

ABSTRACT

The lack of airport infrastructure is currently considered as a nationwide issue that curbs the development of Indonesia's aviation industry. It has been reported that airports across the country are confronted by significant infrastructure challenges as they fail to keep pace with the soaring number of air travelers, with many international airports, including Soekarno-Hatta International Airport and Juanda International Airport operating at 200-300% beyond their handling capacity. According to Alexandre De Juniac, CEO of IATA (International Air Transport Association), the solution to alleviate congestion does not lie in more complex processes or larger airports, but in harnessing the power of new technology. In order to combat congestion, Juanda International Airport has just deployed self check-in kiosks. The success of the implementation of a technology solely depends on whether it is widely diffused and used by the customers. Therefore, it is highly critical to not only encourage customers to adopt technology, but also encourage them to use it on a continuous basis.

The purpose of this research is to reveal which factors between Technology Readiness, Perceived Usefulness, and Satisfaction has the biggest effect on Continuance Intention on the case study of self check-in kiosks at Juanda International Airport. The sample of this study encompasses 135 respondents within the age of 18 - 60 who have ever used the self check-in kiosks at Juanda International Airport at least once. The sampling method used in this research is non-probability sampling. SPSS version 22.0 was used to analyze the data of this research.

The results showed that Technology Readiness has a positive significant influence on Perceived Usefulness with a regression coefficient of 0.802; Technology Readiness has a positive significant influence on Satisfaction with a regression coefficient of 0.358; Technology Readiness has a positive significant influence on Continuance Intention with a regression coefficient of 0.447; Perceived Usefulness has a positive significant influence on Satisfaction with a regression coefficient of 0.506; Perceived Usefulness has a positive insignificant influence on Continuance Intention with a regression coefficient of 0.049; Satisfaction has a positive significant influence on Continuance Intention with a regression coefficient of 0.353. Therefore, in order to encourage the passengers at Juanda International Airport to use the newly established technology, the airport management should implement strategies to boost Technology Readiness, Perceived Usefulness, and Satisfaction. The two most important strategies that must be undertaken by the airport management is to conduct market research, since technologies must be customer-centric and constantly upgrade the functionalities of the kiosks and enhance its features.

Keywords: Technology Readiness, Perceived Usefulness, Satisfaction, Continuance Intention, Self Check-in Kiosk, Juanda International Airport