

ABSTRAK

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PENGARUH *TECHNOLOGY ACCEPTANCE MODEL* TERHADAP *RE-ACCEPTANCE INTENTION* DARI *ROBOT CAFE FAMILY MART* DI JAKARTA

(73 hal + 17 tabel + 4 gambar)

Perkembangan industri pada era digitalisasi saat ini telah membawa banyak perubahan terutama dalam banyak hal seperti misalnya pada industri makanan dan minuman, dimana inovasi seperti penggunaan robot dalam memproduksi beberapa makanan dan minuman telah diadaptasi dan dapat dijual langsung kepada konsumen, seperti yang terjadi pada pembuatan kopi oleh robot barista di *Family Mart*. Penelitian ini bertujuan untuk menguji pengaruh dari *perceived usefulness*, *perceived enjoyment*, *perceived risk* dan *perceived innovativeness* terhadap *attitude toward robot barista*, serta pengaruh dari *attitude toward robot barista* terhadap *satisfaction* dan pengaruh dari *satisfaction* terhadap *re-acceptance intention*. Penelitian ini dilakukan secara kuantitatif pada 175 responden yang merupakan konsumen dari *robot cafe Family Mart* sebelumnya. Hasil penelitian menunjukkan bahwa *perceived usefulness*, *perceived enjoyment* dan *perceived innovativeness* memiliki pengaruh signifikan dan positif terhadap *attitude toward robot barista*, begitu juga dengan *attitude toward robot barista* memiliki pengaruh signifikan dan positif terhadap *satisfaction*, dan *satisfaction* juga memiliki pengaruh signifikan dan positif terhadap *re-acceptance intention*.

Kata Kunci : *Perceived usefulness*, *Perceived enjoyment*, *Perceived risk*, *Perceived innovativeness*, Robot Barista, Coffee, *Re-acceptance intention*, *Satisfaction*

57 Referensi (2014-2024)

ABSTRACT

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THE EFFECT OF TECHNOLOGY ACCEPTANCE MODEL ON RE-ACCEPTANCE INTENTION OF ROBOT CAFE FAMILY MART IN JAKARTA

(73 pages + 17 tables + 4 figures)

The development of industry in the current digitalization era has brought many changes, especially in many things such as in the food and beverage industry, where innovations such as the use of robots in producing some foods and beverages have been adapted and can be sold directly to consumers, as is the case in making coffee by robot baristas at Family Mart. This study aims to examine the effect of perceived usefulness, perceived enjoyment, perceived risk and perceived innovativeness on attitude toward robot barista, as well as the effect of attitude toward robot barista on satisfaction and the effect of satisfaction on re-acceptance intention. This study was conducted quantitatively on 175 respondents who were consumers of the previous Family Mart robot cafe. The results showed that perceived usefulness, perceived enjoyment and perceived innovativeness had a significant and positive effect on attitude toward robot barista, as well as attitude toward robot barista had a significant and positive effect on satisfaction, and satisfaction also had a significant and positive effect on re-acceptance intention.

Keywords: perceived usefulness, perceived enjoyment, perceived risk, perceived innovativeness, robot barista, coffee, re-acceptance intention, satisfaction

57 References (2014-2024)