

Analisis peranan antecedent beliefs terhadap sikap dan keinginan untuk adopsi self-service technology: studi kasus layanan myGrapari = The analysis of roles of antecedent beliefs towards attitude and intention to adopt towards self service technology: sase study myGrapari

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Abstrak

ABSTRAK

Self service technology SST cukup banyak tersedia di Indonesia, myGraPARI merupakan satu-satunya SST dibidang telekomunikasi. Penelitian ini ditujukan untuk mengetahui peranan dari antecedent belief terhadap sikap dan kecenderungan untuk adopsi myGRaPARI. Antecedent belief pada penelitian ini yaitu perceived ease of use, perceived usefulness, need of interaction dan perceived risk sebagai variabel endogen. Sikap pada penelitian ini berfungsi sebagai variabel mediasi terhadap kecenderungan untuk adopsi. Penelitian ini melibatkan 145 responden, dan data penelitian diproses dan dianalisis menggunakan metode Structural Equation Modeling SEM . Temuan dari penelitian ini yaitu perceived ease of use, dan need of interaction tidak signifikan memepengaruhi sikap konsumen unuk adopsi SST, namun perceived usefulness dan perceived risk signifikan berpengaruh terhadap sikap konsumen untuk adopsi SST.

ABSTRACT

We can found Self Service Technology SST easily in Indonesia. One of SST is myGraPARI, a SST in telecommunication. This research is to explore the roles of antecedent belief toward attitude and intention to adopt toward myGraPARI. The antecedent beliefs in this research are perceived ease of use, perceived usefulness, need of interaction and perceived risk as endogen variable. Attitude as mediating variable toward intention to adopt. This research engaged 145 respondents, the data was processed and analyzed with Structural Equation Model SEM . The findings in this research are perceived ease of use, and need of interaction have not significant influence toward attitude to adopt. However, Perceived Usefulness and Perceived risk have significant influence to attitude towards intention to adopt.