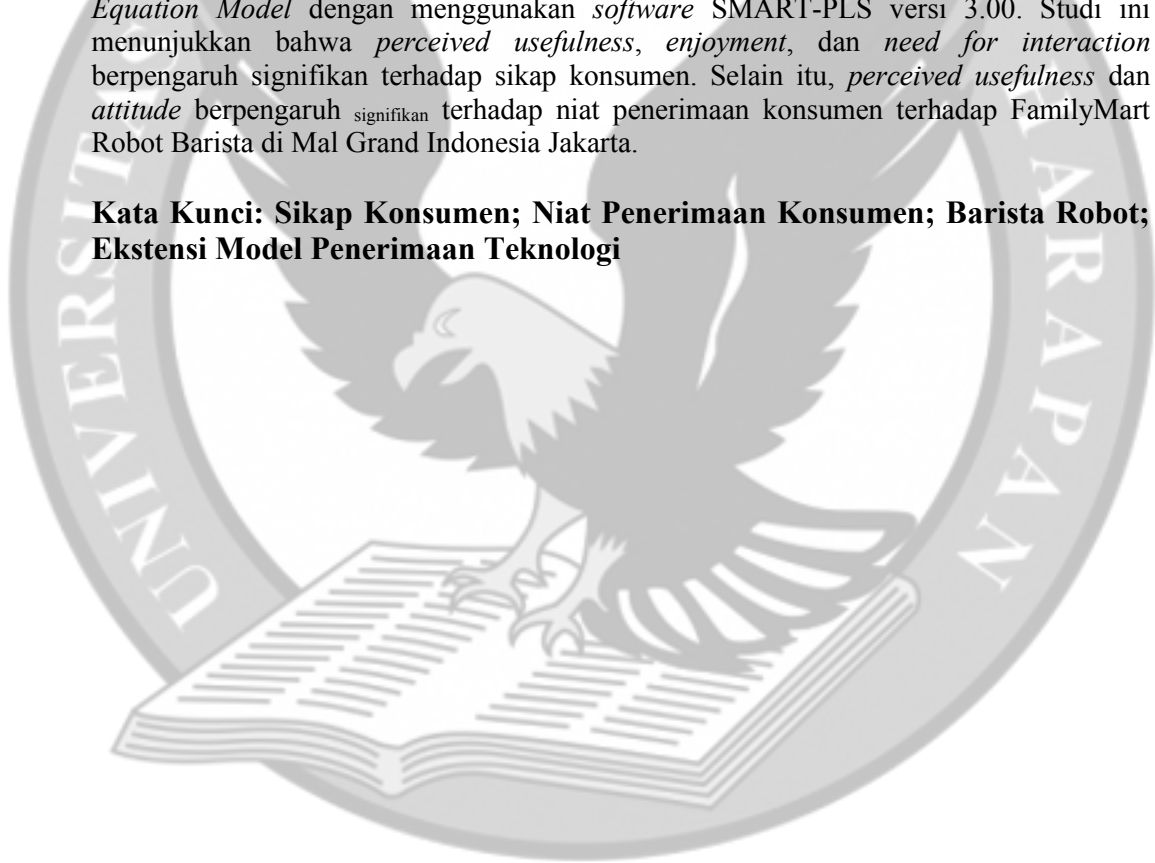


ABSTRAK

Seiring berjalannya waktu, industri jasa makanan dan minuman telah terintegrasi teknologi untuk menawarkan layanan yang lebih nyaman dan pengalaman bersantap yang menyenangkan. Saat ini teknologi tersebut telah terintegrasi dengan robotika, dimana salah satu contohnya adalah barista robot. Barista robot membantu meningkatkan produktivitas dan efisiensi penyampaian layanan. Pemanfaatan barista robot meningkat sejak pandemi COVID-19. Namun barista robot masih tergolong baru di Jakarta, dimana hanya terdapat FamilyMart di Mal Grand Indonesia yang sudah memanfaatkannya. Penelitian ini bertujuan untuk menguji sikap dan niat penerimaan pelanggan terhadap Barista Robot FamilyMart di Mal Grand Indonesia Jakarta dengan menyelidiki faktor-faktor yang mungkin mempengaruhinya: *perceived usefulness*, *enjoyment*, *need for interaction*, *perceived risk*, dan *perceived innovativeness*. Selain itu, diharapkan juga bahwa penelitian ini dapat membantu pemilik usaha makanan dan minuman yang ingin memanfaatkan barista robot dalam mengelola usahanya serta untuk meningkatkan pelayanan kepada para pelanggan di masa depan. Penelitian ini menggunakan metode kuantitatif dengan menyebarkan kuesioner kepada 160 responden untuk memperoleh data primer, yang kemudian data tersebut dianalisis melalui pendekatan *Partial Least Square - Structural Equation Model* dengan menggunakan *software* SMART-PLS versi 3.00. Studi ini menunjukkan bahwa *perceived usefulness*, *enjoyment*, dan *need for interaction* berpengaruh signifikan terhadap sikap konsumen. Selain itu, *perceived usefulness* dan *attitude* berpengaruh signifikan terhadap niat penerimaan konsumen terhadap FamilyMart Robot Barista di Mal Grand Indonesia Jakarta.

Kata Kunci: Sikap Konsumen; Niat Penerimaan Konsumen; Barista Robot; Ekstensi Model Penerimaan Teknologi



ABSTRACT

As time goes by, the food and beverage service industry has integrated technology to offer a more convenient service and a pleasant dining experience. Nowadays, this technology has integrated with robotics, one of which is robot barista. Robot barista helps to increase service delivery productivity and efficiency where its utilization has increased since the COVID-19 pandemic. However, robot barista is still highly new in Jakarta, where only FamilyMart in Grand Indonesia Mall Jakarta that has utilized it. This study aims to examine the customers' attitude and acceptance intention toward FamilyMart Robot Barista in Grand Indonesia Mall Jakarta by investigating the factors that might influence it: perceived usefulness, enjoyment, need for interaction, perceived risk, and perceived innovativeness. Furthermore, it is to help future food and beverage business owners that would like to utilize robot baristas in managing their business to increase services to the customers. This study uses the quantitative method by distributing questionnaires to 160 respondents to obtain primary data, which were then analyzed through the Partial Least Square - Structural Equation Model approach using the software of SMART-PLS version 3.00. This study shows that perceived usefulness, enjoyment, and need for interaction significantly affect the consumers' attitudes. In addition, perceived usefulness and attitude significantly affect the consumers' acceptance intention towards FamilyMart Robot Barista in Grand Indonesia Mall Jakarta.

Keywords: Attitude; Acceptance Intention; Robot Barista; Extension of Technology Acceptance Model

