

ABSTRACT

This study examines the factors shaping the adoption of artificial intelligence in student-owned businesses through an exploratory qualitative case study of Dosare Capsule Hotel in Yogyakarta. The research draws on the Technology Acceptance Model, the Technology-Organization-Environment framework, and the Resource-Based View to analyse how internal perceptions, organizational readiness, environmental conditions, and resource availability influence adoption intentions. Data were collected through semi-structured interviews, direct observation, and supporting secondary documents.

Using Template Analysis, the study identifies three central themes. Internal drivers include strong perceived usefulness, digital readiness among young staff, and openness toward practical innovation. Dual barriers arise from financial limitations, fragmented technological systems, and varying customer readiness, all of which restrict the feasibility of advanced adoption. Balancing strategies show how the business prioritizes cost-efficient tools, preserves its hospitality culture, and adopts incremental learning practices to manage constraints.

The study concludes that student-owned businesses are motivated to adopt AI but remain constrained by contextual and resource-based challenges. Adoption is most feasible through low-cost, standalone tools that support rather than replace human service roles.

Keywords: AI adoption, student-owned business, qualitative case study, TAM–TOE–RBV, hospitality SMEs

ABSTRAK

Penelitian ini mengkaji faktor-faktor yang membentuk adopsi kecerdasan buatan dalam bisnis milik mahasiswa melalui studi kasus kualitatif eksplorasi Hotel Kapsul Dosare di Yogyakarta. Penelitian ini mengacu pada *Technology Acceptance Model (TAM)*, *Technology-Organization-Environment framework (TOE)*, dan *Resource-Based View (RBV)* untuk menganalisis persepsi internal, kesiapan organisasi, kondisi lingkungan, dan ketersediaan sumber daya memengaruhi niat adopsi. Data dikumpulkan melalui wawancara semi-terstruktur, observasi langsung, dan dokumen sekunder pendukung.

Dengan menggunakan *Template Analysis*, penelitian ini mengidentifikasi tiga tema sentral. Pendorong internal termasuk kegunaan yang dirasakan kuat, kesiapan digital di antara staf muda, dan keterbukaan terhadap inovasi praktis. Hambatan ganda muncul dari keterbatasan keuangan, sistem teknologi yang terfragmentasi, dan kesiapan pelanggan yang bervariasi, semuanya membatasi kelayakan adopsi lanjutan. Strategi penyeimbangan menunjukkan bagaimana bisnis memprioritaskan alat hemat biaya, melestarikan budaya perhotelannya, dan mengadopsi praktik pembelajaran inkremental untuk mengelola kendala.

Studi ini menyimpulkan bahwa bisnis milik siswa termotivasi untuk mengadopsi AI tetapi tetap dibatasi oleh tantangan kontekstual dan berbasis sumber daya. Adopsi paling layak melalui alat mandiri berbiaya rendah yang mendukung daripada menggantikan peran layanan manusia.

Kata kunci: Adopsi AI, bisnis milik siswa, studi kasus kualitatif, TAM–TOE–RBV, UKM perhotelan