

# Entrepreneurship and self-service technologies as a driver of customer loyalty to the retailer during the COVID-19 pandemic

Customer  
loyalty to the  
retailer

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Received 23 April 2023

Revised 4 July 2023

2 August 2023

27 August 2023

Accepted 21 October 2023

## Abstract

**Purpose** – This research aims (i) to assess the level of customer satisfaction and loyalty to self-service technologies and Auchan Retail Portugal, (ii) to identify the determinants of customer satisfaction and loyalty to these technologies and also, (iii) to identify their influence on customer loyalty to this modern distribution retailer operating in Portugal.

**Design/methodology/approach** – A conceptual model was defined to meet the research objectives and to carry out the quantitative analysis applied to the random sample ( $n = 483$ ) of customers. The data used were gathered via an online questionnaire survey, which covered all dimensions of the conceptual model, applied in 2021 in Portugal. To validate the hypotheses, Cronbach's alpha and multiple linear regression models were used.

**Findings** – The results reveal that customer satisfaction with self-service technologies has a direct and positive effect on customer loyalty to Auchan Retail Portugal. Furthermore, results reveal that the technology utility factors significantly influence the customer technology experience which has an impact on perceived service quality and perceived risk. The findings of this research provide data on how to improve customer adoption and satisfaction with self-service technology and highlight that these technologies should be part of firm's competitive strategy.

**Originality/value** – This study presents itself as a novelty for science, while granting important contributions to the retailer. It presents an innovative conceptual model that delivers to Auchan the basis for it to move toward smart retail technologies, aiming at the market trend of personalization. For future research, this study can be used as an instrument to evaluate the customer experience with self-service technology and to examine the determinants and effects of self-service technology separately.

**Keywords** Entrepreneurship, Self-service technologies, Mobile applications, Loyalty, Customer experience, Retail

**Paper type** Research paper



This work was financially supported by the Research Unit on Governance, Competitiveness and Public Policies (UIDB/04058/2020) + (UIDP/04058/2020), funded by national funds through FCT - Fundação para a Ciência e a Tecnologia.