

Technology Trust and Intent to Use: The Mediating Effect of Quick Restaurant Self-Service Kiosks Aesthetics

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ABSTRACT

This study examines how customers develop trust and intention to use self-service kiosks within quick-service restaurants. As digital systems become more common in food service, it is crucial to understand how users respond to both the functionality and aesthetics of kiosks. This research focuses on the mediating effect of self-service kiosk aesthetics on the relationship between technology trust and intent to use. Participants were individuals who used self-service kiosks and resided in Mandaluyong City, selected through a two-stage cluster sampling technique. Using a quantitative correlational design and Partial Least Squares-Structural Equation Modeling (PLS-SEM), the analysis confirmed that all constructs were valid and reliable. The results showed significant positive relationships between technology trust, self-service kiosk aesthetics, and intent to use. Mediation analysis further revealed that self-service kiosk aesthetics partially mediates this relationship, indicating that while technology trust directly increases intent to use, its influence becomes stronger when customers perceive the kiosk as visually appealing, simple, harmonious in color, and interactively designed. These findings suggest that self-service kiosk aesthetics is not merely an external feature but an indispensable component, and that investing in kiosk aesthetics functions as an investment in technology trust itself, which contributes to higher intent to use. Overall, the study enhances understanding of SSTs adoption by showing that aesthetic qualities work together with system functionality to encourage customer acceptance in quick-service restaurant settings.

Keywords

Aesthetics
Intent to Use
Quick Restaurant
Self-service Kiosks
Technology Trust

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**Introduction**

With the rapidly evolving technology, it has also found its gateway to different industries, especially in quick-service restaurant settings. Among these technological innovations, self-service kiosks (SSks) have become increasingly common due to their ability to improve operational efficiency, reduce waiting time, and provide customers with greater convenience and control during the ordering process [1]. Many global and local quick service restaurants have adopted kiosks as part of their customer service strategy, reflecting the growing demand for technology-driven dining experiences.

In the Philippines, the adoption of self-service kiosks has also increased, particularly in urban areas where consumers are becoming more familiar with automated systems in everyday transactions. However, despite this being embraced by many establishments, there are still Filipino adults who are concerned with using this, highlighting their main worry about falling in personal privacy despite this being able to deliver such results [2]. It is very evident that despite the growing implementation of self-service kiosks, customer acceptance and continuous usage remain important concerns for businesses. While kiosks can offer convenience and efficiency, some users still experience hesitation, uncertainty, or discomfort when interacting with self-service technologies. Several previous studies suggest that technology trust plays a critical role in influencing customers' behavioural intention toward technology adoption. In the study of Shoabjareh et al. [3], trust is the judgment that technology can function and the normative expectations that technology is trustworthy enough to be relied upon. In relation to this, the ability of technology to function effectively alone may not be sufficient to encourage customer acceptance and continuous usage. Customers must also develop confidence that the technology is reliable, trustworthy, and capable of meeting their expectations during interaction. Thus, designing a system that meets customers' expectations is also essential.

In addition to technology trust, the aesthetic design of self-service kiosks has also been identified as an important factor affecting user perceptions and experiences. One of the users' hesitations to fully continue using the self-service kiosks stems from the operational inefficiencies that can arise when order processing times are prolonged due to poorly designed kiosk interfaces [4]. As most consumers now value convenience and simplicity, those overly

complex kiosks can lead to frustration. They are most likely to want to use are those kiosks with clear, user-friendly layouts, while those with cluttered designs can discourage users from using them [5]. This suggests that the visual appearance and design of the kiosks can influence how users evaluate the system, even before actual interaction occurs, which may affect their intention to continue using the technology. In relation to this, users who already perceive technology as dependable may also develop perceptions toward the kiosk's interface and overall appearance, strengthening their intent to use the self-service kiosk.

Although previous studies have separately examined technology trust, aesthetics, and behavioral intention, limited research has explored the mediating role of self-service kiosks' aesthetics in the relationship between technology trust and intention to use, particularly within the context of quick-service restaurant self-service kiosks in the Philippines. Existing literature often focuses on usability and efficiency, while the interaction between users' trust and aesthetic perception is yet to be explored.

Therefore, this study aims to determine the relationship between technology trust and customers' intention to use quick restaurant self-service kiosks, as well as the gap, by focusing on the mediating role of whether quick restaurant self-service kiosk aesthetics mediate the relationship between technology trust and customers' intention to use. By investigating these relationships, the study contributes to a better understanding of how technology trust and self-service kiosks' aesthetics influence customers' intention to use self-service technologies in the food service industry.

Literature Review

A. Technology Trust on Intent to Use

Technology trust plays an important role in influencing users' behavioral intentions, particularly in the context of self-service kiosks. In the study of Seo [6], trust is a situational belief that plays an important role in influencing emotional responses and personal behavior when it comes to technology use. Supporting this, UI Hassan et al. [7] stated that consumers do not perceive the system's performance based on the general opinion of people, but rather on trust. For instance, trust in technology is based on the user's own experience and not on the general perceptions of others. This suggests that trust does not influence people the same way—it relies on what is actually happening and who is involved. Along the same lines, Scholz et al. [8] stated that when users are engaging with automated systems, trust becomes a psychological support to help lower anxiety and uncertainty and create feelings of security and control. Wongyai et al. [9] found that higher trust in kiosks can lead to greater intention to adopt and to frequently use them. Schuetz et al. [10] supported this by stating that consumers who trust automated systems are more likely to use and adopt them frequently. This shows that trust can influence both initial and repeat usage.

To further explain and understand trust in technology. In B. U., Dickson et al. [11], an extended Technology Acceptance Model was formed through the inclusion of trust as a multidimensional concept, where the dimensions are focused on ability, benevolence, and integrity. This shows that apart from evaluating the functionality of the system, users also consider reliability and its user-centered attributes. Dickson's concept of trust was supported by the study of Tripp et al. [12], which claims that some users who value convenience may also desire human-like attributes in self-service interactions. Supporting this, Le et al. [13] identified that trust can significantly play an important role in influencing customers to utilize self-service technology in retail settings, whereas Kaur [14] stated that trust, along with other constructs such as efficiency and usability, is an important factor leading to customer satisfaction. When consumers recognize self-service kiosks as secure, helpful, and reliable, they are more likely to accept and use them. However, the increase in independence on trust has its own risks. In the study of Henrique & Santos [15], they found that heavy reliance on technology can lead to reduced alertness and complacency; however, a lack of trust can lead to refusal or rejection of using technology. These mixed results underscore that while trust is important, its influence on users' intention to use may differ depending on different factors and contexts.

Hypothesis 1 (H1): There is no significant relationship between the level of customers' technology trust and intent to use quick restaurant self-service kiosks.

B. Technology Trust on Perceived Aesthetics

The users' trust and perceptions of technology are shaped by design aesthetics, as perceived value and positive emotional responses, which are related to the formation of trust, are highly influenced by design aesthetics [16]. This suggests that design aesthetics contributes not only to the visual implications of the kiosk but also to the emotional disposition of users, which is related to the formation of their trust toward the technology. Similarly, another study emphasized the role of aesthetics in building the users' trust and satisfaction toward the kiosk, highlighting that the aesthetic qualities of the kiosk are the first to be perceived by users [17]. Sukheewattana [18] further supported this by claiming that aesthetically pleasing kiosks are likely to be associated with higher quality and better performance, making users trust them more in completing their order transactions. Generally, these findings suggest that users are more likely to develop trust toward a system that is aesthetically designed, while trust can also influence the users' perception of the aesthetic appearance of the system.

Moreover, design elements such as color harmony and simplicity have been shown to impact users' perceptions of trust. Kosova [19] stated that a harmonious color scheme can enhance trust by creating a more cohesive visual experience for the users, while it is also found that certain colors can foster trust better than others [20]. Likewise, Yuvaraj [21] demonstrated that a simple and accessible interface improves user usability and overall user

experience, which in turn greatly increases trust. This implies that design elements must be intentional, as it does not simply impact the visual aspect of the kiosk but play a functional role in the formation of user trust toward the system. However, trust itself is found to be a key factor that can influence the adoption of self-service technologies. Trust, which is formed by perceptions of reliability, safety, and ease of use, can significantly influence users' adoption and repeated use of kiosks [22]. This suggests a potential relationship between technology trust and perceived aesthetics, where aesthetics may influence the formation of trust, while existing trust may help with users' aesthetic perception of the kiosk.

Hypothesis 2 (H2): There is no significant relationship between the level of customers' technology trust and perceived aesthetics in using quick restaurant self-service kiosks.

C. Quick Restaurant Self-Service Kiosks Aesthetics on Technology Trust and Intent to Use

The growing adoption of self-service kiosks (SSKs) in QSRs indicates the increased use of technology in customer service. The Filipinos were initially skeptical about SSK but gradually accepted this form of technology due to the benefits associated with the customer experience and efficient management in the food industry [23]. Apart from convenience, aesthetics in the design of kiosks also serve to enhance the experience of the user of such kiosks. The aesthetics contribute significantly to the perception of customers about how they feel towards the kiosks concerning levels of trust, satisfaction, and intention to use [24]. The same applies when a kiosk has an appealing look since customers feel that they can trust and operate kiosks effectively [25]. This means that customers would find using the kiosks more enjoyable when they have an aesthetic look.

The importance of aesthetic design is further supported by findings showing that design aesthetics significantly influence customers' positive perceptions of a product [26]. Products that have higher aesthetic values will be seen as having a better appearance than those that do not have aesthetic appeal. As far as self-service terminals go, aesthetically pleasing screens may prompt users to use such systems with confidence. Supporting this claim, trust also plays an important role in customers' behavior when completing purchases using self-service kiosks [27]. Developing well-designed kiosks can therefore increase customer trust and improve acceptance of the technology. The relationship between aesthetics and usability can also be explained through the aesthetic-usability effect introduced by Kurosu and Kashimura (1995). This concept explains that users tend to perceive aesthetically pleasing systems as easier to use and more effective even before actual interaction occurs. In relation to self-service kiosks, customers may associate attractive designs with higher functionality and reliability, thereby increasing technology trust and intention to use. Aesthetically pleasing kiosks not only capture customers' attention but also contribute to greater trust, acceptance, satisfaction, and

continued usage of the technology. Consistent with this idea, kiosk aesthetics also serve as a mediating variable between customer experience and customer satisfaction, translating positive customer experiences into higher levels of satisfaction [28].

This supported the mediating effect of self-service kiosk aesthetics being better explained through the integration of the Technology Acceptance Model (TAM), the Stimulus–Organism–Response (S–O–R) theory, and the Aesthetic-Usability Effect. These theories collectively supported that the users have a higher chance of accepting a particular technology when they perceive it as useful, easy to use, and visually appealing. However, these perceptions alone are not based solely on the technical efficiency of the system but are also influenced by users' trust in the technology and their evaluation of its aesthetic design. As users continue to develop trust in a self-service kiosk, they are more likely to perceive its interface, layout, colour, typography, and overall visual appearance positively. These aesthetic features shape users' cognitive and emotional evaluations of the kiosk, since when users often perceive aesthetically pleasing interfaces as easier to use and more effective, even before fully interacting with the system, which ultimately strengthen their intention to use the technology. Therefore, self-service kiosk aesthetics serves as the mechanism through which technology trust is translated into users' intention to use, providing a strong theoretical foundation for the proposed mediating relationship.

Hypothesis 3 (H3): Quick Restaurant Self-Service Kiosk Aesthetics does not mediate between the relationship of customers' level of technology trust and intent to use.

Material and Methods

This research utilized a quantitative correlational research design, as it aims to determine the mediating effect of quick restaurant self-service kiosk aesthetics on the relationship between technology trust and intent to use, and used statistical analysis to interpret the data. This is to determine whether technology trust significantly influences users' intent to use self-service kiosks, through kiosk aesthetics.

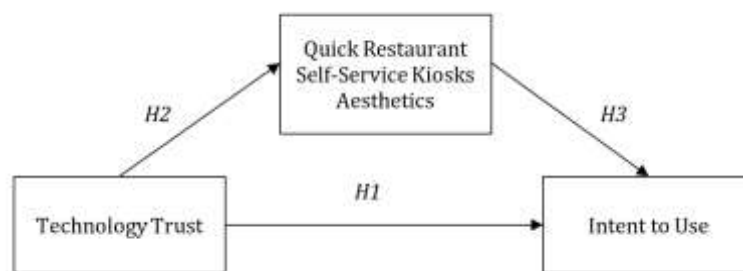
The study focuses on 400 individuals aged 18 to 54 years old residing in Mandaluyong City who are familiar with technology and have experience using self-service kiosks. The respondents were identified through a two-stage cluster sampling method, wherein participants were selected from identified McDonald's branches around Mandaluyong City that had self-service kiosks. Only individuals who had knowledge and prior experience in using self-service kiosks were included. This ensures that the respondents are capable of providing relevant and reliable insights in relation to the study.

Table 1. Reliability Test Result

Indicators	Cronbach's Alpha	Interpretation
Technology Trust	.947	Very high reliability
Quick Restaurant Self-Service Kiosks Aesthetics	.947	Very high reliability
Intent to Use	.964	Very high reliability
Overall Reliability	.980	Very high reliability

Legend: If $\alpha = 0.00-0.20$, the reliability is interpreted as Very Low Reliability; if $\alpha = 0.21-0.40$, Low Reliability; if $\alpha = 0.41-0.60$, Intermediate Reliability; if $\alpha = 0.61-0.80$, High Reliability; and if $\alpha = 0.81-1.00$, Very High Reliability.

As can be seen in Table 1, the instruments used by the researchers were found to be valid and reliable. Through the reliability analysis conducted, it was concluded that the 50 questionnaire items measuring technology trust, self-service kiosk aesthetics, and intent to use have strong internal consistency and were well-suited for the objectives of the study. The results revealed a Cronbach's Alpha value of 0.980, indicating that the research instrument was highly reliable and appropriate for gathering the needed data. Furthermore, the result also suggests that no redundancy occurred among the questionnaire items.

**Fig. 1.** Research Paradigm

This study focuses on analyzing technology trust toward McDonald's self-service kiosks in quick-service restaurants (QSRs) within Mandaluyong City. The conceptual framework illustrates the hypothesized relationship between technology trust and customers' intention to use self-service kiosks, with self-service kiosk aesthetics serving as the mediating variable. In this framework, technology trust pertains to users' perceptions of the kiosk's ability, integrity, and benevolence, while intention to use refers to the customers' willingness to continuously utilize self-service kiosks. Meanwhile, self-service kiosk aesthetics refer to the visual appeal and design elements of the kiosk. Through this framework, the study aims to determine whether quick-service restaurant self-service kiosk aesthetics mediate the relationship between technology trust and customers' intention to use.

Results and Discussions

Table 2 illustrates the demographic distribution of the respondents, showing that the majority belong to the 18-24 years old age group (59.5%), followed by those aged 25-35 (26.8%), which means that (86.3%) of the respondents were young adults. In terms of gender, 48.3% were female, 45.8% were male, and 6.0% identified as LGBTQIA+. For educational

attainment, 50.2% were high school graduates and 47.5% held a bachelor's degree. Regarding employment status, 41.8% were full-time employees and 39.5% were students. In terms of income, 44.8% earned Php 10,000 and below.

Lastly, technology familiarity was high, with 40.3% reporting being familiar and 39.0% very familiar, indicating that the majority of respondents were already familiar with self-service kiosk technology.

Table 2. Demographic Profile of Respondents (n=400)

Group	Frequency	Percentage
Age		
• 18-24 y/o	238	0.60
• 25-34 y/o	107	0.27
• 35-44 y/o	32	0.08
• 45-54 y/o	23	0.06
Sex		
• Male	183	0.46
• Female	193	0.48
• LGBTQIA+	24	0.06
Education		
• Elementary	0	0.00
• High School	201	0.50
• Bachelor's Degree	190	0.48
• Master's Degree	6	0.02
• Doctorate Degree	0	0.00
Employment Status		
• Employed full-time	167	0.42
• Employed part-time	41	0.10
• Self-employed	18	0.05
• Student	158	0.40
• Unemployed	16	0.04
Salary		
• Php 10,000 & Below	179	0.45
• Php 10,0001 to Php 20,000	68	0.17
• Php 20,001 to Php 30,000	65	0.16
• Php 30,001 to Php 40,000	46	0.12
• Php 40,001 to Php 50,000	21	0.05
• Above Php 50,000	21	0.05
Understanding		
• Very Familiar	156	0.39
• Familiar	161	0.40
• Moderately Familiar	48	0.12
• Slightly Familiar	35	0.09
• Not at all Familiar	0	0.00
Frequency		
• Always (weekly or more)	122	0.31
• Often (a few times a month)	177	0.44
• Sometimes (once a month)	81	0.20
• Rarely (a few times a year)	20	0.05
• Never	0	0.00

Following the study framework, the measurement model was evaluated using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to ensure that the constructs were reliable and valid before hypothesis testing. As shown in Table 3, all constructs obtained Cronbach’s Alpha values above the 0.70 threshold, which indicates acceptable internal consistency. This means that the items used to measure each construct are consistent with one another. Similarly, Composite Reliability values also exceeded 0.70, further confirming that the indicators reliably measure their respective latent variables.

Table 3. Construct Reliability and Convergent Validity

Construct	Conbach’s Alpha	ρA	Composite Reliability	Average Variance Extracted
Intent to Use Quick Restaurant Self-Service Kiosks	0.774	0.775	0.869	0.688
Quick Restaurant Self-Service Kiosks Aesthetics	0.797	0.812	0.868	0.622
Technology Trust	0.79	0.8	0.877	0.705

Moreover, the Average Variance Extracted (AVE) values surpassed the 0.50 cutoff, confirming convergent validity. This means that each construct explains more than 50% of the variance of its indicators, showing that the items are strongly related to their intended construct and confirms that the measurement model is statistically sound and suitable for structural analysis.

After establishing validity and reliability, the levels of the study variables were analyzed based on their mean scores. Intent to Use obtained the highest mean score ($M = 4.30$), followed by QSR Self-Service Kiosk Aesthetics ($M = 4.15$) and Technology Trust ($M = 4.12$). The overall mean of 4.19 indicates a High level of acceptance. What this tells is that while customers already exhibit strong trust in kiosk technology, their actual intention to use it is even stronger. This suggests that, beyond cognitive trust, practical considerations such as convenience, control, and visual appeal may be reinforcing their behavioral intention. In other words, even if trust is already present, the overall experience — especially design and ease of use — further strengthens their willingness to use the kiosk.

Table 4. Discriminant Validity Using the Fornell-Larcker Criterion

Construct	Intent to Use Quick Restaurant Self-Service Kiosks	Quick Restaurant Self-Service Kiosks Aesthetics	Technology Trust
Intent to Use Quick Restaurant Self-Service Kiosks	0.83		
Quick Restaurant Self-Service Kiosks Aesthetics	0.638	0.789	
Technology Trust	0.626	0.683	0.839

The analysis in Table 4 confirms that discriminant validity is established among the constructs, as the square root of the Average Variance Extracted (AVE) for each construct

(shown on the diagonal) is greater than its highest correlation with any other construct. Specifically, the square root of the AVE for Intent to Use (.83), Quick Restaurant Self-Service Kiosks Aesthetics (.789), and Technology Trust (.839) are all larger than the inter-construct correlations located in their respective rows and columns. For instance, Technology Trust shares a correlation of .683 with Aesthetics, which is less than its own AVE square root (.839), and a correlation of .626 with Intent to Use, which is also less than .839. Similarly, the correlation between Aesthetics and Intent to Use (.638) is less than the AVE square root of both Aesthetics (.789) and Intent to Use (.83). This implies that the measures for technology trust, kiosk aesthetics, and intent to use capture unique theoretical concepts and do not suffer from undue redundancy.

Table 5. Model Fit (PLS-SEM Reporting)

Metric	Saturated Model	Estimated Model
SRMR	0.077	0.077
d_ULS	0.33	0.33
d_G	0.144	0.144
Chi-square	345.497	345.497
NFI	0.805	0.805

Table 5 shows the model fit of the structural model using the Standardized Root Mean Square Residual (SRMR). This index assesses the difference between the observed data and the relationships predicted by the proposed model. The SRMR value obtained in this study is 0.077, which is below the recommended threshold of 0.08, indicating that the model has an acceptable fit.

This result suggests that the proposed model adequately explains the relationships among technology trust, kiosk aesthetics, and intention to use. The acceptable model fit supports the findings that technology trust significantly influences both kiosk aesthetics and customers' intention to use self-service kiosks, while kiosk aesthetics also has a significant positive effect on intention to use. These results imply that when customers perceive kiosk systems as reliable and visually appealing, they are more likely to develop a stronger intention to use them.

Table 6. Structural Model: Direct Paths

Hypothesis	β	SE	t	p	95% Confidence Interval		Decision
Direct Effect					2.50	97.50	
H1. Technology Trust -> Intent to Use Quick Restaurant Self-Service Kiosks	0.356	0.061	5.835	<.001	0.235	0.476	Not Supported
H2. Technology Trust -> Quick Restaurant Self-Service Kiosks Aesthetics	0.683	0.033	20.656	<.001	0.616	0.744	Not Supported
Quick Restaurant Self-Service Kiosks Aesthetics -> Intent to Use Quick Restaurant	0.396	0.058	6.763	<.001	0.28	0.51	

With the model fit established, the structural model was evaluated to determine whether the hypothesized relationships among the variables are statistically significant. As shown in Table 6, Technology Trust has a significant positive effect on Intent to Use ($\beta = 0.356$, $t = 5.835$, $p < 0.001$). This means that when customers perceive the kiosk as reliable and secure, their intention to use it increases. This finding aligns well with the Technology Acceptance Model proposed by Fred Davis, which emphasizes that positive system beliefs lead to stronger behavioral intentions. Also, with the previous studies showing that technology trust plays a direct role in shaping users' intention to use quick restaurant self-service kiosks, the higher trust in kiosks leads to greater intention to adopt and continue using them (Wongyai et al., 2024). Now onto the Technology Trust and QSR Self-Service Kiosk Aesthetics, it has a significant effect by having s ($\beta = 0.683$, $t = 20.656$, $p < .001$). This indicates that users who feel confident about the technology tend to perceive its design and interface more positively. Thus, trust not only affects intention directly, but it also shapes how users interpret the visual and other aesthetic elements of the quick self-service kiosk. When users believe the system works properly, they are more likely to view its layout and appearance as organized and appealing. This also implies that aesthetic design is not a superficial concern but is intrinsically tied to the formation of core technology trust. This is consistent with the findings of Denison-Day et al. [29], stating that users who found the interface or system visually attractive were more likely to have positive opinions about the system, proving that aesthetics and trust work together in influencing whether users intend to use them.

Furthermore, both Technology Trust ($\beta = 0.356$, $t = 5.835$, $p < .001$) and Quick Restaurant Self-Service Kiosks Aesthetics ($\beta = 0.396$, $t = 6.763$, $p < .001$) exhibit significant positive direct effects on Intent to Use Quick Restaurant Self-Service Kiosks. Since all the paths show $p < .001$ and high t -values, it means that the relationships tested in the structural model are statistically significant. In other words, the hypothesized relationships between the variables were not supported or simply rejected. These findings suggested that users who trusted self-service kiosks were more likely to have positive perceptions of the kiosk's visual design, which further encouraged their intention to use the technology. This indicated that users' acceptance of self-service kiosks was influenced not only by their trust in the technology but also by how they perceived its aesthetic features during the interaction process.

Table 7. Structural Model: Indirect Paths

Hypothesis	β	SE	t	p	95% Confidence Interval		Mediation Type	Decision
Mediation					2.50	97.50		
H3. Technology Trust -> Quick Restaurant Self-Service Kiosks Aesthetics -> Intent to Use Quick Restaurant Self-Service Kiosks	0.27	0.04	6.728	0	0.192	0.349	Partial	Not Supported

This analysis states that the mediating role of QSR Self-Service Kiosk Aesthetics, as seen in Table 7, the indirect effect of Technology Trust on Intent to Use through kiosk aesthetics is statistically significant ($\beta = 0.27$, $t = 6.728$, $p < .001$), indicating partial mediation. This means that Technology Trust influences Intent to Use both directly and indirectly through aesthetics. In simpler terms, trust strengthens intention on its own, but it also enhances users' aesthetic perception, which further increases their intention to use the kiosk. This finding supports the Stimulus–Organism–Response (S-O-R) framework developed by Mehrabian and Russell, where kiosk aesthetics acts as the stimulus, technology trust represent the internal organismic evaluation, and Intent to Use is the behavioral response.

From these, it can be understood that for a quick restaurant, self-service kiosks in Mandaluyong City, technological reliability alone is not enough. While trust builds the foundation, the visual and experiential quality of the kiosk strengthens the transition from trust to actual usage intention. Therefore, adoption is influenced not only by functionality but also by how the technology is presented and experienced.

Now, these results indicate that kiosk aesthetics have a significant role to play in shaping customers' intention to use self-service kiosks in quick-service restaurants. Among the aesthetic dimensions, visual appeal has shown a high level of influence on behavioral intention. It has been found that technology trust has a role to play in shaping customers' perception of kiosk aesthetics. Customers' trust in the ability, benevolence, and integrity of technology has a high impact on their perception of simplicity and visual design of the kiosk. This has a high impact on shaping customers' intention to use the kiosk, as it enhances customers' perception of its usefulness and ease of use. The results did not support the conceptual framework of the study, which proposed that kiosk aesthetics does not act as a mediating variable between technology trust and customers' intention to use the technology.

It confirms the relationships proposed in the conceptual framework that shows Technology Trust influences customers' intention to use self-service kiosks both directly and indirectly through kiosk aesthetics, as can be seen in Figure 2. When customers perceive the kiosk as reliable and trustworthy, they tend to evaluate its visual appeal and simplicity more positively. These aesthetic perceptions enhance perceived usefulness and ease of use, which strengthen their intention to use the technology. This validates the framework's proposed pathway that trust shapes aesthetic evaluation, which in turn leads to stronger behavioral intention to use the kiosk.

PLS-SEM results validate the mediation model proposed in the conceptual framework, positioning kiosk aesthetics not merely as an external design factor but as a core pathway through which technology trust influences technology adoption behavior. According to the studies mentioned earlier by Preßler et al. [30], who identified aesthetics as influencing

satisfaction and intention, their work primarily treated it as a direct predictor. This present study further deepens this understanding by demonstrating that aesthetics function as a mediating pathway that strengthens the impact of trust on usage intention.

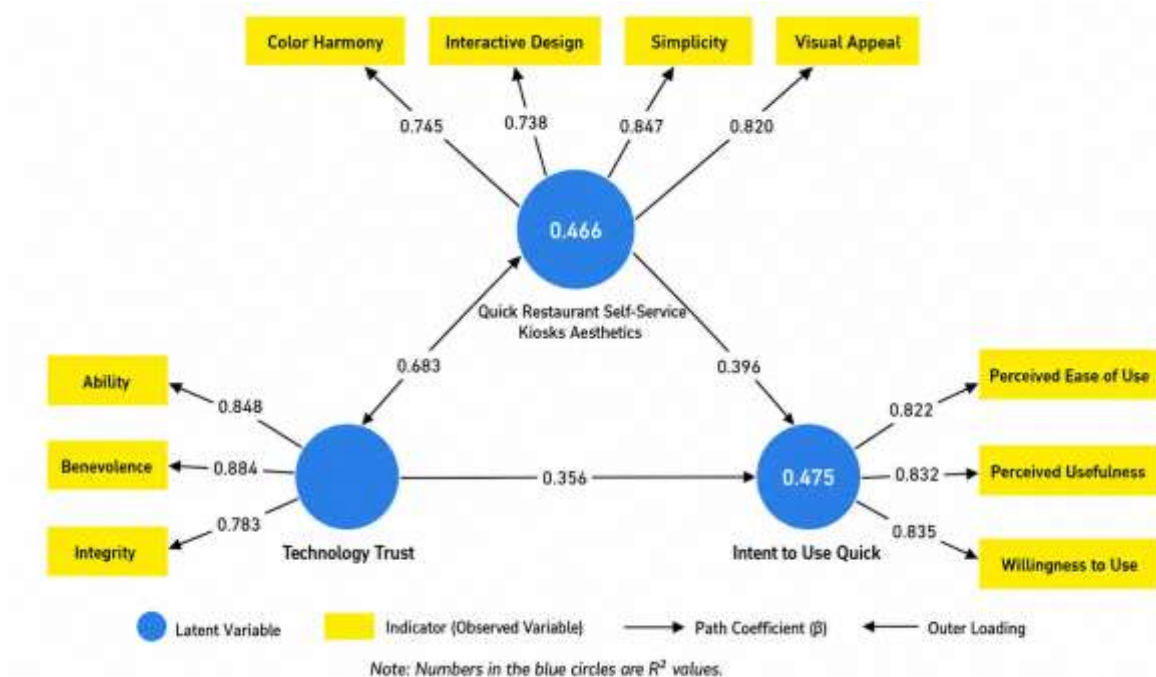


Fig. 2. PLS-SEM Results for Intention to Use Quick Restaurant Self-Service Kiosks

Conclusion

The findings of the study lead to the conclusion that young, highly educated, technology-familiar individuals with modest income, who are active users of self-service kiosks, and whose strong trust in the technology, across the dimensions of ability, benevolence, and integrity, significantly influence their behavioral intentions. The respondent perceives kiosk aesthetics to be highly favorable in terms of visual appeal, simplicity, color harmony, and interactive design, and these aesthetic perceptions are positively associated with both technology trust and intent to use. These results further confirm that technology trust has a significant positive relationship with every dimension of perceived usefulness, perceived ease of use, and willingness to accept the kiosks. In addition to this, quick restaurant self-service kiosks' aesthetic design also plays a partial mediation role in the relationship between technology trust and the intention to use the kiosks. This implies that although trust directly enhances customers' intention to use quick restaurant self-service kiosks, the aesthetic appeal of the system would also have a positive influence on the customers' intentions to use the kiosks. Overall, the study shows the combined importance of building technology trust and investing in appealing kiosk design to enhance customer adoption in quick-service restaurant settings.

Conflict of Interest

The authors declare no conflict of interest.

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