

Pengaruh anxiety, crowding, dan time pressure terhadap penerimaan teknologi public self-service: studi kasus: mesin penjual tiket commuter otomatis = The influences of anxiety crowding and time pressure in public self service technology acceptance: case study: commuter line ticket vending machine

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Abstrak

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Kebijakan Pemerintah Kota untuk mengurangi kemacetan mendorong penggunaan moda transportasi publik seperti Commuter Line. Saat ini Commuter Line sudah menjadi bagian dari aktivitas sehari-hari masyarakat Jabodetabek, namun persepsi masyarakat tentang kualitas layanan masih sangat beragam. Hal tersebut mendorong PT. KAI Commuter Jabodetabek terus meningkatkan kualitas jasa salah satunya dengan mengadopsi SST berupa mesin penjual tiket commuter otomatis C-VIM untuk meningkatkan efisiensi dan efektivitas dalam bertransaksi dan tentunya menarik minat masyarakat untuk beralih ke transportasi publik dalam rangka mendukung kebijakan Pemerintah Kota. Penelitian ini didesain untuk mengetahui penerimaan masyarakat pengguna jasa Commuter Line terhadap suatu teknologi baru dengan meneliti pengaruh kegelisahan anxiety, keramaian crowding, dan tekanan waktu time pressure terhadap niat untuk menggunakan kembali intention to use. Responden dalam penelitian ini berjumlah 160 penumpang commuter line Jabodetabek yang pernah menggunakan mesin penjual tiket commuter otomatis C-VIM. Sebuah model penelitian dengan 9 hipotesis diuji dengan metode Structural Equation Modeling SEM untuk mengetahui hubungan antara kegelisahan technology anxiety, keramaian perceived crowding, dan tekanan waktu perceived time pressure

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ABSTRACT

The Government's policy to reduce congestion has encouraged public's use of Commuter Line. Though Commuter Line has become a part of everyday activities for people lived in Jabodetabek, yet the society's perception of service quality is still vary. It encourages PT. KAI Commuter Jabodetabek to continue to improve its service quality by adopting an SST like commuter line ticket vending machine C VIM to somehow be able to increase the efficiency and effectiveness of transaction and of course, attracting public to actually shift to public transportation, to support the policy of the City Government. This study is designed to understand the acceptance of the commuter line users's acceptance towards a new technology by investigating the influence of anxiety, crowding, and time pressure on their intention to use. The total amount of 158 passengers of commuter line Jabodetabek are involved in this research, those are passengers who have already experienced or used the commuter line ticket vending machine C VIM. This research contained 9 testable hypotheses and used the Structural Equation Modeling SEM method to analyze the relationship between technology anxiety, perceived crowding, and perceived time pressure.