

Understanding new technology adoption: investigating the mediating effects of attitude toward self service technology (SST) on antecedent beliefs and intention to use SST: a comparison study to facilitate transaction and SST with customer service purpose = Memahami proses adopsi teknologi baru: meneliti efek mediasi dari attitude terhadap self-service technology (SST) pada antecedent beliefs dan intention to use: membandingkan SST untuk memfasilitasi transaksi dan SST untuk customer service

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Abstrak

Teknologi memiliki peran yang signifikan dalam membentuk lansekap dari industri ritel. Kemajuan teknologi dalam proses pemberian pelayanan telah mempengaruhi proses interaksi antara konsumen dengan perusahaan. Namun, investasi teknologi tersebut tidak akan memberikan hasil maksimal jika tidak digunakan oleh konsumen. Penelitian ini bertujuan untuk menjelaskan pengaruh mediasi dari Attitude terhadap Self-Service Technology pada hubungan antara Antecedent Beliefs dan Intention to Use dengan cara lintas studi. 102 partisipan dengan beragam faktor demografi digunakan untuk menguji hipotesa bahwa Ease of Use dan Usefulness mempengaruhi Attitude secara positif, Need for Interaction dan Risk mempengaruhi Attitude secara negatif, dan Attitude terhadap Self-Service Technology memediasi hubungan antara Antecedent Beliefs dan Intention to Use.

Hasil dari penelitian ini mengindikasikan bahwa Ease of Use dan Usefulness adalah faktor utama yang mempengaruhi Attitude terhadap Self-Service Technology. Secara tak terduga, hasil penelitian ini juga mengindikasikan bahwa Risk mempengaruhi Attitude secara positif dan Need for Interaction merupakan satu-satunya faktor signifikan yang mempengaruhi Attitude terhadap Self-Service Technology yang berfungsi untuk memfasilitasi proses transaksi. Penelitian ini juga mendiskusikan eksplorasi lebih jauh dan saran untuk penelitian selanjutnya, dengan implikasi hasil penelitian untuk perusahaan dalam merencanakan dan mengelola Self-Service Technology.

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Technology has played a significant role in shaping the landscape of retail industry. The advancement of technology in service delivery has affected the way customers interact with company. However, this capital invested by company will not pose its true benefits if not utilized by customers. This research attempted to elaborate the mediation influence of attitude towards Self Service Technology on the relationships between antecedent beliefs and intention to use Self Service Technology by using a cross sectional study. A sample of 102 individuals in a range of varied demographics was used to test the hypotheses that ease of use and usefulness positively influence attitude, need for interaction and risk negatively influence attitude, and that attitude towards Self Service Technology mediates the relationships between antecedent beliefs and intention to use Self Service Technology.

The results indicated that ease of use and usefulness are key determinants affecting people's attitude towards Self Service Technology. Unexpectedly, results suggested that perceived risk positively influences attitude towards Self Service Technology and that the need for interaction was found to be significant only to predict

the attitude towards Self Service Technology facilitating transaction. Further exploration is elaborated, and the suggestions for future research avenues are discussed with practical implications of the findings critical for firms in planning and managing their Self Service Technologies.