

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Based on the research conducted to evaluate and analyze the study's hypotheses, the following conclusions can be drawn regarding the study's findings:

5.1.1 Performance Expectancy and Intention to Use SST

The findings indicated that Performance Expectancy (PE) had a significant positive effect on the intention to use Self-Service Technology (SST). This suggested that diners who believed SST improved efficiency, sped up ordering, and enhanced their ability to customize their meals were more likely to adopt the technology. The results aligned with prior research, emphasizing that PE was a strong predictor of technology adoption and positively influenced Intention to Use (BI) (*Venkatesh et al., 2003*).

5.1.2 Effort Expectancy and Intention to Use SST

Effort Expectancy (EE) also exhibited a positive effect on the intention to use SST. Users who found SST easy to navigate, intuitive, and user-friendly were more inclined to use it. This reinforced the idea that ease of use reduced cognitive effort, making technology adoption more likely, and aligned with prior research that indicated EE positively influenced BI (*Venkatesh et al., 2003*).

5.1.3 Social Influence and Intention to Use SST

The study found that Social Influence (SI) significantly affected the intention to use SST. Diners were influenced by their peers, family, and societal trends when deciding whether to adopt SST. The perception that using SST was associated with modern dining habits and technological sophistication encouraged

users to engage with the system. This aligned with prior research that indicated SI positively influenced BI (*Venkatesh et al., 2003*).

5.1.4 Intention to Use SST and Actual Use of SST

The results confirmed that the intention to use SST positively impacted its actual use. This aligned with behavioral intention theories, suggesting that higher intent translated into actual technology adoption. These findings also aligned with prior research that indicated BI positively influenced the Actual Use of SST (UB) (*Venkatesh et al., 2003*).

5.1.5 Moderating Effect of Interpersonal Service Quality

A novelty and key finding of this study was the moderating role of Interpersonal Service Quality (SQ) in SST adoption. Contrary to traditional assumptions and previous literature, which suggested that high-quality human service might reduce SST adoption, the findings indicated that interpersonal service quality did not moderate this relationship.

The results suggested that customer service quality did not influence whether customers follow through with their intention to use SST, meaning that whether service quality was improved or removed, it did not influence the likelihood of adopting self-service technology.

5.1.6 Moderating Effect of Facilitating Conditions

Another novelty introduced in this study, diverging from previous theories, was that Facilitating Conditions (FC) did not significantly moderate the relationship between BI and UB.

This indicated that the presence of external support systems, such as help desks or infrastructure, did not influence whether customers follow through with their intention to use SST, that means customers with the intention to use self-service technology ultimately proceeded to actual usage, facilitating condition existence did not increase or decrease customers' likelihood of adopting self-service technology.

5.2 Recommendations

5.2.1 Implication of this study

The implications of this research can be categorized into theoretical implications and practical implications for businesses.

5.2.1.1 Theoretical Implications

This study contributes to the growing body of literature on technology adoption in the hospitality industry by expanding the UTAUT model. The research introduces ISQ as a moderating factor, to measure whether SST adoption leads to reduced reliance on human service.

This study also exploring the novelty of changing the FC to be a moderating factors in the relation of BI and UB, to find out whether adequate technical support, guidance, and ease of use will affect the customer's intention.

Based on the result, this study also confirms previous researches hypotheses from UTAUT and Technology Acceptance Model (TAM) theories, reinforcing the idea that once a user develops a strong intention to use a technology, they are highly likely to follow through with actual usage. This supports existing literature that intention is the primary driver of behavior in technology adoption (*Venkatesh et al., 2003; Davis, 1989*). Future models of technology adoption should continue to emphasize the importance of strengthening user intention, as this is the most critical factor in predicting technology usage.

Also, this study confirms that PE, EE, and SI influences the BI, aligned with the original theory. This study however also shows that even though users expect technology to be both useful and easy to use, but their decision to adopt it is more strongly influenced by social factors. Future studies should explore the interplay between social influence and usability perceptions. Researchers may investigate whether social validation enhances perceived usefulness, leading to higher adoption rates.

Although the moderating effect of FC in this study is insignificant, previous research on the UTAUT model by Venkatesh et al. (2013) suggests that FC is a significant predictor of UB. This discrepancy may be due to the industry context of this study, where SST is generally designed for customer self-reliance. In contrast, models predicting technology adoption in industries such as enterprise software—where users often require technical support—may still consider FC as a key determinant.

5.2.1.2 Practical Implications

The study offers several insights for restaurant owners, technology providers, and hospitality businesses that aim to enhance SST adoption.

1. Enhancing User Experience with SST

Since EE plays a crucial role in adoption, businesses should ensure that SST is intuitive, responsive, and efficient. Restaurants should focus on improving the design and ease of use of their self-service kiosks, mobile apps, and digital menus.

2. Staff Training for SST Assistance

Although SQ did not significantly influence SST adoption, restaurant managers should train their staff to assist customers with SST rather than viewing it as a replacement for human service. The results indicate that BI strongly predicts UB. To enhance PE and EE—thereby increasing BI—staff should actively communicate the benefits of SST to customers. This approach ensures that customers feel supported, particularly first-time users or those unfamiliar with SST.

3. Leveraging Social Influence for Wider Adoption

Since SI significantly affects SST adoption, businesses should use marketing strategies, digital campaigns, and in-store promotions to encourage customers to use SST. For example, incentives such as

discounts for first-time SST users or loyalty points for frequent users can drive adoption.

4. Investing in Digital Literacy and Customer Education

Many customers hesitate to use SST due to unfamiliarity. To encourage adoption, restaurants can provide short tutorials, visual guides, or interactive demonstrations. Additionally, placing staff near SST kiosks to assist hesitant customers can boost user confidence. This approach ensures that BI translates into actual UB. As more customers adopt and expect SST in their dining experience, restaurants will be more inclined to implement SST in their establishments.

5.2.2 Limitation

This study acknowledges several limitations exist within. These limitations highlight areas where further research can be conducted to enhance the understanding of SST adoption.

1. Limited Geographic Scope

This study was conducted within the Greater Jakarta area, focusing on diners who have used SST in restaurants. While this region provides a relevant setting due to its technological infrastructure and restaurant market, the findings may not be generalizable to other regions in Indonesia, particularly rural areas where SST adoption may be lower due to technological constraints or cultural differences.

2. Sampling Method & Size Constraints

The study employed non-probability convenience sampling, meaning respondents were selected based on accessibility rather than random selection. This approach may introduce sampling bias, as respondents are likely to be individuals already familiar with technology, potentially leading to a higher likelihood of favorable responses toward SST adoption. Additionally, the study's sample size was limited to 112 respondents,

which may affect the generalizability of the findings. Furthermore, data collection relied on survey questionnaires, introducing the possibility of response bias, where respondents may have provided socially desirable answers rather than fully accurate reflections of their behavior.

3. Limited Examination of Long-Term Adoption Trends

This study provides a cross-sectional snapshot of SST adoption at a single point in time. However, customer attitudes and behaviors toward SST may evolve over time due to new technology developments, economic changes, or shifts in restaurant industry trends. Currently growing AI technology might be affecting how customer interact with the self-service technology. Future research could compare both rate of adoption for unassisted and AI assisted self-service technology.

4. Exclusion of Other External Factors

This study primarily focused on individual user behavior and perceptions. However, several external factors may also influence SST adoption, including Restaurant type (fine dining vs. casual dining), Pricing strategies (discounts for SST users vs. traditional service pricing), Government policies and industry regulations. These external factors were not deeply examined in this study, which limits a holistic understanding of SST adoption.

5. Model Limitation

This study acknowledge the limitation of the model presented. Based on the result calculated by the statistical software, the relation of FC and SI generated high HTMT ratio. This suggests that respondents may perceive FC and SI as overlapping concepts, leading to a lack of discriminant validity between them. This further confirmed by the Cross Loading report that FC and SI load significantly onto each other. Reader should take this result carefully with that in mind.

5.2.3 Recommendations for Future Research

With the limitation and the findings this study collects, there are some recommendations that might be considered for future research:

1. It is recommended that future research should expand the study to other cities or rural areas to compare SST adoption across different demographics and locations. SST adoption may vary in other cities and rural areas where digital literacy, infrastructure, and customer preferences differ.
2. Future research should conduct longitudinal studies to track changes in customer attitudes, satisfaction, and behavior toward SST over multiple years, because customer attitudes and behaviors toward SST may change over time due to technological advancements and shifting restaurant trends.
3. Future research should analyze how business strategies and policies impact SST adoption, such as pricing strategies and promotions (e.g., discounts for SST users), government regulations on digital payments (like newly released QRIS payment standard in Indonesia).
4. The current questionnaires do not assess the respondents' level of experience with technology, which may introduce bias, particularly from those less familiar with technology, potentially leading to more negative responses toward SST adoption. To address this limitation, future research could include questions measuring technological experience to help reduce bias and provide a more accurate understanding of adoption behavior.