



**PERCEIVED EASE OF USE AND PERCEIVED USEFULNESS TOWARD
CONSUMER ATTITUDE IN USING SELF SERVICE TECHNOLOGY IN
KIOSK AT AEON SHAH ALAM**

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NAME	MATRIX NUMBER
MUHAMMAD SHAHRUL AIMAN BIN AHMAD REZA	08DPI18F1005
MUHAMMAD FAIZUL AZAM BIN SAIFUL BAHRIN	08DPI18F1027
MIKAEL HAIKAL BIN AMIR ISKANDAR	08DPI18F1070
FATIN NURLIYANA HANIS BINTI HASAN AZHARI	08DPI18F1030
NUR SYAMSIAH BINTI AHMAD RAM	08DPI18F1004

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CONSUMER ATTITUDE IN SELF SERVICE TECHNOLOGY IN KIOSK AT AEON
SHAH ALAM

SESSION: JUNE 2020

1. We,

MUHAMMAD SHAHRUL AIMAN BIN AHMAD REZA	08DPI18F1005
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MUHAMMAD FAIZUL AZAM BIN SAIFUL BAHRIN	08DPI18F1027
--	--------------

MIKAEL HAIKAL BIN AMIR ISKANDAR	08DPI18F1070
---------------------------------	--------------

FATIN NURLIYANA HANIS BINTI HASAN AZHARI	08DPI18F1030
--	--------------

NUR SYAMSIAH BINTI AHMAD RAM	08DPI18F1004
------------------------------	--------------

are semester 5 student in **Diploma in International Business, Commerce Department, Politeknik Sultan Salahuddin Abdul Aziz Shah, Persiaran U1, 40150, Shah Alam, Selangor.**

2. We acknowledge the project above as the intellectual property and the result from this project is the actual result from our own original effort without doing any plagiarism and impersonating other intellectual property from other parties.
3. We indicate this project intellectual property to 'Politeknik' in order to meet the requirement of passing and awarded by diploma of Diploma in International Business.

Made and acknowledged by:

- | | |
|--|--------------------------|
| a) MUHAMMAD SHAHRUL AIMAN BIN AHMAD REZA
(IC NUMBER: 001213-03-06065) | _____
Shahrul Aiman |
| b) MUHAMMAD FAIZUL AZAM BIN SAIFUL BHARIN
(IC NUMBER: 001014-10-0331) | _____
Faizul Azam |
| c) MIKAEL HAIKAL BIN AMIR ISKANDAR
(IC NUMBER: 001203-10-0293) | _____
Mikael Haikal |
| d) FATIN NURLIYANA HANIS BINTI HASAN AZHARI
(IC NUMBER: 000114-10-0422) | _____
Fatin Nurliyana |
| e) NUR SYAMSIAH BINTI AHMAD RAM
(IC NUMBER: 000727-04-0274) | _____
Nur Syamsiah |

In front of us, **Puan Mazwina Hanim binti Abu Bakar** as our supervisor on this date

_____.

(Puan Mazwina Hanim
binti Abu Bakar)

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Abstract

Self-service technology (SST) is the most common technology that people used in a daily life. It had replaced many jobs that require face to face interaction. Even though this technology had replaced many other jobs, not all customer has a good attitude in using SST. This study is focused on self-service technology which is kiosk autopay in AEON Shah Alam. The purpose of this research is to determine perceived ease of use and perceived usefulness towards consumer attitude in using self-service technology (SST) in kiosk at AEON Shah Alam. There are 302 samples collected among consumer in AEON Shah Alam using Google form. Samples is the representative of the whole population according to '*krejcie and morgan 1970 table*'. Questionnaire was created in google form and distributed among consumer who used kiosk autopay in AEON Shah Alam. TAM model also was adopted in for the study. According to the result, it shows that the perceived usefulness and perceived ease of use of the self-service technology influence consumer attitude in using SST. The result also shows the significant relationship between this two perceives with consumer attitude toward self-service technology. The result of the study can be contributed to the business management. It will give them a better sight about perceived ease of use and perceived usefulness toward consumer attitude in using self-service technology.

Abstrak

Teknologi servis layan diri (SST) adalah teknologi yang sering digunakan oleh pengguna dalam kehidupan seharian mereka. Teknologi ini telah banyak menggantikan pekerjaan yang memerlukan interaksi dua hala. Walaupun begitu, tidak ramai orang khususnya daripada kalangan pelanggan yang mempunyai atitud yang baik dalam menggunakan SST. Kajian ini fokus kepada servis layan diri (SST) secara amnya dan 'kiosk autopay' di AEON Shah Alam secara khususnya. Tujuan kajian ini dilakukan adalah untuk melihat kemudahan dalam penggunaan dan kesenangan dalam menggunakan servis layan diri serta hubung kaitnya dengan perangai pelanggan terhadap SST yang menggunakan kiosk autopay di AEON Shah Alam. Di dalam kajian ini, seramai 302 'sample' telah dipilih secara rawak dalam kalangan pelanggan di AEON Shah Alam. Mereka yang dipilih adalah wakil keseluruhan populasi berdasarkan '*krejcie and morgan 1970 table*'. Borang soal selidik telah dibuat di Google form dan diedarkan kepada pelanggan yang pernah menggunakan kiosk autopay di AEON Shah Alam. TAM Model juga turut diterapkan sebagai asas dalam kajian. Berdasarkan hasil borang soal selidik, ia menunjukkan bahawa kemudahan dan kesenangan dalam menggunakan SST akan mempengaruhi perangai pelanggan. Hasil daripada responden juga menunjukkan hubung kait antara perangai pelanggan dengan servis layan diri (SST). Hasil daripada kajian ini mampu untuk disumbangkan kepada pengurusan penggunaan untuk mendapatkan gambaran yang lebih jelas tentang kemudahan SST dan hubung kaitnya dengan perangai pelanggan mereka.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter is the introduction of the whole research. It is including background of the research, problem statement, research objective, research question, scope of the research, significance of the research, hypothesis of the research, definition of operational terms and research limitation.

1.2 Background of the research

The advancement in Information and Communication Technology (ICT) has transformed the facets of interaction between the service firms and their customers. Business Processes have been modified, and organizations are now working much more efficiently than ever. At the same time, technology has opened a new way of creating customer value (Johnson et al., 2008; Porter and Kramer,2019). Technological advances in various fields influence changes in the implementation of daily activities. The researcher examined effect of perceives in technology towards consumer attitude in using self-service technology specifically in Kiosk Autopay in AEON Shah Alam. This research will be a stepping stone for the researcher to measure the extent of the use of SST (Kiosk Autopay) among consumer in AEON Shah Alam. The researcher did a specific research about Self – Service Technology (SST). Various issues state that the use of self –service technology will affect the decisions and thoughts of customers in making purchases. Self-services technology is a technological interface that enables business provide the best communications to customer when interacting with their respective products and services (Lin and chang, 2011; Meuter et al.,2000; Shin and Perdue,2019). SST enables the operator to produce a service independently without involvement of service employee (Lee and Lyu 2019; Meuter et al.,2000). Futhermore, SST is a proven business model, generating favorable impact towards customer provider (Abdelaziz et al., 2010; Bloom, 1976; Drennen and Drennen ,2011; Dabholkar et al., 2003; Kamarudin , 2017 ; Yang and Klassen , 2008)

By the development of various technology in self-service especially in Kiosk Self Service, it will make the business process become much more convenient. It can be seen in the transaction process in kiosk autopay. The payment is much faster for consumer to use. SST also help businesses to reduce their costs such as cost in staff training, equipment, and

communication (Leung & Matanda, 2013). Even though there is a lot of research relating to SST, there is a little that related between SST and consumer attitude. Because of this, the researcher intent to do a specific study to find out how technology will affect consumer attitude. The purpose of this study is to determine 'Perceive Ease of Use (PEOU) and Perceive of Usefulness (POU) Toward Consumer Attitude in Using Self-Service Technology (Kiosk autopay) In AEON Shah Alam'. Model the researcher used in completing this research is Technology acceptance model (TAM).

Kiosk Autopay is one of the common SST that people used nowadays. The role conflict between employees and customer also emanated because of increased technology interface (Griffy - Brown, Chun & Machen, 2008). Kiosk will give a space for consumer to complete a simple transaction such as paying a parking ticket. Other than giving consumer space, it also helps companies to reduce operating cost like training, real estate, equipment, communications and scaling up" (canbase website, 2003, Hall 2004). Due Choosing, implementing and managing effective SST's is a challenging task for most firms. There are many unknowns (Heresniak, 1997, Ceriello, 2000, Bitner, 2001).

1.3 Problem Statement

Self – service technology are technological interfaces that allow consumer to produce services independent of direct involvement from service staff (Meuter, Ostrom, Roundtree and Bitner 2000). Nowadays, many people are using technology in their daily life. We can see how often they use technology based on how frequent they are using their gadget. Some of these technologies also had replaced human in some job especially in service sector.

The benefits of Self – Service Technologies (SST) from the perspective of firm and customer are many (Lee & Allaway, 2002), however customer who are used to personal assistance in their service encounters may be less eager or could resist of adopting self – service technologies even though the service appeared with a lot of benefit. The consumer also might get uncomfortable using SST because of the less understanding using this technology. Because of this less eagerness and feeling uncomfortable among customer towards SST, the researcher would like to investigate either the perceived of usefulness and perceive ease of use might affecting the consumer attitude in using self-service technologies.

1.4 Research Objectives

- To determine level of perceive ease of use, perceive usefulness and consumer attitude toward SST.
- To identify significant relationship between perceived ease of use toward consumer attitude in using SST.
- To identify significant relationship between perceived usefulness toward consumer attitude in using SST.

1.5 Research Questions

- What is the level of perceive ease of use, perceive usefulness and consumer attitude toward SST?
- Is there any significant relationship between perceive ease of use and consumer attitude towards SST?
- How does perceived usefulness factor inference in relationship with consumer attitude toward SST?

1.6 Research Hypothesis

Hypothesis 1: There is a significant positive level of perceive ease of use, perceive usefulness and consumer attitude in using SST.

Hypothesis 2: There is a significant positive relationship between perceive ease of use and consumer attitude toward SST.

Hypothesis 3: There is a significant positive relationship between perceive usefulness and consumer attitude toward SST.

1.7 Scope of the Research

This study focused on people who use kiosk autopay in AEON, Shah Alam. The main purpose of this study is to identify the two perceives (perceive ease of use and perceive usefulness) and in relationship with consumer attitude. Sample was collected by using a probability which were chosen randomly by population in Shah Alam.

Instead of perceive usefulness and perceive ease of use, scope of this research also focused on the consumer attitude and what it affects towards self-service technology. Consumer satisfaction and consumer commitment is particularly important for service organization because of inherent characteristics of service such as intangibility (Szymanski & Henard, 2001).

1.8 Significance of the Research

This study will be beneficial to business management because with this research, they will know about perceived ease of use and perceived usefulness of SST toward consumer attitude in using Self – Services Technology (SST) and how to maximize it to gain profit. By this research, the reader also can gain a knowledge about consumer attitude in using self-service technology and identify the level of perceived usefulness and perceived ease of use toward SST. This study also investigates the level of customer attitudes based on the perspectives of technology acceptance model (TAM).

The research will help business making an improvement to attract customer to use self-services technology. Results of this research will be great opportunity for business management to improve their service and reduce their workload. It also can reduce their cost and increase their services by upgrading their self-services technology according to the level of consumer attitude. Thus, SSTs enhance customer's satisfaction and loyalty, hence facilitate effectively to approach new customer divisions (Bitner et al., 2002; Meuter, Bitner, Ostrom, & Brown, 2005).

1.9 Definition of the Operational Term

1.9.1 Consumer

A consumer is a person or a group who intends to order, orders, or uses purchased goods, products, or services primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities. They are the end users in the distribution chain of goods and services. In fact, sometimes the consumer might not be the buyer.

1.9.2 Attitude

An attitude is a lasting, general evaluation of people (including oneself), objects, advertisements, or issues (Nnamdi O. Madichie, June 2012). Attitudes are lasting because they tend to endure over time. Attitudes are general because these apply to more than a momentary event, such as hearing a loud noise, though you might, over time, develop a negative attitude towards all loud noises.

1.9.3 Perceived Ease of Use (PEOU)

User-centric conception is ease of use. There are many prior kinds of study believing that perceived ease of use has an important impact on IT customer reception and usage behavior (V. Venkatesh,2000).

1.9.4 Perceived of Usefulness (POU)

Proposing a technology acceptance model, defines cognitive usefulness as the extent to which an information system can assist in improving performance for users. Perceived usefulness relates to the degree to which the customer believes the technology will increase their efficiency on the job (F. D. Davis).

1.9.5 Kiosk

The role conflict between employees and customer also emanated because of increased technology interface (Griffy - Brown, Chun & Machen, 2008).

1.9.6 Self-service technology

Self-Service Technologies (SSTs) are technological interfaces allowing customers to produce services independent of involvement of direct service employee. Self – service technologies are replacing many face-to-face service interactions with the intention to make service transactions more accurate, convenient and faster. SST is an example of market space transactions in which no interpersonal contact is required between buyer and seller (Matthew L. Meuter, Amy L. Ostrom, Robert I. Roundtree, & Mary Jo Bitner ,2000).

1.10 Research Limitation

This research only focused on consumer who use kiosk autopay in AEON Shah Alam. The result of the study cannot be generalized to another person who doesn't use the Kiosk and any other place.

1.11 Summary

As a conclusion, there is a lot of factor that affecting consumer attitude in self-service technologies. These factors are the main reason why the study on perceived ease of use and perceived usefulness towards consumer attitude in Kiosk at Aeon in Shah Alam need to be continue and examine.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will discuss specifically about perceived ease of use and perceived usefulness towards consumer attitude in using SST at AEON Shah Alam. Based on the journal article and other secondary data, the researcher will find out the success and failure of SST because customer that have expectations and prediction as well as providing information about self – service technologies and service encounters. Technology self-based services can be defined as a software or hard technology that provides a specific service requiring customers' performance (Marzocchi & Zammit, 2006). This study will investigate of perceived ease of use and perceived of usefulness towards consumer attitude in using SST as a new mechanism and new innovations to make their work be affective and can minimize any weakness as well as providing information about self – service technologies and service encounters.

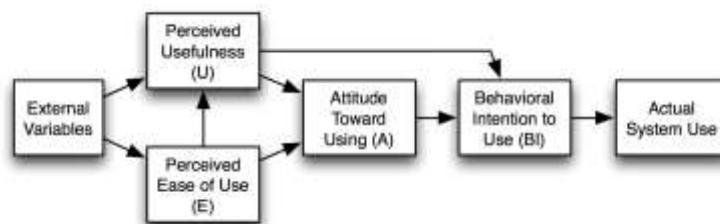
This chapter will explain about concept and theory that can be references and provide methods and process based on the previous studies. It will help this study to examine perceived ease of use and perceived of usefulness towards consumer attitude. Moreover, the purpose was to put forward the customer to access services by means of modern and convenient channels (McGrath & Astell, 2017; Meuter, Ostrom, Bitner, & Roundtree, 2003; Reinders, Dabholkar, & Frambach, 2008). Other than that, this chapter also will discuss in detail about literature review.

2.2 Concept / Theory

On this study, the researcher used Technology Acceptance Model (TAM). All the information and data we used will be based on this model. Therefore, the previous study has an excellent relation to the research question. The research question remarks how experiences and expectations can affect the perceived ease of use, perceived usefulness and consumer attitude.

Technology Acceptance Model (TAM) was introduced by Fred Davis in 1986 and specifically tailored for modeling users' acceptance of information systems or technologies or new product acceptance. The goal of Davis (1989) TAM is to explain the general determinants of technology acceptance that lead to explaining users' behavior across a broad range of end-user computing technologies and user populations. The belief of the person towards a system might be influenced by other factors referred to as external variables in TAM. In this study, it will base on Technology Acceptance Model that was formed by Venkatesh and Davis (1996) after the main finding of both perceived usefulness and perceived ease of use were found to have a direct influence on behaviour intention, thus eliminating the need for the attitude construct. The two significant beliefs exist in the TAM are the perceived usefulness and perceived ease of use. TAM also postulates that perceived ease of use stimuli perceived usefulness because the easier to use single platform e-payment system, the more useful users perceive the single platform e-payment system to be. There are empirical studies of the TAM include this correlation and the finding share a significant relationship between these two factors (Moon and Kim, 2001; Van der Heijden, 2003; Shih, 2004).

Figure 2.1: Technology Acceptance Model



2.3 Literature Review

2.3.1 Consumer

A consumer is a person or a group who intends to order, orders, or uses purchased goods, products, or services primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities. A consumer is one that buys goods for consumption and not for resale or commercial purpose. The consumer is an individual who pays some amount of money for the thing required to

consume goods and services. Consumer are essential for business organization to measure affective their business operations.

In advancement of technology, many business organizations already installed new business platform such a self – services technology for increase their productivity and improvement service quality. As a proven, the implementation of self – service technology (SST) in an organization gives advantages and disadvantages to the organization and the customer itself. The benefits of using SST are less time in consuming the service and can reduce the number of service employees while the disadvantages of SST include lack human interaction and the possibility of SST machine breakdown.

Consumer can develop their skills and eager use SST as new mechanism to make works and many things that they want to do be smoothly. For examples, consumer want to buy a bus ticket not need to queue up at Physical Counter because SST can be suitable platform for consumer want to make purchase by using Credit card. Even their SST was installed in many businesses, consumer have own styles to use that technology. In a study by Kaur Sahi and Gupta (2013), the customer has a positive attitude towards SST if it is convenient, easy to use and safe (privacy).

2.3.2 Attitude

Attitude has been considered as a key element within a variety of studies (Eastlick, 1996; Parasuraman, 1998; Curran et al., 2003, Meuter, Ostrom, Roundtree, & Bitner, 2000; Theotokis, Vlachos, & Pramadari, 2008). According to Eagly and Chaiken (1993) attitude was defined as “a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavour” (p. 1). Some scholars showed that attitude was a key ingredient in determining whether a customer adopted the intention to use specific technologies and/or remained loyal to a firm or provider of goods and services (Curran et al., 2003). Chen et al. (2009) remarked that it was important to note that attitude was not equal to satisfaction. Chen et al. explained that attitude had longer residuals. In other words, attitude had a longer effect whereas satisfaction was transient and case specific. With regard to the attitude toward to SST service providers, Reinders, Dabholkar, and Frambach (2008) argued that attitude has longer residuals within the context of SST service providers. Moreover, Reinders et al. (2008) proposed several hypothesis encompassing attitudes toward the service provider

in the case that SST customers were forced to use an SST with and without personnel – based support. Reinders et al. found that, within the context of SST forced use, attitude yielded the greatest effect toward the service provider as opposed to the attitude toward the SST.

2.3.3 Perceived Ease of Use

User-centric conception is ease of use. There are many prior kinds of study believing that perceived ease of use has an important impact on IT customer reception and usage behavior (V. Venkatesh,2000). In the advancement technological facilities today can have an impact from many angles, especially the attitude and level of effectiveness of technological facilities. If detailed, technology has already dominated in various sectors such as business, education and manufacturing. self - services technology is one of the factors that can investigate the level of consumer attitude.

Customer are likely to accept from different angles either giving a positive impact or vice versa. Customers can state SST be simplifies and they willingness to use that making easier. If a system is relatively easy to use, individuals will be more willing to learn about its features and finally intend to continue using it. Studies indicate that PEOU is positively associated with continuance intention in the context of Web-based learning (Chiu & Wang, 2008). By that study, the affectively customer user in KIOSK it is important.

Study results revealed that convenience, compatibility, and perceived ease of use (PEOU) had a significant impact on the users' attitude toward Kiosk.

2.3.4 Perceived Usefulness

Proposing a technology acceptance model, defines cognitive usefulness as the extent to which an information system can assist in improving performance for users. Perceived usefulness relates to the degree to which the customer believes the technology will increase their efficiency on the job (F. D. Davis). Customer can adapt and comfort with using SST because that will help them to proceed others work such a help in make purchase, help to select items and others. Due SST can develop many businesses to gain profit and the same time to increase their productivity. As a proven,

Aeon in Shah Alam already installed SST to provide the platform for users make a payment so that will be productivity for management in long term operational. From other side, SST had rarely used, and all users already know how to use with proper. Mobile map users regarded such innovation as very useful and helpful especially within the aspect of reducing the time to get where they wanted to go or moving from one location to another (Hussain et al., 2016). As a result, customer already was adapted with the all terms of technology to help them make someone become easy and smooth.

2.3.5 Kiosk

Self – services Kiosk (SSKS) is the most widely used application in the offline hospitality context. Kiosk had been used widely in our daily life. Even used of this technology had been conducted widely, some of the consumer might not interested in them especially the consumer that prefer face to face with the staff. The role conflict between employees and customer also emanated because of increased technology interface (Griffy-Brown, Chun & Machen, 2008).

Because of this conflict, it might happen because of the attitude among customer. The attitude among consumer is the big factor that affecting technologies especially in self – service technologies and the widespread. It has been observed that the widespread popularity of airline self – service check in kiosks made customer more familiar with and led to the adoption of SSTs in other area too (Ostrowski, 2010).

In this research, the researcher will use kiosk autopay in order to identify all the objective above.

2.3.7 Self – Services Technology

In the advancement of technology, many operational businesses already use Self services Technology as their new platform to reduce work period because that technology was operated 24 hours in weeks. We conduct this research to investigate the proper action and implementation of SST in Aeon, Shah Alam. Self-Service Technologies (SSTs) are technological interfaces allowing customers to produce services independent of involvement of direct service employee. Self – Service

Technologies are replacing many face-to-face service interactions with the intention to make service transactions more accurate, convenient and faster. SST is an example of market space transactions in which no interpersonal contact is required between buyer and seller (Matthew L. Meuter, Amy L. Ostrom, Robert I. Roundtree, & Mary Jo Bitner, 2000).

In other hand, SST provide convenience space for customer to make purchase and select items such a customer wasted time to line up for make payment because there are have a lot people use the same platform. So that SST already installed for make sure customer can be comfort and avoid confines space. Previous studies have demonstrated that consumer benefits of using SST include convenience (Meuter et al., 2000; Reichheld and schefer, 2000; szymanski and hise, 2000), save time and money (Meuter et al 2000), avoiding interpersonal interaction (Meuter et al., 2000) and being in control (Zeithaml et al., 2000).

2.4 Summary

In conclusion, this chapter provide a better sight of understanding for researcher toward all the Independent Variables (IV) and Dependent Variable (DV) of the research. It will help the researcher to take a step forward in order to complete the research.

CHAPTER 3

METHODOLOGY

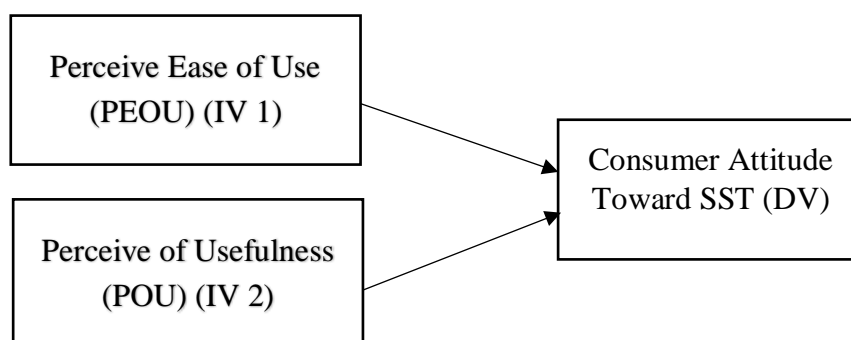
3.1 Introduction

This chapter defined the methods used to conduct the study as well. The researchers explain how the necessary data and information is needs to address the research objectives and questions was collected to be analyzed. Elements that will be describe in this topic are research framework, data collection method, research instruments, population and sampling techniques, research sample, data analysis methods and research measurement. This study is conducted wholly descriptive and correlative using questionnaires. Questionnaires also distributed among Shah Alam citizens who are the consumer in AEON Shah Alam.

3.2 Research Framework

This study is descriptive in the form of a survey. This quantitative study will examine the level of perceived ease of use (PEOU) and perceive of usefulness (POU) towards consumer attitude in using SST (Kiosk Autopay) at AEON, Shah Alam. According to Carrie William (2007) quantitative research emerged around 1250 A.D and was driven by investigators with need to quantify data. Since quantitative research has dominated in western cultural as the research method can create meaning and new knowledge. In other words, it can be described as master plan which indicates the strategies for conducting research. Quantitative methods are implied by researchers as empirical assessment consist numerical measurement and analysis. The data was collected starting from September to November 2020. On this research, the researcher divided the independent variables into two which is perceive ease of use (PEOU) and perceive of usefulness (POU). The quantitative study was prepared to collect information and data.

Diagram 1: Conceptual Framework of The Research



3.3 Data Collection Method

The present of study is descriptive nature as it seeks to study perceived ease of use and perceived of usefulness towards consumer attitude in Kiosk at AEON Shah Alam. Data will be gathered through a questionnaire in a google form. The researcher will carefully choose the suitable method to gather the information using primary data. The researcher also needs to consider a few perspectives like the outcome and the result they will get from this method so that the information will be valid and recognized. Generally, there are two types of data which is primary data and secondary data. Primary data consist of information gathered for some specific purpose and primary data also collect through by surveys and research. Secondary data are consisting of information that already exist. The secondary data usually being collected in the previous research for some purposes. In order to ensure that data and research is valid and trusted, researcher normally will use both primary and secondary data.

The data collection process will be conducted by researchers. The researcher will distribute the questionnaires randomly to the sample of population using google form. The sample of the population will be taken according to the ratio of the population randomly. On this research, the researcher will conduct the data collection by spreading the link that contain questionnaire to the consumer who are using Kiosk (kiosk autopay) in AEON Shah Alam.

3.4 Research Instruments

The research instrument is a tool used to obtain, measure, and analyse data from subjects around the research. It helps in determining whether the data and the information is required for the research are recovered or not. It used to measure the studies of the variables. In this study, questionnaire was created in google form to get information needed. This questionnaire obtained ambivalent reputation as research instrument. By using questionnaire, it will provide the researcher an efficient way of obtaining large amounts of information from a large sample. In additions, it is also an important of worksheets practiced in any field of research.

Other than questionnaire in google form, the researcher also used excel to gather a detail of the respondent. It will help the researcher to find a pattern in the questionnaire. After all the data gathered from respondent in excel, the researcher used Statistical Package for Social Science (SPSS) as the research instrument. This software will determine the reliability of the result.

Table 3.1: Questionnaire

**PERCEIVED EASE OF USE AND PERCEIVED USEFULNESS TOWARDS
CONSUMER ATTITUDE IN SELF SERVICE TECHNOLOGY IN KIOSK AT AEON
SHAH ALAM**

Code	Content	Sources
	DEMOGRAPHIC	
D1	Gender	
D2	Age	
D3	How often did you use self-service technology?	
	PERCEIVED EASE OF USE	
PEOU1	I am easily understand how to use kiosk autopay.	Davis, 1989; Wu and Chen, 2005 Meuter et al, 2000
PEOU2	Using kiosk autopay does not require a lot of my mental effort.	
PEOU3	I would find it easy for me to use kiosk autopay.	
PEOU4	In my opinion, kiosk autopay is easy to use.	
	PERCEIVED USEFULNESS	
PU1	Completing my payment from kiosk autopay is much more effective.	Davis, 1989; Wu and Chen, 2005 Weitjer, Rangarajan, Falk & Schillewaert, 2007)
PU2	I can make my payment done in a short time using kiosk autopay.	
PU3	In my experience, I don't have any issue using kiosk autopay.	
	ATTITUDE	
ATT1	I like the invention of kiosk autopay.	Bhattacharjee, 2000; Wu and Chen, 2005; Hsu et al., 2006; Taylor and Todd, 1995
ATT2	Using kiosk autopay would be a pleasant experience for me.	
ATT3	I found myself comfortable using kiosk autopay.	

3.5 Sampling Techniques

The sample is the subset of the population. Each member in the subset is well known as the subject matter. Researcher who utilize both qualitative and quantitative methods, theory, sampling and analytical research would investigate and analyse each sample and article in order to increase the accuracy of information and reducing any weaknesses.

The sampling would refer to anyone who is identified as sample without any random process in order to create an accurate information. The sampling also will be made after an agreement with respondent in order to prevent any uncertainty. This sampling is one of the important criteria in this research in terms of providing information immediately. The type of sampling in this study is simple random sampling.

For this research (Perceived Ease of Use and Perceived Usefulness Towards Consumer's Attitude in Kiosk at AEON Shah Alam), the respondent and sample are taken among consumer who are using self-service technology (Kiosk) in AEON, Shah Alam. Researcher will give each sample a set of questionnaires in google form to answer it. The questionnaire will be given randomly among the consumer in order to create a large scale and accurate of data and information. Researcher used Krejcie and Morgan 1970 table in order to find out the suitable number of respondents. The table will make the researcher's job to find an accurate information easier.

Figure 3.1: Krejcie and Morgan 1970 table

N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.— N is population size. S is sample size.

Source: Krejcie & Morgan, 1970

3.6 Data Analysis Method

Data analysis is the process of evaluating data using analytic and logical reasoning to examine each components of the data provided. This process is the next move of research experiment that must be completed. The purposive sampling techniques is non – probability sampling technique considered as most effective when studying certain knowledgeable experts (Tongco, 2007).

302 sample have been collected among consumer in AEON Shah Alam. It is 78% out of 384 targeted sample researchers need to get. Bartlett et al. (2001) suggest that researchers should use 50% as an estimate of P (Population), as this will result in the maximization of variance and produce the maximum sample size (Bartlett et al., 2001). The gathered data was arranged and summarized according to categories of the study as the researcher mentioned earlier, perceived ease of use, perceived usefulness and consumer attitude. The result will be based on objective of the study after analysed and summarized the information from respondent

Data will be taken from the questionnaire from google form. From this google form, the data from respondent will be transfer to google excel before it goes to Statistical Package for Social Science (SPSS). This process is one of the most important part of analysis method in order to ensure all the question is reliable. After all the data had been analysed. The result of this analysis will be shown in the next chapter.

Table 3.2: Mean score level

Mean score value	Level
3.80 – 5.00	High
2.40 – 3.79	Medium
1.00 – 2.39	Low

3.7 Reliability of The Questionnaire & Pilot Test

3.7.1 Reliability of The Questionnaire

Reliability of the questionnaire is depended on the suitability of the question. Questionnaire that have easy understanding question will have the high rate of reliability but it will be the exact opposite if the questionnaire is hard to understand. The high and low reliability of the questionnaire also will determine the quality of questionnaire. Usually, the reliability coefficient will increase if the questionnaire has a good quality. Vice-verse if the questionnaire is less good, less obvious and less of quality, the reliability will decrease. In order to strengthen and ensure the questionnaire's reliability, the researcher will conduct the pilot test to the questionnaire.

3.7.2 Pilot Test

Pilot study as the conduct of a small version of a larger/main study to determine if all the components of the study will work together (Arnold et al, 2009; Arain et al, 2010; Leon et al, 2011). A pilot test is a strategy the researcher used to analysed the questionnaire using a smaller sample compared to the planned sample size. The key elements in conducting a survey and gathering data methods is the efficiency of pilot test. Pilot test is important in order to utilize money, time and effort in the most efficient way to achieve a success rate in performance. Because of this efficiency, researchers usually perform a pilot test. Other than that, the reliability of the survey questionnaire will be evaluate using Cronbach Alpha which would explain the strength of the relationship as shown in the table below;

**Table 3.3: Cronbach's Alpha general rules of Size Coefficient
(Mahlangu & Kruger, 2015)**

Alpha Coefficient Range	Strength of Relation
<0.6	Poor
0.6 < 0.7	Moderate
0.7 < 0.8	Good
0.8 < 0.9	Very Good
0.9	Excellent

The researcher distributed the questionnaire through internet using google form. Sample for this questionnaire is the consumer of AEON Shah Alam. After all the data gathered from respondent and sample, the researcher will use *Cronbach's Alpha statistic* to evaluate the data and determine the data reliability. The result of the evaluation is shown in table below;

Table 3.4 Reliability Coefficients for Each Variable
Source: Developed by the researcher

Variables	No. of Items	Item Deleted	Cronbach's Alpha
Perceive Ease Of Use	4	-	0.929
Perceive Of Usefulness	3	-	0.857
Customer Attitudes	3	-	0.922

Based on the pilot test result, 'Perceive ease of use (0.929)' and 'perceive of usefulness (0.857)' both influence consumer especially in attitude (0.922). All these perceives is a significant factor that influencing consumer attitude especially in using self-service technology.

3.8 Summary

This chapter discussed the population, sample, methods and procedures used to conduct the research. Besides, the descriptions of the finding make pursuit to any item for each aspect. The data that were collected will be analysed, discussed and the results will be displayed. The research methodology used to meet the research questions that have made in Chapter 1.

CHAPTER 4

RESULT AND FINDING

4.1 Introduction

In this chapter, data are gathered from the respondent through questionnaire related to Perceived Ease of Use and Perceived Usefulness Towards Consumer Attitudes in Self-Service Technology (SST). All these data were analysed using Statistical Package for Social Science (SPSS). SPSS is a user-friendly software and various statistical tests can be conducted using this software.

SPSS is a data management and analysis program which designed to do statistical procedures such as analysis, including descriptive statistics as well as sophisticated inferential statistical procedures. A frequency analysis was run and data were cleaned to ensure that the data were correctly coded and entry. Descriptive statistic consisted mean, percentage and frequency. Correlation was included in inferential statistical procedure. Correlation is used to study the relationship between dependent variable and independent variable for a better explanation. Multiple regression is to study the relationship between a dependent variable and two more independent variables for explanation and eventually predict a model relating the different variables (Pallant, 2011).

By using SPSS, we can quickly understand the large and complex data sets with advanced statistical procedures. It also will help the researcher to ensure high accuracy and quality decision making. Independent variables for this research are perceived ease of use and perceived usefulness while dependent variable is consumer attitudes towards SST. From these variables, we will analyse about reliability and normality analysis, including descriptive statistics for variables and also the relationship between perceived ease of use, perceived usefulness and consumer attitudes. The result will be present in the tables. Lastly, this chapter is concluded with summary of the research finding.

4.2 Respondents' Demographic Profile

The demographic profile of the respondents contains their personal information and questions related to their behaviour. The questions that are related to the respondents' behaviour are intended to assess their ability to recall the information (Bryman, 2012). This study also requested for the respondents' personal information such as gender and age. Besides that, the respondents also information how often did they use SST.

Table 4.1: Profile of Respondents

Demography		Frequency	Percentage
Gender	Male	145	48.0
	Female	157	52.0
Age group	18 – 20	166	55.0
	21 – 30	59	19.5
	31 – 40	33	10.9
	40 and above	44	14.6
How often did use SST	Daily	97	32.1
	Weekly	86	28.5
	Monthly	119	99.4

Table 4.2 shows the profile of respondents in the study. According to gender, the number of respondents are almost equally distributed with 145 (48%) male respondents and 157 (52%) female respondents. According to age group, most of the respondents are from the age group of 18 – 20 years old with a total number of 166 (55%) respondents. This is followed by the age group of 21 – 30 years old with a total number of 59 (19.5%) respondents. The next age group is 31 – 40 years old with a total number of 33 (10.9%) respondents. Lastly, the age group of 40 and above years old with a total number of 44 (14.6%) respondents.

According to how often did use SST, most of the respondents are use monthly in their life with a total number of 119 (99.4%) respondents. This is followed by respondents with daily user with a total number of 97 (32.1%) respondents. Lastly, followed by respondents with weekly user with a total number of 86 (28.5%) respondents.

4.3 Reliability and Normality Analysis

The reliability of each item in the instruments was measured using the Cronbach's Alpha Coefficient. Each dimension of the questionnaire was calculated separately to facilitate clear understanding. The reliability analysis is then conducted to derive the consistency of a measuring instrument in measuring whatever concept it is measuring. Reliability of measure is an indication of the stability and consistency with which the instrument the concept and helps to assess the accuracy of a measure.

Table 4.2: Reliability Coefficients for Each Variable

Variables	No. of Items	Item Deleted	Cronbach's Alpha
Perceive Ease Of Use	4	-	0.929
Perceive Of Usefulness	3	-	0.857
Customer Attitudes	3	-	0.922

As rules of thumb, values which were above 0.6 were considered acceptable and 0.8 is the most appropriate and acceptable stated by Pallant (2011). Based on the table appended all variable that addressed in the questionnaire achieved reliability of close to 0.8 or above to the fact that the items in the questionnaire is reliable because had already been used and tested by other researchers in the same field of study. More or less this result also showed that the questionnaire is understandable and align with the situation.

Table 4.3: The Assessment for Normality of Data Distribution

Variables	Skewness	Kurtosis	Distribution Statuses
Perceive Ease of Use	-1.068	1.068	Normal
Perceive of Usefulness	-0.902	0.873	Normal
Customer Attitudes	-0.869	0.416	Normal

Table 4.3 describes the results of the normality test for the constructs in the measurement model. The results of the main assumption in the maximum likelihood Estimation (MLE) method, which is based on skewness and kurtosis, show that the data sets of all constructs are normally distributed and have skewness and kurtosis of less than +/-2. The skewness ranged from -0.530 to 0.439, and the kurtosis ranged from -0.685 to 0.365.

4.4 Descriptive Statistics for Variable

The descriptive statistics were also calculated for each items and variable to investigate their level among the respondents. The three levels of categories according to the mean consist of low (1.00 – 2.33), medium (2.34 -3.67) and high (3.68 – 5.00) (Mohd Najib Abd Ghafar, 2003).

Table 4.4: Perceive Ease of Use.

Items	Mean	SD	Level
1. I am easily understand how to use kiosk auto pay.	4.25	.862	High
2. Using Kiosk auto pay does not require a lot of my mental effort.	4.18	.908	High
3. I would find it easy for me to use kiosk auto pay.	4.25	.832	High
4. In my opinion, Kiosk auto pay is easy to use.	4.27	.871	High

Descriptive Statistics for Perceive Ease of Use (N=302 , Mean= 4.2368)

Table 4 shows the descriptive statistics for the Perceive Ease of Use is at high level (Mean=4.2368). The items that highest is “In my opinion, kiosk auto pay is easy to use (4.27), whereas “I am easily understand how to use kiosk auto pay” and “I would find it easy for me to use kiosk auto pay” get similar response from survey taken (Mean = 4.25). Then, lowest items in perceive ease of use is “using Kiosk auto pay does not require a lot of my mental effort (Mean 4.18).

Table 4.5: Perceive of usefulness

Items	Mean	SD	Level
1. Completing my payment using kiosk auto pay is much more effective	4.24	.846	High
2. I can make my payment done in short time using kiosk auto pay	4.31	.832	High
3. In my experience, I don't have any problem using kiosk auto pay	4.17	.847	High

Descriptive Statistics for Perceive of Usefulness (N=302, Mean= 4.2384)

Table 5 shows the descriptive statistics for the Perceive of usefulness. Overall the Perceive of usefulness is at high level (Mean=4.2384). The items that highest in Perceive of usefulness is “I can make my payment done in short time using kiosk auto pay” (Mean=4.31). Second is “completing my payment using kiosk auto pay is much more effective (Mean=4.24) and the lowest is “In my experience, I don't have many any problem using kiosk auto pay”(Mean=4.17)

Table 4.6: Customer Attitudes

Items	Mean	SD	Level
1. I like the invention of kiosk auto pay	4.27	.786	High
2. Using kiosk auto pay would be a pleasant experience for me	4.29	.794	High
3. I found myself comfortable using kiosk auto pay	4.31	.809	High

The descriptive statistics for the Customer Attitudes (N=302, Mean= 4.2914)

Table 4.6 shows the respondents distribution based on Attitude made by customer towards SST at AEON. The result of the analysis on item “I like the invention of kiosk auto pay” shows that the mean score is 4.27 which is categorized high score mean level. There were 1 (0.2%) respondent strongly disagree, 5 (1.2%) respondents disagree and 64 (15.5%) respondent neutral while 152 (36.9%) respondents agree and 190 (46.1%) respondent are strongly disagree.

Next, mean for item “Using kiosk autopay would be a pleasant experience for me” were 4.27 which is categorized high score mean level. There were 1 (0.2%) respondents strongly disagree, 3 (0.7%) respondents disagree and 73 (17.7%) respondents neutral, while 144(35%) respondents agree and 191 (46.4) respondents strongly agree.

Lastly, mean for item “I found myself comfortable using kiosk autopay” is 4.31 which is categorized high score mean level. There were 1 (0.2%) respondents strongly disagree, 5 (1.2%) disagree, 73 (17.7%) respondents neutral while 129 (31.3%) respondent agree and 204 (49.5%) respondent strongly agree.

4.5 Relationship between Perceive Ease of Use, Price and Perceive of Usefulness with Customer Attitudes.

The correlation analysis was used in the relationship between Service Quality, Price and Product with Customer Satisfaction. The Pearson correlation coefficient is a measure of the strength and direction of association that exists between two variables measured. The correlation coefficient (r) is a value that measures the direction and strength of a relationship between two variables 137 (McMillan, 2012). The r value ranges from +1.00 to -1.00 and the strength of correlation are based on Chua (2013).

Table 4.7: Correlation Coefficient

Size of Correlation	Strength of Correlation
0.91 until 1.00 or -0.91 until -1.00	Very Strong
0.71 until 0.90 or -0.71 until -0.90	Strong
0.51 until 0.70 or -0.51 until -0.70	Moderate
0.31 until 0.50 or -0.31 until -0.50	Weak
0.01 until 0.30 or 0.01 until 0.30	Very Weak
0.00	No correlation

In this research, researchers were determined to find the correlation between *perceive ease of use with consumer attitude* and *perceive of usefulness with consumer attitude*. The strength of the correlation's result will be based on table 4.7.

The strength correlation for *perceive ease of use with consumer attitude* is (0,770). Based on the table 4.7, the strength correlation between perceive ease of use with consumer attitude is strong. In other words, this perceive will influence consumer attitude in using SST. Other than that, the strength of the correlation for and *perceive of usefulness with consumer attitude* is also strong (0.845). Based on the result for these two correlations, we can summarize that these perceives has an influence power towards consumer attitude in using SST. The table for these two correlations can be seen below;

Table 4.8: Relationship Between Perceive Ease of Use and Customer Attitudes

		Correlations	
		PEOU	CA
PEOU	Pearson Correlation	1	.770**
	Sig. (2-tailed)		.000
	N	302	302

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.9: Relationship Between Perceive of Usefulness and Customer Attitudes

		Correlations	
		POU	CA
POU	Pearson Correlation	1	.845**
	Sig. (2-tailed)		.000
	N	302	302

** . Correlation is significant at the 0.01 level (2-tailed).

4.6 Summary

This chapter summarize respondent's feedback in questionnaire. The questionnaire consisted demographic, perceive ease of use, perceive of usefulness and attitude. All these profiles used reliability and normality analysis in order to analyse their reliability. On this research, we can conclude that majority of the respondent used SST in monthly basis. There are few factors that will affect perceived ease of use and perceive of usefulness towards customer attitude in using SST especially consumer in Aeon Shah Alam. We had analysed each factor and the result of this analysis will be discuss in the next chapter.

CHAPTER 5

DISCUSSION & CONCLUSION

5.1 Introduction

This chapter will discuss on the major finding of the research. It consisted discussion, conclusion and recommendation for the future research based on the result in a previous chapter (chapter 4). In order to get a result and finding for chapter 4, researchers distributed questionnaire to the sample who are the consumer of AEON Shah Alam.

5.2 Discussion

Overall the relationship between '*Perceive ease of use and consumer attitude toward SST*' is strong (0.770). The relationship between '*Perceive of usefulness and consumer attitude toward SST*' is also strong (0.845). Based on the correlation result, there is a significant positive level of perceive ease of use, perceive usefulness and consumer attitude in using SST. There is also a significant positive relationship between perceive ease of use and consumer attitude toward SST. There is a significant positive relationship between perceive of usefulness and consumer attitude toward SST. When faced with the choice of using SST, users tend to focus on the potential benefits that the technology has to offer (Bateson 1985; Meuter et al. 2000; Parasuraman, Zeithaml, and Malhotra 2005).

5.3 Conclusion

As the conclusion, all objective in this research is achieved. The first objective is to determine level of perceive ease of use, perceive usefulness and consumer attitude toward SST. The achievement of this research can be seen in the result of finding at chapter 4 in consumer attitude section. In this section, the mean level for consumer attitude toward SST is high (4.2914). Second, to identify significant relationship between perceived ease of use toward consumer attitude in using SST. There is a significant relationship between these two. It can be proved in the result of correlation between perceive ease of use and consumer attitude. The last objective is to identify significant relationship between perceived usefulness toward consumer attitude in using SST. For the last objective, researchers found that there is a significant relationship between perceive of usefulness and consumer attitude toward SST. The correlation between these two in chapter 4 is a proof and what the researcher achieved.

5.4 Recommendation

Researchers recommended this study to the business management and business manager to reconsider on using SST in their company. SST will not only reduce their cost especially in labor cost, this technology also has a positive effect toward consumer. Researchers suggested another direction for other researchers in the future research relating to this topic such as on consumer behavior in using SST.

5.5 Suggestion to Improve SST & KIOSK Autopay

Researchers also suggested a way to improve SST and KIOSK Autopay. This suggestion is based on a previous research. The purpose of this suggestion is to improve the ability and the convenience of SST and KIOSK Autopay.

5.5.1 Suggestion to Improve SST

In the increasing collaborative world of customers, online communities are another great source of content, should be organized as a part of the larger customer portal and not a separate entity located on another part of the website with a separate user name and password. All resources that customers need to better understand products and self-solve should be located in a single location, with a single sign-on. Besides, we can also unified search more than any other technology in speaking with service leaders. The ability to index and search the entire corporate content store – meaning knowledgebase, community forums, product documentation, release notes, learning management systems, Customer Relationship Management (CRM), Question and Answer (Q&A) test plans, etc. – with a single search string is incredibly powerful. In the hugely complex matrix that is corporate content, expecting a customer to know where to look to find knowledge is unrealistic.

Leverage unified search to bring everything together into a single search results page, with filtering options to drill down into exactly what you need and also there is growing interest in imbedded help, making self-service available from within software applications, so the system knows exactly what field or process the customer needs help with. Context can also apply to self-service by only showing content related to products and versions the customer is using – not anything that matches. Anything we can do to reduce the noise in search results, the more successful self-service will be.

5.5.2 Suggestion to Improve KIOSK Autopay

The first suggestion to improve KIOSK Autopay is requires a contactless user identification at the entrance and exit bars, together with a remote payment system. In this case the user does not need to go to the ticketing machine and in the same time saved their time both during the payment and entrance and exit operations. It will be less time consuming for consumer.

Other than that, the way to avoid any unnecessary things happen is by performing the payment of the parking in automatic way. The starting moment of the parking will be communicated to a remote data centre which will also record the ending time. By doing this, the user is forced to communicate when he will pick the car because otherwise he will continue to pay for the parking. The payment is performed separately from the parking operation. The payment can be performed in many ways, for example using the Credit Card or by Bank Transfer and it can be done after every parking or even once a month. There is a system that can perform this kind of payment and it called Personal Digital Assistant (PDA). The system can keep trace of every permanence of the user. It also will allow several operations in a system like periodic checks on the payment operations, create the database or create a statistics analysis on the habits of the users

Gantt Chart Project

Aktiviti	Bulan/Minggu														
	Ogos			September				Oktober				November			
	2	3	4	1	2	3	4	1	2	3	4	1	2	3	
Penentuan Tajuk															
Kajian literature															
Perundingan dengan penyelia															
Penyediaan Proposal															
Penyediaan Instrumen dan Pengumpulan Data															
Analisis data															
Penulisan draf projek															
Penyemakan dan draf akhir													**		
Penyerahan Projek Akhir															

Questionnaire in Google Form

Perceived Ease of Use and Perceive Usefulness Towards Consumer Attitude In Self Service Technology (SST)

DEMOGRAPHIC

Gender *

- Male
- Female

Age *

- 18-20
- 21-30
- 31-40
- 40 and above

How often did you use self-service technology? *

- Daily
- Weekly
- Monthly

PERCEIVED EASE OF USE

I am easily understand how to use kiosk autopay. *

Strongly disagree Strongly agree

Using kiosk autopay does not require a lot of my mental effort. *

Strongly disagree Strongly agree

I would find it easy for me to use kiosk autopay. *

Strongly disagree Strongly agree

In my opinion, kiosk autopay is easy to use. *

Strongly disagree Strongly agree

PERCEIVED OF USEFULNESS

Completing my payment using kiosk autopay is much more effective. *

Strongly disagree Strongly agree

I can make my payment done in a short time using kiosk autopay. *

Strongly disagree Strongly agree

In my experience, I don't have any problem using kiosk autopay. *

Strongly disagree Strongly agree

ATTITUDE

I like the invention of kiosk autopay. *

Strongly disagree Strongly agree

Using kiosk autopay would be a pleasant experience for me. *

Strongly disagree Strongly agree

I found myself comfortable using kiosk autopay. *

Strongly disagree Strongly agree

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