

SELF-SERVICE TECHNOLOGY (SST) ACCEPTANCE ANALYSIS IN RESTAURANTS IN INDONESIA BY USING TECHNOLOGY ACCEPTANCE MODEL (TAM)

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Abstract – Self-Service Technology (SST) Acceptance Analysis in Restaurants in Indonesia by Using Technology Acceptance Model (TAM)

This study aims to determine the acceptance of consumers regarding the use of Self-Service Technology in restaurants in Indonesia. The study was conducted by distributing questionnaires to 150 respondents who have used Self-Service Technology, both in Indonesia and abroad. The result of research shows that the most influence of one's acceptance to Self-Service Technology (SST) in restaurants in Indonesia is Perceived Ease of Use and Perceived Enjoyment. Self-Service Technology (SST) in restaurants in Indonesia should be easy to use and can provide fun for its users.

Keywords: Technology Acceptance Model (TAM), Self-Service Technology, Restaurant

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