

## ABSTRACT

The establishments of McDonald's across Europe are now developing thousands of self-ordering kiosks. Not only in the big cities, but their establishments in the urban areas and countryside are also installing the advanced technology in fast-food industry. McDonald's in America and Australia are also catching up with this breakthrough. The purpose of this thesis is to gain an in-depth understanding about the likeliness of Indonesians to accept this technology based on their perceived usefulness and perceived ease of use, and how situational influences as the moderating aspect will give impact to the intention to accept the technology. Henceforth, using the theory of Technology Acceptance Model, the researcher will investigate this issue, and gain the information by doing a survey through questionnaire. The compiled data will be analysed using statistical software SPSS by doing correlation tests throughout the related indicators as variables. The expectation with this study is to give a hint of how the Indonesians customers would react to such technology in a fast-food restaurants, starting by figuring out the relationship of perceived usefulness and perceived ease of use with the intention to accept the technology.

**Keywords :** Technology Acceptance Model, Self-Service, Self-Ordering Kiosks, Technology, Perceived Usefulness, Perceived Ease of Use, Situational Influences, Perceived Waiting Time, Social Anxiety, Restaurants, Fast-food, Indonesia

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Gerai-gerai McDonald's di seluruh Eropa pada saat ini sedang mengembangkan ribuan kios-kios pelayanan mandiri. Tidak hanya di kota-kota besar, namun gerai-gerai di area *urban* dan pinggiran kota juga menerapkan teknologi terkini ini di industry makanan cepat saji. McDonald's di Amerika dan Australia turut mengejar ketertinggalan mereka dalam menggunakan terobosan ini. Tujuan dari penulisan tesis ini adalah untuk memperoleh pemahaman yang mendalam mengenai kecenderungan masyarakat Indonesia untuk menerima teknologi ini berdasarkan pada *perceived usefulness* dan *perceived ease of use*, dan bagaimana *situational influences* atau pengaruh-pengaruh situasional menjadi aspek moderator akan memberi efek terhadap keinginan untuk menerima teknologi tersebut. Oleh karena itu, menggunakan teori *Technology Acceptance Model*, peneliti akan menginvestigasi kasus ini . dan memperoleh informasi dengan melakukan survey menggunakan kuisisioner. Data-data yang terkumpul akan dianalisa menggunakan perangkat lunak untuk pengolahan data statistik bernama SPSS dengan melakukan tes korelasi terhadap seluruh indicator-indikator yang berhubungan sebagai variabel. Peneliti berharap penelitian ini dapat memberi sedikit petunjuk mengenai bagaimana orang-orang Indonesia sebagai pelanggan bereaksi terhadap teknologi semacam ini di restoran cepat saji, dimulai dengan meneliti hubungan antara *perceived usefulness* dan *perceived ease of use* dengan keinginan untuk menerima teknologi tersebut.

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