurant's SSTs
5	Each service item/function of the SST is error-free
Enjoyment	
1	The operation of the restaurant's SST is interesting
2	I feel good being able to use the SSTs
3	The restaurant's SST has interesting additional functions.
4	The restaurant's SST provides me with all relevant information.
Security/privacy	
1	I feel safe in my transactions with the restaurant's SST.
2	A clear privacy policy is stated when I use the restaurant's SST.
Design	
1	The layout of the restaurant's SST is aesthetically appealing.
2	The restaurant's SST appears to use up-to-date technology.
Convenience	
1	The SST has operating hours convenient to customers.
2	It is easy and convenient to reach the restaurant's SST.
Assurance	
1	The restaurant providing the SST is well known.
2	The restaurant providing the SST has a good reputation.
Customization	
1	The restaurant's SST understands my specific needs.
2	The restaurant's SST has my best interests at heart.
3	The restaurant's SST has features that are personalized for me.
Novelty Seeking	
1	I prefer an unpredictable life that is full of change to a more routine one
2	I like surprises.
3	I like continually changing activities
4	I like to experience novelty and change in my daily routine.
5	When things get boring, I like to find some new and unfamiliar experience.
6	I am continually seeking new ideas and experiences.

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Self-Service Technology Quality Scale	
Revisit Intention	
1	I would like to revisit restaurants which use STT in the near future
2	I have a strong intention to bring my family and friends to visit to restaurants which use STT again
3	The restaurants which use STT would be my first choice over other restaurants
Venturesomeness	
1	I cope well with the risks associated with trying new technology products.
2	I am fine with the uncertainty of using new technology products
3	I anticipate uncertainty when using new technology products
Cognitive Attitude	
1	Confusing–Clear
2	Difficult–Easy
3	Useless–Useful
4	Harmful–Beneficial
Affective Attitude	
1	Unpleasant–Pleasant
2	Boring–Fun
3	Dull–Interesting

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