THE INFLUENCE OF SELF SERVICE TECHNOLOGY TOWARD INTENTION TO US AND INTENTION TO CHANGE TECHNOLOGY THROUGH ATTITUDE TOWARD SPECIFIC TARGET AND USEFULNESS

Srivisna Ayu Wardini
Customer Relationship Officers, PT. BNI 46, Tbk
Jl. Kramat Raya NO. 154 -156, Jakarta Pusat
Phone: (021) 42880775, Mobile: 08159755001

ABSTRACT

This research aims to focus on the examination of factors that influence consumer attitudes toward, and adoption of self-service technologies (SST) since advances the technologies have allowed service providers to incorporate many different technologies into the delivery of their services. These technologies have been implemented in the service encounter for the customer to use with varying degrees of success. The practical application of these findings may guide marketers to emphasize issues related to certain critical constructs when utilizing SST in their service delivery. A self-completion questionnaire was developed and administered to banking customers in Jakarta to obtain data pertaining to this research model’s of the adoption process for SST is developed and tested across three different technologies used in the banking industry. One of these technologies (ATM) has been available for many years and is widely adopted, other technologies (e-banking and phone-banking) are relatively new to the marketplace. Findings support was found for the predicted relationship between inseparability, shared responsibility, emotions and service loyalty.

Keywords: Change technology, self service technology, specific target, usefulness.
INTRODUCTION

Technology in the world of public service is very useful to help employees interact with customers (Fisher, in Curran and Meuter, 2005). Field services encourage customers to use high technology so it can be used for the standardization of service, reduce labor costs, and other service costs. Online System takes a company public services by applying information technology (IT) so that information can be easily accessed, processed and analyzed for making decisions as quickly as possible without making mobility. There are three benefits of the online system, namely (1) Competitiveness, (2) Cost effectiveness and (3) Productivity. Technology in the world of public service has been successfully implemented in a variety of service delivery as an aid to front liner employees who interact with consumers (Fisher in Curran and Meuter, 2005). However, encouraging consumers to use new technologies in general are more challenging when compared with employees in the use of new technology.

From the perspective of customers or users of Self Service Technology, this service can provide several advantages for customers include: saving time and cost, greater control over service quality, reduce waiting time, higher perceived quality of the suitability of the order, a location more comfortable, feeling happy and enjoy when using technology (Dabholkar in Curran and Meuter, 2005), the use of technology that is easy to use, would be more fun than the other alternatives, or enable them to deal directly with employees of the provider of such services (Meuter, Ostrom, Roundtree and Bitner, 2000). This study links between the Attitudes toward Specific Targeted and Intentions to Change Technology in the use of Self Service Technology. In this study illustrates that one technology can give the effect of other variables. Self Service Technology is an exciting opportunity that is widely used in several companies and the users of Self Service Technology hopes to use the Self Service Technology can provide a lot of progress in the coming year. The purpose of this study is to determine whether there is influence (1) Attitude Toward Attitude Toward Specific Target of Self-Service Technology, (2) Attitude Toward Self-Service Technology to Usefulness, (3) Usefulness of Intention to Use, (4) Usefulness of Intention to Change Technology.

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Self Service Technology

It should be understood that these technologies are a part or an alternative service, which is the service, according to Lovelock and Wright (2002), is an activity or form offered by one party to another party. Although the process may be associated with physical products, but its shape does not materialize and does not result in an ownership of factors of production. Meanwhile, according to Kotler (2003) defines service or service as a form or activities offered by one party to another in intangible (intangible) and do not result in ownership of something.
Attitude Toward Specific Target

Attitude Toward Specific targets are consumers using technology service that can help consumers to conduct the transaction activities, so that when consumers are faced with several choices of services, so consumers will not switch to another service technology (Curran and Meuter, 2005). The research shows that consumers use technology services to help them conduct the transaction activities, so that when consumers are faced with several choices of services, so consumers will not switch to another service technology (Curran and Meuter, 2005).

Attitude Toward Self Service Technology

Attitude Toward Self-Service Technology is a technology-based delivery of services that can provide convenience to consumers by replacing services normally performed by humans (Moutinho and Smith, 2000). Previous studies, such as: Leblanc, Moutinho and Browlie, Howcroft (in Moutinho and Smith, 2000) suggests that some consumers have a positive attitude attitude toward self-service technology based on the dominant perception of comfort or convenience, ease of access or accessibility and ease of use or easy of use. Consumer perceptions of service quality and satisfaction can be attributed to retain customers and profitability, although also the relationship between various variables that have not fully supported. Providing technology-based service that can provide convenience to consumers by replacing services normally performed by humans (Moutinho and Smith, 2000).

Usefulness

Usefulness is the use of technology to provide a facility for service users to quickly finish the work being done (Davis et al., in Curran and Meuter, 2005). Gathani (2001) defines perceived usefulness as the subjective views of consumers who rate if you use certain applications on the online system will be able to improve their performance. Similarly Mathwick (2001) which describes usefulness as something to a special system so that people who use the system would improve their job performance.

Intention to Use

Intention to Use is an attitude toward service technologies (ATM, e-banking, phone-banking) that influence the willingness of customers to use technology (Curran and Meuter, 2005). Curran and Meuter (2005) defines in his research that the researchers compared the above three types of service in public service based on technology such as ATMs, phone-banking, e-banking, where attitudes towards this technology-based services have an impact on customers’ willingness to use technology / intention to use Self Service Technology.

Intention to Change Technology

Intention to Change Technology is the consumers who have been accustomed to using technology service, if you feel something is missing in the technology services so consumers will choose to replace technology that has been used as an alternative (Curran and Meuter, 2007). Gathani (2001)
states that a person can use technology as an option to interact with others. Although some consumers in a company that uses technology (Kauffman and Lally, Meuter and Bitner, in Curran and Meuter, 2007), the use of Self Service Technology in terms of service will require a long time to change the way consumers do business, and they must be persuaded to change way of doing business in terms of investment in time and energy. The introduction of Self Service Technology in services can cause a positive reaction for the consumer. Meuter et al. (2000) explained that consumers use the Self-Service Technology to reduce the relationship with the employee / worker. Curran and Meuter (2007) reveals that there is a negative relationship between employees and the intensity of the use of Self Service Technology. Primarily at consumers who are used to using the Self Service Technology, if they feel something is missing, then the consumer will choose to replace technology that has been used as an alternative.

This was an adaptation of research - research that have been done previously by Curran and Meuter (2005) which compared three types of technology used in banking services. In this research service type of technology used is an ATM, e-banking and phone-banking.

Curran and Meuter (2005) reported a significant influence of variable usefulness of behavioral variables that use technology-based self-service, which was tested in three models of banking services, ie ATM, phone-banking and e-banking. Similarly, Mallat et al. (2006) who reported that usefulness has a direct influence on the willingness to use services/intention to use among technology-based airplane ticket buyers. The research shows that consumers use the technology services that can help consumers, so that when consumers are faced with several choices of services, so consumers will not switch to another service technology (Curran, Meuter and Surprenant, 2003).

Eagly and Chaiken (2003) says that the composition model of Attitudes toward specific targets will affect each individual would result from some habits that will affect the decisions of individuals who may be able to change a habit. Based on these findings, the first hypothesis is as follows:
H1: There is significant influence of the Attitude Toward Attitude Toward Specific Target of Self-Service Technology.

Consumer perceptions of service quality and satisfaction can be attributed to retain customers and profitability, although also the relationship between various variables that have not fully supported. The delivery of services in the financial sector through technology-based public services can have an impact on consumer evaluations and behaviors that can determine the usefulness of which will be compared with the human services (Moutinho and Smith, 2000). Previous studies, such as: Leblanc, Moutinho and Browlie, Howcroft (in Moutinho and Smith, 2000) suggests that some consumers have a positive attitude toward self-service technology based on the dominant perception of comfort or convenience, ease of access or accessibility and usefulness. Curran and Meuter (2005) states that public transport ticket buyers in Helsinki using 4-digit premium SMS services. So that could affect the SMS service to service users wish to use services that utilize the technology. Self-Service Technology to facilitate two key difficulties with interpersonal service by controlling some of the differences and service. This can be improved with personality and quality of service employees to the customer (Schneider and Bowen, 2003). Based on these findings, the second hypothesis as follows:

H2: There is significant influence of the Attitude Toward Self-Service Technology to Usefulness.

Bagozzi, Baumgartner, and Yi (2001) describes the process of customs valuation or appraisal of the estimated one person’s habits will result in achieving results in the end. Gathani (2001) defines perceived usefulness as the subjective views of consumers who rate if you use certain applications on the online system will be able to improve their performance. Similarly, Mathieson (in Curran and Meuter, 2005) which explains the usefulness as something akin to a special system so that people who use the system would improve their job performance. Curran and Meuter (2005) defines in his research that studies comparing the above three types of service in public service based on technology such as ATMs, phone-banking, e-banking, where attitudes towards this technology-based services have an impact on customers’ willingness to use technology/intention to use Self Service Technology. Based on these findings, the third hypothesis as follows:

H3: There is significant influence of the Usefulness of Intention to Use.

Although some consumers in a company that uses technology (Kauffman and Lally, 1994; Meuter and Bitner, 1998), the use of Self Service Technology in terms of service will require a long time to change the way consumers do business and they must be persuaded to change the way business is conducted in terms of investment in time and energy. Meuter et al. (2000) explained that consumers use the Self-Service Technology to reduce the relationship with the employee / worker. Curran, Meuter and Surprenant (2003) reveals that there is a negative relationship between employees and the intensity of the use of Self Service Technology. Primarily at consumers who are used to using the Self Service Technology, if they feel something is missing then the consumer will choose to replace technology that has been used as an alternative.
Eagly and Chaiken (2003) suggested that the use conducted on an ongoing - will affect every individual basis will result from some habits that will affect the decisions of individuals who may be able to change a habit. Based on these findings, the fourth hypothesis as follows:

H4: There is significant influence of the Usefulness of Intention to Change Technology.

**METHODS**

**Variables and Measurement**

Operationalization of the variables used in this study was adopted from previous studies cited Mallat et al. (2006), namely:

1. Attitude Toward Specific Target consists of four statements to measure the variables:
2. Attitude against employees domestic airplane ticket seller.
3. Attitude to use an ATM to make purchases of domestic airline tickets
4. Attitude against the use of e-banking to transact the purchase of domestic airline tickets
5. Attitude against the use of phone-banking to transact the purchase of domestic airline tickets.

Attitude Toward Self-Service Technology consists of 2 claims to measure the variables:
1. I feel comfortable with the ATM/e-banking/phone-banking.
2. I like the ATM/e-banking/phone-banking.

Usefulness of 3 statements to measure the variables:
1. ATM/e-banking/phone-banking useful for conducting purchase transactions, domestic airline tickets.
2. ATM/e-banking/phone-banking improve the way to conduct purchases of domestic airline tickets.
3. ATM/e-banking/phone-banking to make purchases of domestic airline tickets. become easier.

Intention to Use consists of a statement to measure the variables:
1. How much of your desire to use the ATM/e-banking/phone-banking in the purchase of domestic airline tickets.

Intention to Change Technology consists of 3 statements to measure the variables:
1. How much great desire to transact with the ATM/e-banking/phone-banking in the purchase of domestic airline tickets.
2. How much of your desire to seek information through different ways through ATM/e-banking/phone-banking in the purchase of domestic airline tickets.
3. How much of your desire to find other ways of dealing with the use of ATM/e-banking/phone-banking in the purchase of domestic airline tickets.
Sample and Data Collection

The population of this study is the respondents who had conducted the purchase of domestic airline tickets by using simple random sampling (simple random sampling).

Determination of sample size using the formula Walpole:

\[ n = \frac{Z_{\alpha/2}}{4e^2} \]

With:
- \( n \) = number of sample
- \( Z_{\alpha/2} \) = coefficient number of Z table at level \( \alpha/2 \)
- \( e \) = error

In this study the minimum number of sample respondents who planned the level of confidence (level of confidence) is at 95 percent or the value in number distribution table Z for the degree of belief or level of confidence of \( \alpha \) or \( Z_{\alpha/2} = 1.96 \) (from table Z, for mistakes or errors \( e \) = 0.10.

\[ \text{So that } n = \frac{Z_{\alpha/2}}{4e^2} = \frac{(1.96)/2}{4 (0.1)^2} = 96.04 \]

Reliability

Reliability testing conducted to determine the internal consistency of data research by looking at the coefficient of Cronbach Alpha. If the research instrument has a Cronbach alpha value greater than or equal to 0.7, then the questions in the instrument has adequate reliability or considered reliable (Hair et al, 1998).

As have now (2004) to report that the reliability test is a test of the goodness of data describes the stability and consistency of a measurement, this study used a test item internal consistency reliability.

Table 1: Result of Reliability Test

<table>
<thead>
<tr>
<th>No</th>
<th>Variables</th>
<th>Number of Items</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Attitude toward specific target</td>
<td>12</td>
<td>0.8002</td>
</tr>
<tr>
<td>2.</td>
<td>Attitude toward self service technology</td>
<td>2</td>
<td>0.7891</td>
</tr>
<tr>
<td>3.</td>
<td>Usefulness</td>
<td>3</td>
<td>0.7483</td>
</tr>
<tr>
<td>4.</td>
<td>Intention to use</td>
<td>2</td>
<td>0.7467</td>
</tr>
<tr>
<td>5.</td>
<td>Intention to change technology</td>
<td>3</td>
<td>0.7103</td>
</tr>
</tbody>
</table>

In table 1 shows that the Cronbach Alpha respectively - each variable of this research instrument to be reliable due to meet the minimum requirements for minimum reliability with Cronbach alpha values of 0.7 (Hair et al., 1998).

Validity

Sekaran (2004) argued that the test of validity as a question of whether we measure it correctly.
There are 2 types of validity tests conducted in this study, namely (1) The validity of the content validity and (2) The validity of construct / construct validity (Hair, Anderson and Black, 1998). Tests of validity are intended to ensure that each - each question is clarified on variables - variables that have been determined (construct validity). Factor analysis test was conducted on the value of each variable by using Extraction Method: Principal Component Analysis, and every variable is expected to have a number of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) and Anti-Image Correlation greater than or equal to 0.5 (Hair et al., 1998).

Table 2 presents the results of testing the validity of research data. Seen that all variables showed that the value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) and Anti-Image Correlation (magnitude MSA) is greater or equal to 0.5 which means that all the variables used in this study is valid (Hair et. al, 1998).

<table>
<thead>
<tr>
<th>Variable</th>
<th>Number of Item</th>
<th>KMO MSA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude Toward Specific Target</td>
<td>12</td>
<td>0.765</td>
</tr>
<tr>
<td>Attitude Toward Self Service Technology</td>
<td>2</td>
<td>0.500</td>
</tr>
<tr>
<td>Usefulness</td>
<td>3</td>
<td>0.667</td>
</tr>
<tr>
<td>Intention to Use</td>
<td>2</td>
<td>0.500</td>
</tr>
<tr>
<td>Intention to Change Technology</td>
<td>3</td>
<td>0.614</td>
</tr>
</tbody>
</table>

**Data Analysis Method**

The method used in data analysis in this study is the method of SEM (Structural Equation Model). According to Herman (2003) SEM method is a statistical technique that allows a separate connection for each device-related variables. In a simple method of SEM presents an estimation technique is most suitable and efficient for a series of multiple regression equations are estimated simultaneously. SEM is used to use the software lisrel 8.71.

**Normality Test**

Normality test used to determine whether the data used in the study had normal distribution or not. Analysis of skewness and Kurtosis is a test of normality in the data alignment univarite to test each research variable, where a sample is said to have normal distribution or not.
Table 3: Result of Normality Test with Z Skewness and Z Kurtosis

<table>
<thead>
<tr>
<th>Variable</th>
<th>Statistic</th>
<th>Std. Error</th>
<th>Z</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude Toward Specific Target</td>
<td>Mean</td>
<td>3.449</td>
<td>0.37</td>
<td>Z</td>
</tr>
<tr>
<td></td>
<td>Skewness</td>
<td>0.173</td>
<td>0.181</td>
<td>0.037</td>
</tr>
<tr>
<td></td>
<td>Kurtosis</td>
<td>-0.583</td>
<td>0.360</td>
<td>-1.196</td>
</tr>
<tr>
<td>Attitude Toward Self Service Technology</td>
<td>Mean</td>
<td>3.756</td>
<td>0.051</td>
<td>Z</td>
</tr>
<tr>
<td></td>
<td>Skewness</td>
<td>0.049</td>
<td>0.181</td>
<td>0.041</td>
</tr>
<tr>
<td></td>
<td>Kurtosis</td>
<td>-0.448</td>
<td>0.360</td>
<td>-1.228</td>
</tr>
<tr>
<td>Usefulness</td>
<td>Mean</td>
<td>3.574</td>
<td>0.043</td>
<td>Z</td>
</tr>
<tr>
<td></td>
<td>Skewness</td>
<td>0.041</td>
<td>0.181</td>
<td>0.022</td>
</tr>
<tr>
<td></td>
<td>Kurtosis</td>
<td>-0.236</td>
<td>0.360</td>
<td>-0.645</td>
</tr>
<tr>
<td>Intention to Use</td>
<td>Mean</td>
<td>3.656</td>
<td>0.048</td>
<td>Z</td>
</tr>
<tr>
<td></td>
<td>Skewness</td>
<td>-0.047</td>
<td>0.181</td>
<td>-0.260</td>
</tr>
<tr>
<td></td>
<td>Kurtosis</td>
<td>0.104</td>
<td>0.360</td>
<td>0.285</td>
</tr>
<tr>
<td>Intention to Change Technology</td>
<td>Mean</td>
<td>3.656</td>
<td>0.041</td>
<td>Z</td>
</tr>
<tr>
<td></td>
<td>Skewness</td>
<td>0.340</td>
<td>0.181</td>
<td>1.861</td>
</tr>
<tr>
<td></td>
<td>Kurtosis</td>
<td>0.419</td>
<td>0.360</td>
<td>1.149</td>
</tr>
</tbody>
</table>

Based on the results of tests of normality by skewness and Kurtosis, all variables seem to have the value of Z and Z Kurtosis skewness smaller than 1.960, so that all variables can be said to have normal distribution.

Goodness of Fit Test

Table 4: Result of Goodness of Fit

<table>
<thead>
<tr>
<th>Goodness of Fit Indeks</th>
<th>Cut of Value</th>
<th>Test Results</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-square</td>
<td>Small</td>
<td>10.25</td>
<td>Fit</td>
</tr>
<tr>
<td>Sig probability</td>
<td>≥ 0.05</td>
<td>0.057</td>
<td>Fit</td>
</tr>
<tr>
<td>X2 / df</td>
<td>≥ 2</td>
<td>1.708</td>
<td>Fit</td>
</tr>
<tr>
<td>RMSEA</td>
<td>≥ 0.05</td>
<td>0.037</td>
<td>Fit</td>
</tr>
<tr>
<td>GFI</td>
<td>≥ 0.90</td>
<td>0.97</td>
<td>Fit</td>
</tr>
<tr>
<td>AGFI</td>
<td>≥ 0.90</td>
<td>0.93</td>
<td>Fit</td>
</tr>
<tr>
<td>CFI</td>
<td>≥ 0.95</td>
<td>0.98</td>
<td>Fit</td>
</tr>
</tbody>
</table>

Based on table 4 seen some goodness of test fit:

1. **Chi square and P value**
   
   Value of chi-square (X2) of 10.25 with 6 degree of freedom (df) with p value = 0.057 means that this model fit (≥ 0.05). Chi-square value < 0.05 indicates the research model did not fit (Ulman, 2001).

2. **Chi-Square Degree of Freedom (X2/df)**
   
   Indicators of goodness of fit by looking at the comparison between the value of chi-square with degree of freedom (X2/df), the ratio in this model is 10.25 / 6 = 1.708. According to Ulman (2001) value of 2 or less indicates good fit, but if the value <1 poor fit.

3. **Root Mean Square Error of Approximation (RMSEA)**
   
   RMSEA model in this study amounted to 0.037. This value indicates that the model is fit and not included in the category of rejection. RMSEA value of a good range of ≤ 0.05 while RMSEA values ≥ 0.10 indicate poor fit (Kenny, 2008). While the 90 percent confidence interval for RMSEA = (0.0: 0.14) also indicate that the RMSEA has a fairly good accuracy. Where the confidence interval is smaller than 0.08 so that it can be concluded that the model has good accuracy and fit.
4. **Goodness of Fit Index (GFI)**

Suitability index model (fit index) is used to calculate the weighted proportion of the variance in the sample matrix are described in the matrix covariance Estimated population (Tanaka & Huba, 1989). GFI has a value range between 0 (poor fit) to 1 (perfect fit). Value of high-called better fit. In this research found GFI 0.97 (above the cut-off > 0.90) so that it can be said that this model fit.

5. **Adjusted Goodness of Fit Index (AGFI)**

According to Schumaker & Lomax, 2004, AGFI values > 1.0, including categories of perfect fit on the contrary if the AGFI value < 0 indicating poor model fit. In this study, AGFI value of 0.93 (above the cut-off > 0.90) so that it can be said that this model fit.

6. **Comparative fit Index (CFI)**

According to Schumaker & Lomax, 2004, AGFI values > 1.0, including categories of perfect fit on the contrary if the AGFI value < 0 indicating poor model fit. In this study, AGFI value of 0.93 (above the cut-off > 0.90) so that it can be said that this model fit.

RESULTS AND DISCUSSION

On table 5 can be seen from descriptive statistics about Attitude Toward Specific Target, Attitude Toward Self Service Technology, Usefulness, Intention to Use Intention to Change Technology variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude Toward Specific Target</td>
<td>180</td>
<td>2.00</td>
<td>4.50</td>
<td>3.4491</td>
<td>0.48976</td>
</tr>
<tr>
<td>Attitude Toward Self Service Technology</td>
<td>180</td>
<td>2.00</td>
<td>5.00</td>
<td>3.7555</td>
<td>0.67990</td>
</tr>
<tr>
<td>Usefulness</td>
<td>180</td>
<td>2.33</td>
<td>5.00</td>
<td>3.5741</td>
<td>0.57902</td>
</tr>
<tr>
<td>Intention to Use</td>
<td>180</td>
<td>2.00</td>
<td>5.00</td>
<td>3.6556</td>
<td>0.65576</td>
</tr>
<tr>
<td>Intention to Change Technology</td>
<td>180</td>
<td>2.00</td>
<td>5.00</td>
<td>3.6556</td>
<td>0.54574</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>180</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Statistical Data Processing

Here’s a summary of the results of hypothesis testing hypothesis contained in this research, in Table 6.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Estimate</th>
<th>S.E</th>
<th>T-Value</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Attitude Toward Specific Target</td>
<td>0.85</td>
<td>0.08</td>
<td>10.30</td>
<td>Ho1 Rejected</td>
</tr>
<tr>
<td>Attitude Toward Self Service Technology</td>
<td>0.41</td>
<td>0.06</td>
<td>6.92</td>
<td>Ho2 Rejected</td>
</tr>
<tr>
<td>Usefulness</td>
<td>0.49</td>
<td>0.07</td>
<td>6.58</td>
<td>Ho3 Rejected</td>
</tr>
<tr>
<td>H4 Usefulness Intention to Change Technology</td>
<td>0.26</td>
<td>0.07</td>
<td>3.89</td>
<td>Ho4 Rejected</td>
</tr>
</tbody>
</table>

Source: Statistical Data Processing
Results of hypothesis testing is as follows:

**Hypothesis # 1**

*Ha1:* There is significant influence of the Attitude Toward Specific Target of Self Service Technology.

In Table 6 shows the test results are t-value of 10.30 which means that its value is greater than t-table 1.6535. So Ho1 can be rejected and unacceptable Ha1 which means there are influence between Attitude Toward Specific Target of Self Service Technology. When viewed from the standard value coefficient (β) equal to 0.85 which means the Attitude Toward Specific Target of Self Service Technology has a positive effect on Attitude Toward Self Service Technology. In their study, Curran and Meuter (2005) states that the model was tested on the users of technology services, that their use of technology (ATM, e-banking and phone-banking) on the sale of airline tickets have a positive influence on technology services (Attitude Toward Self Service Technology).

**Hypothesis # 2**

*Ha2:* There is significant influence of the Attitude Toward Self-Service Technology to Usefulness.

In Table 6 shows the test results are t-value of 6.92 which means that its value is greater than t-table 1.6535. So HO2 can be rejected and unacceptable Ha2 which means there are influence between Attitude Toward Self-Service Technology to Usefulness. When viewed from the standard value coefficient (β) equal to 0.41 which means the Attitude Toward Self-Service Technology affects 41% of the Usefulness and the rest influenced by other variables. This shows Attitude Toward Self-Service Technology has a positive influence on Usefulness. Usefulness allows subjective that by using the technology will improve the way of a service user to complete a task upon him (Davis et al. in Curran and Meuter, 2005). In that study, Davis et al. (in Curran and Meuter, 2005), usability / usefulness is the second central construct in models of technology acceptance and also get a huge concern in the literature of technology acceptance.

**Hypothesis # 3**

*Ha3:* There was a significant effect of the Usefulness of the intention to Use.

To test the above hypothesis testing Structural Equation Model of Usefulness as an independent variable on the Intention to Use as the dependent variable. In Table 6 shows the test results are t-value of 6.58 which means that its value is greater than t-table 1.6535. So Ho3 can be rejected and unacceptable Ha3 which means there are influence between Usefulness of Intention to Use. When viewed from the standard value coefficient (β) equal to 0.49 which means 49% Usefulness influence on Intention to Use the rest influenced by other variables. This shows Usefulness has a positive effect on Intention to Use.

**Hypothesis # 4**

*Ha4:* There was a significant effect of the Usefulness of the intention to Change Technology.
To test the above hypothesis testing Structural Equation Model of Usefulness as an independent variable on the Intention to Change Technology as the dependent variable. In Table 6 shows the test results are t-value of 3.89 which means that its value is greater than t-table 1.6535. So Ho4 can be rejected and unacceptable Ha4 which means there are influence between Usefulness of Intention to Change Technology. When viewed from the standard value coefficient (β) equal to 0.26 which means Usefulness affect 26% of the Intention to Change Technology and the rest is influenced by other variables. This shows Usefulness has a positive effect on Intention to Change Technology.

CONCLUSION

The test results showed that the four hypotheses that were tested all have significant influence are: (1) Attitude Toward Specific Target influence on Attitude Toward Self-Service Technology, (2) Attitude Toward Self-Service Technology affect Usefulness, (3) Usefulness influence on Intention to Use, (4) Usefulness influence on Intention to Change Technology. Based on the results of tests indicated that there are influence between Attitude Toward Specific Target of Self-Service Technology, dan also influence between Attitude Toward Self-Service Technology to Usefulness. Test results have shown that consumers desire to use technology services (ATM, e-banking and phone-banking) that has been prepared by the ministry of domestic airplane ticket sales will affect the convenience for consumers in making purchases of domestic airline tickets. So consumers would feel comfortable with the technology services (ATM, e-banking and phone-banking) that has been provided by the sellers and domestic airline tickets. Tests on the problem showed that there are influence between Usefulness of Intention to Use. Test results have shown that by highlighting the ease of use of technology, the perception of the difficulty of using the technology will make consumers have an open attitude toward technology services. The situation is affecting consumer use of an open attitude on technology services so that consumers have a sense of willingness to use technology services (ATM / e-banking / phone-banking) to make purchases of domestic airline tickets. Tests on the problem showed that there are influence between Usefulness of Intention to Change Technology. Test results have shown that the higher consumer activity, the greater the situations that can be used by consumers in their use of technology in making purchases of domestic airline tickets. Thus consumers will be willing to try and even move the habit of doing the purchase airline tickets that originally came directly to the ticket sales counter, now turn to technology services (ATM, e-banking and phone-banking). Based on the research, then there are some entries that can assist decision makers in implementing Self Service Technology in service of domestic airplane ticket sales. Consumers today are the consumers who can evaluate what is given to what is obtained from the service providers.

Sales service domestic airline tickets management also need to provide information to consumers about the ease and security in transaction using technology services. By way of informing consumers about the features that can assist consumers in using technology services. Provision of information to consumers is also a wide range of ways such as holding exhibitions in the mall, entered the ads on television, radio, brochures, and billboards.
Suggestions for Future Research

Transaction purchase tickets in this study is limited to transport aircraft with domestic destination (domestic), hence the subsequent need for expanded research on other transportation equipment and with overseas destination.

Research is expected to examine the relationship between respondents with service providers purchase tickets from the two sides, namely from the opinions of respondents and opinion ticket purchasing service providers.

Variable that influence consumers to use technology services need to be expanded again, like ease of use of technology/ease of use, individual differences/individual differences, etc.

Questionnaire deployment should be performed two times in particular by giving questionnaires to the respondents who had never used technology services and at the same respondents after the use of technology services in transaction purchase airline tickets so that it can be observed that respondent behavior change.

REFERENCES


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