INTERPERSONAL SERVICE QUALITY AND ITS INFLUENCE ON SELF-SERVICE TECHNOLOGY ADOPTION IN DINE-IN RESTAURANTS

THESIS

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We hereby declare that this Thesis is from student's own work, has been read and presented to IPMI Institute Board of Examiners, and has been accepted as part of the requirements needed to obtain a Master of Business Administration degree and has been found satisfactory.

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This Thesis is a presentation of our original research work. Wherever contribution of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

Also, this work is being submitted in partial fulfillment of the requirements for the Master of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 28 February 2025

Teddy Darmadi Suwadji

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ABSTRACT

This study aims to investigate the impact of interpersonal service quality on the adoption of self-service technology (SST) in dine-in restaurants to help extend the understanding of how consumers' interaction with service staff could influence their intention to use SST. SSTs are becoming increasingly popular globally, yet they have not been widely adopted in Indonesia's dine-in sector. This is in contrast to the high demand for app-based food delivery platforms in the country. The lack of research on this topic has prompted this study to examine how the quality of interactions with wait-staff influences consumers' willingness to adopt SSTs in Indonesia's dine-in restaurants. An online survey was developed and distributed to randomly selected respondents in the Greater Jakarta Area. A total of 112 responses were used for the data analysis using PLS-SEM. The research framework used is the Unified Theory of Acceptance and Use of Technology (UTAUT), which analyzes factors such as Performance Expectancy, Effort Expectancy, and Social Influence. These factors were examined along with the moderating variable of Interpersonal Service Quality (ISQ) and Facilitating Conditions (FC). The results indicate that the performance expectancy, effort expectancy, and social influence positively mediates the intention of using SST. The moderating effects of ISQ and FC were not supported to have any effects on the relation between customer's intention to use toward actual use. This study also provides recommendations for business owners on effectively incorporating SST in their restaurants to enhance customer experience and improve operational efficiency.

KEYWORDS: Dine In Restaurant, UTAUT, Self Service Technology, Self Ordering System, Interpersonal Service Quality