**ABSTRACT**

With rapid growth to technology “in the world nowadays, various technology innovations are introduced in order to facilitate people’s” need “and necessities. One of the innovations that” have developed is self-service technology (SST). The “conceptual study highlights the relationship between several variables that influence consumer’s intention to use self-service” technology. The study was conducted to determine the main factor that contribute consumer to use self-service technology. By using the “technology acceptance model (TAM) and the theory of planned behavior (TPB)”, this study also conduct to identify is there any relationship between attitudes, subjective norm, “perceive ease of use and perceive usefulness that influence customer’s intention to use” self-service technology. This study used UTAUT model as framework to determine the variable the influence customer “intention to use self-service technology.”

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**TABLE OF CONTENTS**

[CHAPTER 1 1](#_Toc47509816)

[INTRODUCTION 1](#_Toc47509817)

[1.0 Introduction 1](#_Toc47509818)

[1.1 Background of the Study 2](#_Toc47509819)

[1.2 Problem Statement 4](#_Toc47509820)

[1.3 Research Objective 5](#_Toc47509821)

[1.4 Research Question 5](#_Toc47509822)

[1.5 Limitation of Study 6](#_Toc47509823)

[1.6 Significant of the Study 6](#_Toc47509824)

[1.7 Definition of Terms 9](#_Toc47509825)

[Table 1.1: Operational Definition 12](#_Toc47509826)

[CHAPTER 2 13](#_Toc47509827)

[LITERATURE REVIEW 13](#_Toc47509828)

[2.0 Introduction 13](#_Toc47509829)

[2.1 Self-Service Technology 13](#_Toc47509830)

[2.2 Attitude 15](#_Toc47509831)

[2.3 Subjective Norm 17](#_Toc47509832)

[2.4 Perceive Ease of Use 21](#_Toc47509833)

[2.5 Perceived Usefulness 24](#_Toc47509834)

[2.6 Conceptual Framework 27](#_Toc47509835)

[2.7 Summary of Hypothesis 28](#_Toc47509836)

[CHAPTER 3 29](#_Toc47509837)

[METHODOLOGY 29](#_Toc47509838)

[3.0 Introduction 29](#_Toc47509839)

[3.1 Research Design 29](#_Toc47509840)

[3.2 Population 30](#_Toc47509841)

[3.3 Sampling Frame 30](#_Toc47509842)

[3.4 Sampling Techniques 31](#_Toc47509843)

[3.5 Sampling Size 32](#_Toc47509844)

[3.6 Unit of Analysis 33](#_Toc47509845)

[3.7 Data Collection Procedure 34](#_Toc47509846)

[3.8 Instrument 35](#_Toc47509847)

[3.9 Validity of Instrument 37](#_Toc47509848)

[3.10 Plan for Data Analysis 38](#_Toc47509849)

[Table 3.3 Plan for Data Analysis 39](#_Toc47509850)

[CHAPTER 4 40](#_Toc47509851)

[FINDINGS AND DISCUSSION 40](#_Toc47509852)

[4.0 Introduction 40](#_Toc47509853)

[4.1 Rate of Return 41](#_Toc47509854)

[4.2 Demographic Background of Respondents 42](#_Toc47509855)

[4.3 Normality Analysis 49](#_Toc47509856)

[4.4 Reliability Analysis 51](#_Toc47509857)

[4.5 Descriptive Analysis 53](#_Toc47509858)

[Research Questions 1 53](#_Toc47509859)

[4.6 Pearson Correlation Coefficient Analysis 59](#_Toc47509860)

[Research Questions 2 59](#_Toc47509861)

[Overall Hypothesis Result of Pearson Correlation Analysis 65](#_Toc47509862)

[4.7 Linear Regression 66](#_Toc47509863)

[CHAPTER 5 69](#_Toc47509864)

[CONCLUSIONS AND RECOMMENDATIONS 69](#_Toc47509865)

[5.0 Introduction 69](#_Toc47509866)

[5.1 Conclusion 69](#_Toc47509867)

[5.2 Conclusion on Demographic Background of Respondents 70](#_Toc47509868)

[5.3 Recommendation 74](#_Toc47509871)

[REFERENCES 76](#_Toc47509872)

[APPENDIX 81](#_Toc47509873)

**LIST OF TABLES**

**Table 1.1:** Operational Definition………………………………………….…...…..12

**Table 3.1:** List of Units and Number of Employees in Six Department at Galaxy Aerospace (M) Sdn Bhd……………..…………………………….……31

**Table 3.2:** The questionnaire content used was five Likert Scale …………….....…35

**Table 3.3:** Plan for Data Analysis …………………………………………….……39

**Table 4.1:** Rate of Return……………………………………………………...……41

**Table 4.2:** Frequency of Gender…………………………………………………….42

**Table 4.3:** Frequency of Race………………………………………………….……43

**Table 4.4:** Frequency of Age…………………………………………………….….44

**Table 4.5:** Frequency of Educational Level………………………………………...45

**Table 4.6:**  Frequency of What method do you prefer for your shopping? ………....46

**Table 4.7**: Frequency How often do you use self-service technology

service? …………………………………………………………………47

**Table 4.8**: Frequency What type of self-service technologies you mostly used?.......48

**Table 4.9:** Normality Analysis …………………………………………………..…49

**Table 4.10:** Rule of Thumb for Results of Cronbach’s Alpha in Reliability Test………………………………………………………………………51

**Table 4.11:** Reliability Analysis…………………………………………………….52

**Table 4.12:**  Mean Score Interpretation………..……………………...……………..54

**Table 4.13:** Descriptive Analysis………………………………………………...…54

**Table 4.14:** Attitude Descriptive Statistic……………………………………… ….55

**Table 4.15:** Perceived Usefulness Descriptive Statistic……………...............……..56

**Table 4.16:** Perceived Ease of Use Descriptive Statistics…………………………..57

**Table 4.17:** Subjective Norms Descriptive Statistics……………………………….58

**Table 4.18:** The Rules of Reliability for Correlation Analysis……………………..59

**Table 4.19:** Correlations between three independent variables towards dependent variable…………………………………………………………...…….60

**Table 4.20:** Overall Hypothesis is Result of Pearson Correlation Analysis...............65

**Table 4.21:** Rule of Thumb of Linear Regression Analysis at 95% Confidence Interval…………………………………………………………...…….66

**Table 4.22:** Determination of R-Square………………………………………….…66

**Table 4.23:** Determination of Coefficients………………………………………….68

**LIST OF FIGURES**

**Figure 2.1:** Conceptual Framework…………………………………………………27

**Figure 3.1:** The sample size determination table by G-Power……………..……….33

# CHAPTER 1

# INTRODUCTION

## 1.0 Introduction

“Malaysia is an emerging Asian economy aspiring to move towards a technology-driven and high-tech production-based pattern of development and thus replicate the experience of the newly industrializing economies of Asia. In fact, Malaysia has been categorized in the group of countries that have the potential to create new technologies on their own (Lai & Yap, 2006).”

Therefore, Malaysia has also made significant advances in technology. As we know various ways of innovation are being developed that have allowed human communication and interaction to be faster no matter time and place. Technologies also create development leading to new and advanced countries especially in Malaysia. According to National Achieve of Malaysia in 24 March 2010 the Prime Minister at that time announced in the National Broadband initiative to transform Malaysia from a low-income country to a developed country (MyGoverment, 2020).

“The focus of this research is on technologies that customers independently use without any interaction with or assistance from employees. These technologies have been termed as self-service technology.” Self- service is a type of retail business where consumer helps themselves to the business that they wish to purchase. “Self-service technologies have already occupied a vital position in industries like hotels, banking, and airline. Examples include web-check in, self-checkout in hypermarket, automated checkout in hotels, automated teller machines (ATMs), parking ticket with a time stamp on it at airports and other places.” “This is helping in changing the way traditional business used to work and develop new practices”(EssaySauce.com, 2015).

In addition, self-checkout has gained its popularity in North America, South America, and Europe, Africa and Australia and started moving toward Asia. In Malaysia, not many retailers have taken the leap into self-service technology in the supermarket. For the few years later, there are two supermarkets that have implemented self-checkout where the first installation is in the Tesco IOI City, Putrajaya in 2015 and another in Tesco KSL City, Johor Bharu in 2016 (Siah & Fam, 2017).

## 1.1 Background of the Study

“Over the years, technology has revolutionized our world and daily lives. Technology has created amazing tools and resources, putting useful information at our fingertips. Modern technology has paved the way for multi-functional devices like the smart watch and the smart phone. Computers are increasingly faster, more portable, and higher powered than ever before. With all these revolutions, technology has also made our lives easier, faster, better, and more fun.”

Nowadays, people also like to use self-services technology for make their work and daily life more easily. According to Fisher (1998), “technology has been implemented successfully in the delivery of many services as an aid to the front-line employee who interacts with the customer. However, encouraging customers to use new technologies in service encounters is generally more challenging than employee use of new technologies.”

“One of the more complicated uses for technology has been as a replacement for the firm’s employees in the delivery of services. This use of technology has an extensive appeal to the service provider in that it can standardize service delivery, reduce labor costs and expand the options for delivery. However, it can be a significant drain on resource if not widely accepted by consumers.”

“Thus, it is imperative that we understand how to best design, manage and promote new technologies in order to have the best chance of consumer acceptance. The focus of this research is on technology that customers independently use without any interaction with, or assistance from, employees. According to Meuter et al. (2000), these technologies have been termed self-service technologies or SSTs. Examples of SSTs include ATM’s, pay at the pump gas station terminals, automated hotel checks out, online transactions such as investment trading, or fully automated phone systems.”

Lastly, as a researcher people need to use this technology in the right way to gain more advantages to have better future. Technology also will help people to develop the country like Japan, USA, China and North Korea.

## 1.2 Problem Statement

The world are always changing their innovation with technology from time to time which sometime people cannot update information about that new technology in their daily life. Not everyone familiars with the self-service technology, especially in hypermarket, bank service and kiosk.

Thus, long procedure and waiting long time to complete certain process is one of the problems that usually happen in Malaysia. Most people have lot of work to do in daily life so their expected to not waste their time to one work only. According to Sweeney (2006), show that majority of the respondents is Gen Y and their characteristic is impatience .A research by 2016 Forrester also found that, “73% say the most important thing companies can do to provide good customer service is valued customer’s time (Leggett, 2016).”

In addition, a person with low educations there has low confidence in using new technology and when they feel anxiety about the technology, they will not feel fun. Especially for senior generation, because they are more feel comfortable to interact with people rather than technology. According to Hassan, Sade, & Rahman (2013), “self-service technology can be a problematic technology to use if the consumer is unable to adapt new technology consequently there is negative preference to use self-service technology.”

However, in different perspective which is generation Y, there has delayed social development as many of their interaction are digital and technology, so they do not like to interact with human. They are more likely to perceive a higher sense of control over technology. Based on the previous studies’ different generation level influence of the attitude and behavior towards digital and technology especially in self-service technology. Therefore, this study attempts to determine factors influences the “intention to use self-service technology.”

## 1.3 Research Objective

1. “To identify the factors that most influence the intention to use self-service technology.”
2. “To identify the relationship between the determinant factors and the intention to use self-service technology.”

## 1.4 Research Question

1. What are the determinant factors that influence the intention to use self- service technology?
2. What is the relationship between the determinant factors and intention to use self- service technology?
3. What are the most factors that influence to use self-service technology?

## 1.5 Limitation of Study

The study that has been conducted is limited to the employee of a certain organization from certain department only. Next, the method that has been used in collecting the data is through quantitative method only which is questionnaire. It has been limited questionnaire only because it is the most easy and quick to get feedback from the respondents. Lastly, there is limitation of time to prepare a study on the topic like this in short time duration is not very easy task and it has been limited to cover all scope in the study.

## 1.6 Significant of the Study

The main aim of the change is the sort of conventional service that has been replaced by a new form of service that is self-service technology to help customers in the company they want to purchase. Self–service technology is technological interface through which customer can attain service without direct involvement to service firm employee.” Through this analysis, this service will have many benefits from the consumer's perspective by using self-service technology, including time and cost savings, greater control over the standard of service, decreased waiting times and higher perceived level of order suitability. This is the reason why consumers prefer to use self-service technology. The main reason why consumer use self-service technology is because this technology is able to conduct a business in 24-hour, faster transition and can reduce the waiting time.

Waiting in line is a negative experience for retail store customer, thus with using self-service technology service it can reduce the waiting time such as self-service kiosk. This service can find in many places such as hypermarket, airport industries, banking industries and food industries. Example in airports and other travel environment, self-service kiosk that dispense information, allow customer to check in or print the tickets by themselves, this can allow passengers were left standing in line to cut back on time. Besides that, other industries like hypermarket and food industries also can improve customer experience. The prevalence of Self-service kiosk vastly improves customers experience because with touch screen self-service kiosk, the customers can see image of the food or items that they want or don’t want. This can make customers don’t have to wait for servers to take their orders and queuing. Since customer can customize their own orders, staff can significantly cut down the mistake by focusing into items that customer order and this can make the customer satisfaction and happy.

In addition, self-service is inherently user friendly because it is accessible at any time. These give consumers the ability to engage with support at any time that suits them. Through this study, it will be benefit to consumer. In other words, if the level of satisfaction toward the self-service technology is excellent so the number consumer will increase in the future because it will support from the consumer. This is one of the factors that lead to the awareness of technology and increasing in economy.

Self-service technology is not only about making consumer lives easier but also about benefiting the organization. Technology has a significant effect on the way company works, develops, generates and delivers. To attract more consumers and remain ahead of their business, many companies are increasing the use of technology to offer competitive service. By developing the self-service technology in organization, it can improve the quality of service that manual service cannot provide, and this also can help the organization become more efficient. Besides that, when more implementing the self-service technology use for business, it wills more improve their customer service and can reduce the cost. This two are primary reason why organizations are putting in self-service technology. Self-service technology also can be a solution for HR staff to focus more on business strategic planning for the organization. HR staff no needs to worry about the lack of skilled labor force.

Besides that, these studies also help developer to know that they receive benefit in terms of improving the self-service technology that organization provides to consumer. Self-service developers are responsible for managing, operating and function of performance. Developer can find every channel strategy that they need to be aligned with consumer needs. This can help developer make easy to come out with a new idea such as upgrade the systems and technology in become more systematic and efficient.

Through this research also will know the expectation of the developer toward consumer of the technology. When more consumers’ satisfaction on using the self-service technology, so the more organization needs to provide the service. So that from the expectation that find out from the research is developer can generate more income by developing the technology. Finally, when many consumers use self-service technology provider, the more income they will get.

## 1.7 Definition of Terms

**Self-Service Technology**

Self-Service Technology is a means technology that customers independently use without any interaction with or assistance from employees (Curran & Meuter, 2005). Also, Self-Service Technology is one of the classic examples of marketplace transactions in which no interpersonal contact is required between buyer and seller. Self-service technologies are therefore defined as a hard technology that directly or indirectly is operated by the customer in order to received services (Lundberg, 2017).

**Attitude**

Attitude also is disposition to respond favorably or unfavorably to an object person, institution, or event (Azjen & Fisbein, 1991). Attitude was described as a psychological tendency expressed by evaluating a particular individual with some degree of favour or disadvantage (Shin Chih Chen and Shing Han Li, 2010). Attitude is a sensation or a mental response to a specific goal (Lu, Chou, & Ling, 2009).

**Subjective Norm**

Subjective norm refers to the perceived social obligation to execute the action or not (Ã & Chen, 2005). In the other word, the subjective norm is linked to the moral assumptions regarding the standards of others. Subjective Norm is the probability of whether important referents agree or disagree with the behavior (Hong, Ng, Yusof, & Kaliappan, 2019). Subjective Norm is refer to the motivating influence of our perceptions of what we think significant other such as family want us to do (Fogarty & Rose, 2000).

**Perceived Easy to Use**

Perceived Easy To Use was described as the degree to which users would consider the use of a specific technology to be effortless on their part (Curran & Meuter, 2005). In the simple term, a person needs a lot of effort to use modern technology. Perceived easy to use is the degree to which self-service technology are regarded as easy to understand and operate(Fogarty & Rose, 2000). The degree to which a passenger feels the kiosk can be used without effort (Lu et al., 2009).

**Perceived Usefulness**

Perceived Usefulness is defined the subjective probability that using the technology would improve the way a user could complete a given task (Curran & Meuter, 2005). Perceived Usefulness is the degree to which a person thinks that using a program will boost his or her performance at work. This definition is from the word useful (Fred D. Davis, 2014). Perceived Usefulness refer to individual subjective understanding of the use of technology does not only improve efficiency, output, effectiveness, or profitability in relation to employment. Perceived Usefulness is defined as the potential users subjective like hood that the use of a certain system will improve his-her action (Pc Lai, 2017). The degree to which a passenger thinks that the kiosk will improve their productivity at work (Lu et al., 2009). Perceived usefulness as subjective opinions of customers who vote can improve their performance if you use these online applications (Gathani, 2001). Usefulness as anything within a specific program within boost the work efficiency of people using the program (Mathwick, 2001)

## Table 1.1: Operational Definition

|  |  |  |
| --- | --- | --- |
| **Variable** | **Definition** | **Source** |
| Attitude | Attitude also is disposition to respond favorably or unfavorably to an object person, institution or event | Azjen & Fisbein, 1991 |
| Perceived Ease of Use | Perceived Easy to Use has been defined as the degree to which users would find the use of a technology to be free from effort on their part | Fred D. Davis, 1989 |
| Subjective Norm | Subjective Norm is refer to the perceived social pressure to perform or not to perform the behavior | Azjen & Fisbein, 1991 |
| Perceived Usefulness | Perceived Usefulness is the degree to which a person believes that using a system would enhance his or her job performance | Fred D. Davis, 1989 |
| Self-Service Technology | Self-Service Technology is a means technology that customers independently use without any interaction with or assistance from employees | Fred D. Davis, 1989 |

# CHAPTER 2

# LITERATURE REVIEW

## 2.0 Introduction

These chapters analyses literature review of the main issue which is the relationship between attitude, subjective norms, perceive ease of use and perceive usefulness toward intention to use self-service technology. To find out more, this chapter will discuss about past review studies which relevant to the study. This section focus on the theories that have been using by past researchers in completing their research. There are two theories which is Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB).

## 2.1 Self-Service Technology

People are more becomes easier and convenient when developer provides self-service technology for them. According to Dabholkar & Bagozzi (2002),research has found that some consumers may actually prefer using self-service technology compare to traditional service because they find it easy to use, or it helps them avoid interaction with employees.

Self-service technologies are technological framework allowing customers to provide a service that is independent of the direct involvement of workers in the company. Self-service technology can be categories by automated teller machine (ATM), automated hotel checkout, self-checkout hypermarket, ticketing online and online banking. Nowadays many people are mostly using these technologies. According to Dabholkar & Bagozzi (2002), They found that some consumers can easily adapt to these self-based technological services, as they simplify the purchasing process and can avoid interaction between consumers and employees. Most consumers nowadays have the requisite information to adapt to those services accordingly.

Besides that, self-service technology can be two categorized as “one site options” that use machine in kiosk such as touch screen in department stores, information kiosk at hotel, self-scanning at grocery store and also libraries and another options is “off site” is the internet or online method options such as telephone, online banking and online shopping on the internet. They can make online payment by using any method such as debit and credit card, e-wallet and mobile payments (Dabholkar & Bagozzi, 2002).

## 2.2 Attitude

Attitude is defined as the disposition to respond favourably or unfavourably to an object person, institution or event (Ajzen & Driver, 1991). The attitude is A psychological tendency demonstrated by judging a single individual with some degree of favor, or disagreement (Lin, Shih, Sher, & Wang, 2005). The attitude is one of the factors that people using the self-service technology. According to Hong et al. (2019), the attracted factor to cause related marketing in hypermarket result that found have strong effect to people using and join the technology in hypermarket.

Next, the research was conducted in the area of banking industries by Curran & Meuter (2005). The research focus on the self-service technology model to be tested across the banking technologies of automated machine (ATM), bank by phone and online banking. The research tested using three different technologies. The finding found the structural model show that consumer attitude more to ATM and bank by phone not to online banking. The tested consumer is responding positive attitude to both self-services technology. For consumer ATM and bank by phone more useful rather than online banking (Curran & Meuter, 2005).

Other than that, According to Ting, Yacob, Liew, & Lau (2016) was conducted in the area of mobile payment technology. The purpose of this study is To examine the impact of attitude, subjective pattern and perceived behavioral influence on Malaysian and Chinese mobile payment intention. Also, to understand and what contributes to user intention toward mobile payment system in developing market. The finding of this article is showing not only positive attitude when using mobile payment technology between two ethnic groups. Malaysian mobile users are beginning to embrace m-payment as a convenient and secure alternative for making payment transactions (Ting et al., 2016).

Furthermore, the research was conducted in area airline industry by Lu et al. (2009). The goal of this study was to explore the intentions of passengers to use self-checking in airport services and the influencing factors. This study focusing on the theories TAM especially on the attitude when using the self-check in technology. The results of the research are the consequences of growing precedent on the passenger's wish to follow a kiosk. The airlines should try to change the passengers’ attitude toward the kiosk in the future by extensive promotion. Also, the construct of external stimuli, plays a significant role in affecting the adoption of use of the kiosk, followed by effectiveness of attitude.

A primary outcome of this study was demonstrating that there is multiple attitude that may drive consumer intention to use a self-service technology. According to the, the finding of this study is not all different behaviours lead to the use of thoughts self-service technology, but they also provide insight into the way the attitude relate to one another. The result show that have two different attitudes will respond or interact to use self-service technology which is positive attitude and negative attitude. There is evidence from this study that there are at least two factors that can drive people in the service experience to use a system, one being the attitude of the customer towards the employees and the other being the attitude towards self-service technology. The models tested show that people can feel negative towards service workers, which then have a negative effect on the more general attitude towards service provided by the provider. Therefore, this study summarizes the hypothesis:

**H1: The relationship between attitude and intention to use self-service technology.**

## 2.3 Subjective Norm

Subjective Norm is related to the normative belief about the expectation from other people Yen et al. (2005). According to this article that the three influencers in this theory for examples attitude, subjective norms and perceived behavioral control can be interpreted as attitude for technology role, subjective norm for organizational members and social system roles and also perceived behavioral control for individual role. An expansion of the Trust and TAM model with TPB including subjective standard and perceived behavioral influence would be more detailed when considering online tax acceptance. In this extension, trust is put as a significant antecedent of attitude , subjective norm and perceived regulation of behaviour.

As results, the significant influence of trust on subjective norm, there is only 8% of total variance explained in subjective norm. Thus, it is possible to identify potential factors that could influence subjective norm to some extent. Future work on the topic could be explored to better predict subjective norm and in effect act intention to use. Many potential beliefs in the areas of management and psychology including commitment, reliability and transparency were suggested (Ã & Chen, 2005).

Next, this second article is about increasing consumers at hypermarket visit intention through cause-related marketing which is a perspective from the theory of planned behavior. This study investigates the effectiveness of CRM in consumers' hypermarket visit intention using the TPB model. Second, the study contributes to the CRM literature by introducing a framework with a stronger theoretical background that is TPB. Third, the study extends the use of CRM to the hypermarket context. Subjective norm is defined as the perception of social pressure to perform or not perform the behavior (Verbeke, 2005). In this study, aside from apply the proposed determinants of TPB, the antecedents of attitude towards the CRM campaign.

According to Suki & Ramayah (2010), the findings show that attitude, subjective norm and Perceived behavioral regulation is projected positively by their respective values and also has a positive impact on the decision to use the mobile payment system. Yet the subjective standard and perceived protection between Malays and Chinese are found to be substantially different. Therefore, it is also found that the purpose of the two ethnic groups is different. The study highlights the need to understand what contributes in emerging markets to the intention of users toward the mobile payment system. It also emphasizes the importance of understanding what's shared and what isn't shared in multi-ethnic and cultural countries such as Malaysia. It therefore provides insights into effective service operation and marketing of mobile payment system to utilize such communication technology and achieve service excellence.

In addition, E-payment is commonly described as electronically processed and received payment and is a global trend that enables individuals to perform online transactions anywhere and anytime, thus enhancing domestic and global commerce. The success is attributed mostly to flexibility and comfort, thanks to the rapid growth of technology. E-payment, which is a form of e-payment, makes use of communication technologies by allowing mobile users to make payment via mobile devices linked to the Internet.

The effect of attitude, subjective norm, and perceived ease of use on intention towards E-payment system. The findings show that all independent variables are positively related to intention with more than 70 percent variance explained. It is evident that there are differences in perceived risk, interpersonal and external influences, subjective norm and intention between Malays and Chinese. It is summarized that normative beliefs and subjective norm play a key part in distinguishing the intention of Malays from Chinese. According to Muhammad & Isa (2009), this corresponds to past findings that Malays are more concerned with social relationships and receiving approval from others than other groups in Malaysia.

According to Rachna & Singh (2013), “electronic payment refers to the mode of payment which does not include physical cash or cheques. It includes debit card, credit card, smart card, e-wallet etc. E-commerce has its main link in its development on –line in the use of payment methods, some of which we have analyzed in this work. The risk to the online payments is theft of payments data, personal data and fraudulent rejection on the part of customers. Therefore, and until the use of electronic signatures is wide spread, we must use the technology available for the moment to guarantee a reasonable minimum level of security on the network. With respect to the payments methods they have been analyzed in this work, it is impossible to say that any one of them is perfect, although each one of them has advantages as opposed to others. If the client wants to maintain privacy, then they choose those payment methods which guarantee a higher level of privacy such as E-cash or Net Bill Checks. If the priority is security, they should use, Smart Cards. Both consumers and service providers can benefit from e-payment systems leading to increase national competitiveness in the long run. The successful implementations of electronic payment systems depend on how the security and privacy dimensions perceived by consumers as well as sellers are popularly managed in turn would improve the market confidence in the system.”

“Conclusion, for subjective norm shows that recognizing both technological and trust-based issues are important in increasing citizen's behavioral intention to use this service. Thus, this measurement model indicates a high degree of reliability as well as convergent and discriminate validities. This means that to effectively attract citizens to use on-line tax, the design of on-line tax needs to carefully pay attention to both aspects.”

“Besides, as discussed previously, novice users tend to rely more on trust in non-technology features than on perceive ease of use and usefulness in technology-based features to develop their attitude toward the behavior. In other words, trust is more important in determining user’s attitude than perceive ease of use and usefulness in on-line tax. The major trust-based concerns may include privacy protection, accuracy to declaration, and unauthorized access and so on. Therefore, this study summarizes the hypothesis”

**H2: The relationship between subjective norm and intention to use self-service technology.**

## 2.4 Perceive Ease of Use

“Another variable that we use is perceived ease of use that was conducted by Abdul Hadi Ujang, Alfred Ramli Omar & Ikhwan Abd Rani by using the theory of TAM (Ujang et al., 2016). This study was conducted to identify the factor that influence consumer’s intention to use self-service technology in tourism and hospitality industry. Perceived ease of use has been defined as the degree to which a user would find the use of a technology to be free from effort on their part. Besides that, using self-service technology will have many positive effects to consumer to perform and provide their own services without direct assistance from employees and this allows customer to enjoy efficient and customized service. Based on this research has found that customers do not need to wait for a long queue during check-in process either in a hotel or airport due to the self-service technology that consumers can perform by themselves. Other than that, the fact that mobile phones, nowadays, are much smaller and lighter to carry, can facilitate consumer’s need in requiring less effort to finish their check-in process via mobile check-in. Therefore, According Lin & Hsieh, 2006 most consumers prefer self-service technology that offers easy interfaces, guidance, and assistance from the firm to ease their transition from traditional services to self-service technology (Lin Chris, 2006). The second research was conducted by J. Jia Wen Siah and Soo-Fen Fam, 2017. This research is to measure the relationship between service qualities, customer satisfaction and reuse intention of self-checkout service in Malaysia. In addition, one of the efficient technological advances that support daily business operations is a self-checkout machine. This technology is an effort to reduce traffic and drive time. In this research found that the result among customer in the hypermarket regarding that perceived ease of use has two different perspectives which is Gen Y is enthusiastic about technology so they can master technology easily and another perspective is people with low education, this people has low confidence in using new technology and when they feel anxiety about using the technology, so they will not feel fun. Therefore, people have become more confident in the ability to use technology if they have long enough time frames to experience on the new technology (Siah & Fam, 2017).”

The third research was conducted by Cameron Smit,Mornay Roberts,Lombard,and Mercy Mpinganjir (2018). The study was conducted to determine the extent of readiness of passengers and their effect on the adoption of mobile self-service technologies in South Africa's airline industry. Mobile apps have been described as the main mobile self-service airline technology going forward, with the software offering many additional mobile functions such as boarding pass storage, check-in services, ticket purchase, baggage tracking and flight status updates. Besides that, the benefit of using mobile technology especially in airlines and airport industries which is also can reduce business costs and consumer example up-to-date flight information. Based on the article, most of the consumers are respondents that airlines' mobile apps would help them to perform their tasks faster and will enhance effectiveness in completing task. The result show the overall mean for the perceive ease of use was Indicating that the majority of respondents agreed with the statements and viewed mobile apps on the airline as being easy to use (Smit, Roberts-Lombard, & Mpinganjira, 2018a)

Last but not least, the fourth research that was conducted in the area of banking industries by James M.Curran and Matthew L. Meater. The research focused on the self-service technology model to be tested across the banking technologies such as automated machine (ATM), bank by phone and online banking. These technologies implement for customers become independent usage without employee contact or assistance. Based on the article, the finding show that the structural model toward ease of use was a significant predictor for attitudes toward ATM, but not for attitude toward bank by phone or online banking this is because Consumers will still have to decide what they think of the option to conduct their banking in a bank by phone or online banking, or they have already decided that they are not interested in using computers to deal with their banks (Curran & Meuter, 2005).

The above articles show that self-service can grow into an important aspect of a user's daily life. Self-service technology has also been widely accepted by people around the world. However, for elderly and low education people, they are afraid to use self-service technology due to lack of knowledge and hesitate to provide their personal information. This normally happens in banking industry. Based on previous literatures, perceive ease of use are among the factors that influence the intention to use self-service technology. Therefore, this study summarizes the hypothesis:

**H3: The relationship between perceive ease of use and intention to use self-service technology.**

## 2.5 Perceived Usefulness

Perceived usefulness is the degree to which a person believes that using a system would enhance his or her job performance (Fred D. Davis, 2014). According to Hassan, Sade, & Rahman (2013) When using traditional method checkout in hypermarket can get issue such as cashier workplace. By lifting and dragging a cashier has to handle several heavy items. The job can cause greater stress than handling average or light cashier items. This will give negative impact on their job comfort, health and satisfaction. When using self-service technology in check out services will give more benefit to the organization because the counter Checkout made cashier work more normal.

Next, the research was conducted in the area of banking industries by Curran & Meuter (2005) is using the theory of Tam which is perceived usefulness. The research focused on the self-service technology model to be tested across the banking technologies of automated teller machine (ATM), bank by phone and online banking. Also, on technologies which customers use independently without any intervention or assistance from staff. The result of the finding most of clearly, these banking customers are dissatisfied with Online Banking as an alternative to conduct business. The structural models indicate that utility was a strong predictor of attitudes toward both ATMs and bank-by-phone, but not online banking. In conclusion of this research is This study supports the assumption that, under some conditions, there are several influences at work in the diffusion process and that some are more important than others.

Furthermore, the research study was conducted among Taiwanese airline passages using the technology acceptance model (TAM) as the basic research model while considering additional factors for further analysis. The finding revealed that attitude and external stimuli best explain passenger behavioral intention to use the kiosk (Lu et al., 2009).

“On the other hand, the purpose of the research is to study was to determine passengers’ level of technology readiness and its influence on their adoption of mobile self-service technologies in the airline industry of South Africa (Smit, Roberts-Lombard, & Mpinganjira, 2018b). From the managerial perspective, the study contributes in potentially assisting airline companies in understanding how perceived usefulness can encourage self-service mobile technology (mobile application) adoption. “The finding showed that airline self-service mobile application adoption is influenced by technology readiness, perceived ease of use and perceived usefulness, perceived ease of use strongly influence perceived usefulness regarding airline mobile self-service application adoption. Means the intention to use self-service technology in the airline was depend on how the consumer ready and view the perceived ease of use and perceived usefulness are positive (Smit et al., 2018b).”

Lastly, the research that was conducted by Lu et al. (2009) that was focuses on understanding the factors of affecting airline passengers toward the new form in check-in services also their intention to use technology, especially from Asian passengers. “Recent technological advances in the service industry have led to the transformation of service delivery, from face to face service encounters to self-service. For example, customer able to meet their needs for service by themselves via the internet, telephone, ATM such as ticketing services and bank withdrawals. This allow passengers to cut wasted standing in line and help airlines to lowers cost. But the finding can serve as contribution to airline and airport authorities that have not applied many self-checks in kiosk.”

In conclusion, based on those articles are research has been done it is show that intention consumer to use self-service technology are stimulate based on perceived of usefulness of the technology are positive. The more useful technology to consumer the higher quantity will use the self-services technology. But the consumers also depend on how easier of the self-service technology and give benefit to consumer. Therefore, this study formulates the hypothesis:

**H4: The relationship between perceived usefulness and intention to use self-service technology.**

## 2.6 Conceptual Framework

**Independent Variable**

H1

Attitude

**Dependent Variable**

Intention to Use Self-Service Technology

Perceived Usefulness

Perceived Ease of Use

Subjective Norms

H2

H3

H4

Figure 2.1: Conceptual Framework for determinant factors that influence behavioral intention to use self-service technology

Figure 2.1 shows the conceptual framework for determinant factors that intention to use Self-Service Technology. This conceptual framework is adapted from theory TAM and TPB. Factors that influence consumer to intention to use self-service technology are consists of consumer Attitude, Subjective Norm, Perceived of Use and Perceived Usefulness. There is a relationship between attitude and intention to use self-service technology. Furthermore, there is a relationship between subjective norm and intention to use self-service technology. Other than that, there is a relationship between perceived ease of use and intention to use self-service technology and the relationship between perceived usefulness and intention to use self-service technology.

## 2.7 Summary of Hypothesis

H1 The relationship between attitude and intention to use self-service technology.

H2 The relationship between subjective norms and intention to use self-service technology.

H3 The relationship between perceived ease of use and intention to use self-service technology.

H4 The relationship between perceived usefulness and intention to use self-service technology.

# CHAPTER 3

# METHODOLOGY

## 3.0 Introduction

“This study is conducted to identify the intention to use of the self-service technology among employees in Galaxy Aerospace (M) Sdn Bhd. This chapter explains in detail the methodology used by the researcher in this study and it is also including the research design, sampling frame, population, sampling technique, sampling size, unique and analysis, data collection procedures, instruments and validity of instruments.”

## 3.1 Research Design

“This chapter describes the research design for the study. Research design is the strategies that have been chosen to clearly and rationally combine the different components of the study and to ensure that it addresses the research can gain more information that is related to the issues and better understand about the problem.

The type of research for this study is correlation study, as it comprises the findings based on the data collection from respondents. This study is focusing on four variables which are attitudes, subjective norm, perceive usefulness and perceived ease of use. The purpose of correlation is to identify the determinant factors that influence and the intention to use self-service technology among employees in Galaxy Aerospace (M) Sdn Bhd.”

## 3.2 Population

Population can be defined as a group of people, individuals or items that share one or more traits from which data can be collected and analyzed. Besides, population involve is the amount of the workforce and manpower in the organization that researcher use to gather information needed. The population for this study is referred to the total number of employees in Galaxy Aerospace (M) Sdn. Bhd., Subang. The total number of population in this organization is 180 employees, but for this study only six department is selected totaling of 129 respondents, as show in table 3.1 below. From the number of populations, it can determine the number of respondents for this study.

## 3.3 Sampling Frame

The sampling frame describe the sampling which is the procedure used to select the sample from the population. The sampling frame for this research is involving a company. According to Carr, (2012), the sampling frame is the listing of all elements in the population from which the sample is drawn or represents some characteristic that investigator want to study. This sampling frame is referring to the employees who are work at Galaxy Aerospace (M) Sdn Bhd. This research question will be distributed to different department in that organization. The table 3.1 below shows the list of units in Management Department on Galaxy Aerospace (M) Sdn Bhd, Subang.

**Table 3.1:** List of Units and Number of Employees in Six Department at Galaxy Aerospace Sdn Bhd

|  |  |
| --- | --- |
| **Units** | **Number of Employees** |
| Administration Department | 20 |
| CAMO Department | 30 |
| Commercial Department | 30 |
| Design Department | 25 |
| Human Resources Department | 20 |
| Receptionist Department | 4 |
| **TOTAL** | **129** |

## 

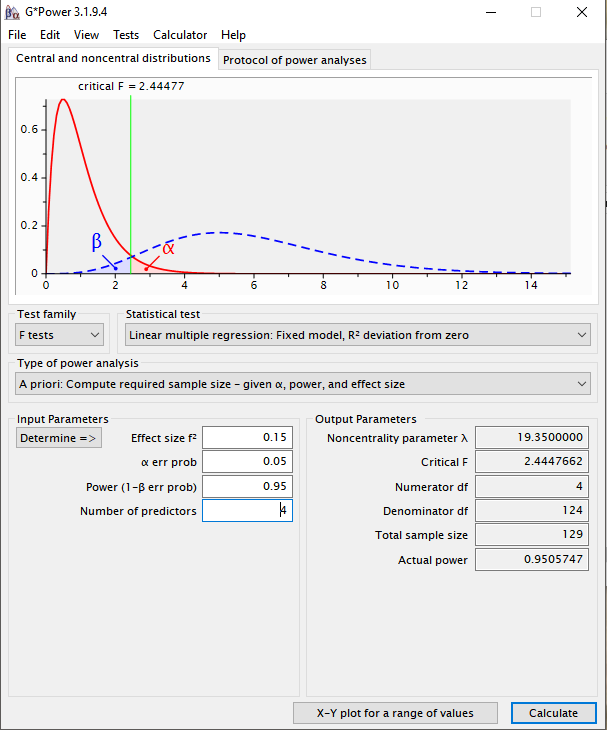
## 3.4 Sampling Techniques

The simple random sampling under probability sampling has been applied in this study. Simple random sampling is the type of sampling that gives each member of the population and equivalent and independent chance to be chosen as samples (Carr, 2012). For this study, questionnaire will be equally distributed to employee of six department at Galaxy Aerospace (M) Sdn Bhd. Anyone from department has the potential to become a respondent in gaining the information and feedback about this study.

## 3.5 Sampling Size

The respondents will be giving randomly to employees at Galaxy Aerospace (M) Sdn Bhd. The size of the group survey depends on the consumers who is not use the self-service technology (SST) and consumers that already use the self-service technology (SST). The sample size is the number of responses my survey gets completed. It is called a sample because it is only a part of the group of people or the target population whose thoughts or actions we care about. Sampling size also allows us to determine data for my research such a how many members of the population should be selected to ensure that the population is properly represented, or how we determine that we have enough data, and etc. for this study, researchers have decided in using the G-Power to calculate the sample size. By key in the number of predictors that collected from our interdependent variable, we can get 129 total sample sizes of our respondents in order to conduct this research. Figure 3.1 below shows the sample size determination table by G-Power.

**Figure 3.1:** The sample size determination table by G-Power



## 3.6 Unit of Analysis

The unit of analysis can be determined as the subject that needs to be included in the research study. The units of analysis of this study are employees that come from different level and department. The respondents will be selected randomly from lower to higher level management staff. It was including employees from managerial, supervisor and management. This is more suitable to distribute, analyses and gather the questionnaire.

## 3.7 Data Collection Procedure

“Questionnaires were delivered by Google Form Method to the respondents and collected upon completion by the researchers. The reason in using the Google Form questionnaire is because of geographical flexibility, cheaper distribution, and processing costs. Therefore, questionnaires will be sent to Galaxy Aerospace (M) Sdn Bhd to be answers by employees to obtain their opinions. Basically, the questionnaire was designed into section A, section B and section C. The cover letter is explained about the research that will be conduct to the respondents.”

## 3.8 Instrument

“In this research, the type of measurement that has been used is questionnaire. These questions were developing based on the research objective and the research question of the study. The questionnaire also contains standardized data from the identical questionnaire. The questionnaires that were developing were divided into 3 sections. The first section of the questionnaire is section A which focuses on the demographic background of the respondent. The demographic background includes gender, age and so on.”

“The second section is section B which focuses on independent variable which is the attitude, perceived ease of use, subjective norm, and perceived usefulness.”

Section C focused on question about dependent variable, respondent will be asking about their intention to use Self-Service Technology (SST)

**Table 3.2** The questionnaire content used was five Likert Scale answers which are:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Strongly Disagree** | **Disagree** | **Moderate** | **Agree** | **Strongly Agree** |
| 1 | 2 | 3 | 4 | 5 |

**Section A**

Focus on the demographic background of respondent. The demographic background of respondent included gender, age and so on.

**Section B**

* Focuses on the independent variable, which is attitude. The questions in this section asked about what respondent expect regarding the performance of the system.
* Focuses on the perceived ease of use respondent receives when using the self-service technology.
* Ask about subjective norm which aids respondent either neither accept nor reject the self-service technology.
* This focuses on perceived usefulness. This section will ask about it is giving more positive impact the respondent when using self-service technology.

**Section C**

Focus on the dependent variable of behavioral intention to use Self-Service technology.

## 3.9 Validity of Instrument

“Research validity in surveys relates to the extend at which the survey measures the right elements that need to be measured. In the simple terms, validity refers to how well an instrument measures what it is intended to measure. Research validity can be divided into two groups which is internal and external validity refers to the degree that the research finding can be reproduced in other environments (Pelissier, 2008).”

It needs to get validity from the organization which is Galaxy Aerospace (M) Sdn Bhd and from supervisor in order to conduct a research based on the topic that has been chosen. The feedback obtained from these experts will assist in improving the instrument of the study. The content validity was done by the experts in study, who are lectures from Faculty of Business Management, University Technology MARA (UiTM), Puncak Alam, Selangor, Madam Noor Zalina binti Zainal and Madam Nor Afni Md Sari.

## 3.10 Plan for Data Analysis

“All the data that receives from the respondent will be analysis with Statically Package for Social Science (SPSS) version 25 software. These data described in form of tables. The statistic used is descriptive statistic that uses to determine respondent’s personal characteristic such as gender, race, age, highest level of education at Galaxy Aerospace (M) Sdn Bhd. The descriptive should be mean, percentage and standard deviation. For data analysis plan, the researcher is required to build a table describing the research objectives, concept or construct used to run the objectives, the questions used to measure the concept, the measurement scale and the appropriate statically tests to be used. The data will be analysis using the Statistical Package for Social Science (SPSS) version 25 software.”

|  |  |  |  |
| --- | --- | --- | --- |
| **Research Objective** | **Concept/Construct** | **Scale** | **Statistic** |
| To identify the factors that most influence the intention to use self-service technology. | Factors that influence the intention to use self-service technology are attitude, perceived usefulness, perceived ease of use and subjective norm. | Interval  1=Strongly Disagree  2= Disagree  3= Neutral  4= Agree  5=Strongly Agree | Descriptive Statistic |
| To identify the relationship between the determinant factors and the intention to use self-service technology. | Factors can be described by whether input are related to the subject and affect the intention to use self-service technology by consumers. | Interval  1=Strongly Disagree  2= Disagree  3= Neutral  4= Agree  5=Strongly Agree | Pearson Correlation and Linear Regression |

## Table 3.3 Plan for Data Analysis

# CHAPTER 4

# FINDINGS AND DISCUSSION

## 4.0 Introduction

This chapter determines the findings of study that presents the results regarding the dimensions of organizational trust, job characteristics, reward and innovative work behavior among employees in six department at Galaxy Aerospace (M) Sdn Bhd. Data were analyzed using the statistical package of SPSS (version 25). The results were based on the data analyzed using questionnaires previously distributed. There are several discussions to support the achievement of the result. Therefore, this chapter consists of several section which section A begin with the demographic background of respondents which is gander, race, age, educational level, method prefer, how often do you self-service technology service and type of self-service technology. Meanwhile section B there will be four elements of independent variable with 21 questions. As for section C, it discusses about the dependent variable of this study which is intention to use self-service technology. Also, further analysis of findings.

## 4.1 Rate of Return

The questionnaires were distributed on 25th May 2020 to 129 respondents at Galaxy Aerospace (M) Sdn Bhd in six department which are located at Subang. The respondents were given two weeks to complete the questionnaires and the questionnaires were distributed by Google Form. The total of 20 questionnaires were distributed to Administrative Department, 30 questionnaires were distributed to CAMO Department, 30 questionnaires for Commercial Department, 25 questionnaires for Design Department, 20 questionnaires for Human Resources department and 4 questionnaires for Receptionist Department. The total of questionnaires was successfully collected are 129 respondents. Therefore, the total rate of return rate is 100 percent. All the questionnaire return can be used for the study. Table 4.1 shows the percentage of rate of return.

|  |  |  |
| --- | --- | --- |
| Table 4.1 Rate of Return | | |
|  | **Total of Respondents** | **Percentage** |
| Number of questionnaires distributed | 129 | 100% |
| Number of questionnaires collected | 129 | 100% |
| Number of unreturned questionnaires | 0 | 0% |

## 4.2 Demographic Background of Respondents

This section present the summary of a values of a variable occurs for the demographic background which show the information and characteristic of the respondents such as gander, race, age, educational level, method prefer, how often do you self-service technology service and type of self-service technology. It is also included the percentage and frequency of the variables.

Table 4.2Frequency of Gender

Gender (n=102)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | **Frequency** | **Percentage (%)** |
| **Valid** | Female | 102 | 79.1 |
| Male | 27 | 20.9 |
| Total | 129 | 100.0 |

The table 4.2 above has shown the frequency and percentage of gender of the respondents at Galaxy Aerospace (M) Sdn Bhd in six department. The table has illustrated that 79.1% (n=102) of the respondents were female and another 20.9% (n=27) were represented for male respondents. The questionnaires distributed and the result has shown that most of the respondents were female. From this study, it examined that female has the highest percentage than male.

Table 4.3 Frequency of Race

Race (n=128)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | **Frequency** | **Percentage (%)** |
| **Valid** | Bumiputera | 128 | 99.2 |
| Non Bumiputera | 1 | .8 |
| Total | 129 | 100.0 |

Table 4.3 above has demonstrated the frequency and percentage of race of the respondents for this study. The table has illustrated that 99.2% (n=128) of the respondents were Bumiputera and another 0.8% (n=1) were represented for Non Bumiputera respondents. The questionnaires distributed and the result has shown that most of the respondents were female. From this study, it examined that Bumiputera has the percentage than Non Bumiputera.

Table 4.4 Frequency of Age

Age (n=59)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | **Frequency** | **Percentage (%)** |
| **Valid** | 20-30 years old | 59 | 45.7 |
| 31-40 years old | 14 | 10.9 |
| 41-50 years old | 18 | 14.0 |
| 51 years old - above | 38 | 29.5 |
| Total | 129 | 100.0 |

The table 4.4 above has demonstrated the frequency and percentage of age of the respondents for this study. The table has shown that 45.7% (n=59) were respondents from age 20 to 30 years old, respondents from age 31 to 40 years old were 10.9% (n=14), respondents from age 41 to 50 years old is 14% (n=18) and for 51 years old above is 29.5% (n=38). The respondents of age 20 to 30 years old has the highest percentage than the others, whereby the age from 31 to 40 years old has the lowest percentage. From this study, it has confirmed that majority of the respondents work at Galaxy Aerospace (M) Sdn Bhd in six department was between ages 20 to 30 years old.

Table 4.5 Frequency of Educational Level

Educational Level (n=57)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | **Frequency** | **Percentage (%)** |
| **Valid** | SPM | 14 | 10.9 |
| STPM/ Matrikulasi/ Foundation | 1 | .8 |
| Diploma | 43 | 33.3 |
| Bachelor's Degree | 57 | 44.2 |
| Master's Degree | 11 | 8.5 |
| Doctoral Degree | 3 | 2.3 |
| Total | 129 | 100.0 |

Based on the table 4.5, it showed the frequency and percentage of respondents’ level of education. The table illustrated that 10.9% (n=14) of respondents has SPM, meanwhile 0.8% (n=1) were STPM, Matrikulasi or Foundation. Also, for diploma 33.3% (n=43). Next level of education for bachelor’s degree is 44.2% (n=57) and another 8.5% (n=11) for master’s degree. Lastly, 2.3% (n=3) were doctoral degree. Thus, it showed that majority of the respondents’ level of education is bachelor’s degree dominated compared to SPM, STPM, diploma, master’s degree, and doctoral degree.

Table 4.6 Frequency of what method do you prefer for your shopping?

What method do you prefer for your shopping? (n=59)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | **Frequency** | **Percentage** |
| Valid | Self-Service Technology | 35 | 27.1 |
| Normal Payment Desk | 59 | 45.7 |
| Online Shopping | 35 | 27.1 |
| Total | 129 | 100.0 |

Table 4.6 above has shown the frequency and percentage of that method that respondent from Galaxy Aerospace (M) Sdn Bhd prefer to use for shopping. The table has illustrated that 27.1% (n=35) respondent was chosen Self-Service Technology. Next, Normal Payment Desk were having 45.7% (n=59). Last, Online Shopping were had 27.1% (n=35). The respondent is preferring to use Normal Payment Desk rather than Self-service technology and Online shopping for their shopping activities. From this study, it examined that the respondent from Galaxy Aerospace (M) Sdn Bhd are comfortable using Normal Payment desk when shopping.

Table 4.7 Frequency of how often do you use self-service technology service?

How often do you use self-service technology service? (n=42)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | **Frequency** | **Percentage** |
| Valid | 1 (Never) | 5 | 3.9 |
| 2 | 15 | 11.6 |
| 3 | 39 | 30.2 |
| 4 | 42 | 32.6 |
| 5 (Always) | 28 | 21.7 |
| Total | 129 | 100.0 |

Table 4.7 above has shown the frequency and percentage of how often the respondents from Galaxy Aerospace (M) Sdn Bhd use self-service technology. The table has illustrated that 3.9% (n=5) of the respondents were volume 1 which is never use self-service technology, meanwhile for Volume 2 were 11.6% (n=15). For volume 3 were 30.2% (n=39). Furthermore, volume 4 were 32.6% (n=42). Lastly, respondent’s that always use self-service technology is 21.3% (n=28) were represented for Volume 5. The questionnaires distributed and the result has shown that the highest amount of the respondents to this question is respond to Volume 4. From this study, it examined that the respondent are aware about self-service technology and they prefer to not over use it.

Table 4.8 Frequency of what type of self-service technologies you mostly used?

What type of self-service technologies you mostly used? (n=83)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | **Frequency** | **Percentage** |
| Valid | ATM & CDM | 85 | 65.9 |
| Hypermarket Self-Checkout | 10 | 7.8 |
| Others | 34 | 26.4 |
| Total | 129 | 100.0 |

Table 4.8 above has shown the frequency and percentage of types of self-service technology that respondent from Galaxy Aerospace (M) Sdn Bhd being used. The table has illustrated that 65.9% (n=85) of the respondents were mostly using ATM & CDM. Next, Hypermarket Self- Checkout were 7.8% (n=10). Lastly, Others such as Online purchasing, Online banking, Mobile Commerce, Airport self-check –n kiosk or Laundry service were 26.4% (n=34). The respondent using ATM & CDM has highest percentage rather than the hypermarket self-checkout and others. The lowest percentage is hypermarket self-checkout. From this study, it has confirmed that majority of the respondents work in Galaxy Aerospace (M) Sdn Bhd had mostly use ATM & CDM for self-service technology.

## 4.3 Normality Analysis

Normality test is used to determine the sample data is normally distribute and to calculate how likely for a random variable to set the data to be normality distributed. In this study, normality test Skewness and Kurtosis is test been used for data collection. According to Surbhi (2017), Skewness helps to identify the condition of data that has been distributed to respondents and Kurtosis is the main point in the distribution curve which mean if the data are distributed uniformly to the main point, the data is normal. The data must be perfectly symmetric, bell-shaped for the data to be equal and not skewed (Surbhi, 2017).

Table 4.9 Normality Analysis (n=129)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **N** | **Skewness** | | **Kurtosis** | |
| **Statistic** | **Statistic** | **Std. Error** | **Statistic** | **Std. Error** |
| Attitude | 129 | -1.252 | .213 | 2.107 | .423 |
| Perceived Usefulness | 129 | -1.369 | .213 | 2.149 | .423 |
| Perceived Ease of Use | 129 | -1.214 | .213 | 1.623 | .423 |
| Subjective Norms | 129 | -1.154 | .213 | 1.738 | .423 |
| Intention to Use Self-Service Technology | 129 | -1.585 | .213 | 3.268 | .423 |
| Valid N (listwise) | 129 |  |  |  |  |

Based on table 4.9 above, shown the result of normality analysis of this study. The range of Skewness and Kurtosis is between -3 and +3 are acceptable in order to prove normality of the data (George & Mallery, 2010). The table above has shown the Skewness of four independent variables and one dependent variable which are attitude with a result of -1.252 (n=129), perceived usefulness with -1.369 (n=129), perceived ease of use with -1.214 (n=129) and subjective norm with a result -1.154 (n=129). As for dependent variable, result of intention to use self-service technology is -1.585 (n=129).

Meanwhile, the result for kurtosis is 2.107 for attitude, 2.149 for perceived usefulness, 1.623 for perceived ease of use and subjective norms with 1.738. For dependent variable, kurtosis result for normality test is 3.268. According to Brown (2006), kurtosis is appropriate from a range of − 10 to + 10 when utilizing standard error mean (SEM) which means to determine the accuracy of the data SEM range will be used as the test can consistently change it result if the test numerously conducted. Based on the range of normality test for Skewness and kurtosis, the normality test for this study as indicated that the data are normally distributed.

## 4.4 Reliability Analysis

Reliability test is an assessment tool to check whether the results are stable and consistent. It is also known to be repeatable as the ability for a test or research findings. The test will retest reliability method is one of the simplest ways to test whether the data is reliable and stable as an instrument, as for example, IQ test and survey are consistently use especially in education since there are little chance of people experience a sudden jump in IQ (Martyn Shuttleworth, 2019). Reliability instrument were applied to determine the questionnaires is reliable or not. Cronbach’s Alpha are commonly used to measures the reliability of the data as it is viewed as the most appropriate measure when making use of Likert scales (Stephanie, 2014). Based on table 4.10 below, Stephanie (2014) has cited that the data is acceptable if score more than 0.7. However, it is suggested to score higher values of 0.90 to 0.95 for more internal consistency.

Table 4.10 Rule of Thumb for Results of Cronbach’s Alpha in Reliability Test

|  |  |
| --- | --- |
| **Cronbach’s Alpha** | **Internal Consistency** |
| > 0.9 | Excellent |
| 0.9 > 0.8 | Good |
| 0.8 > 0.7 | Acceptable |
| 0.7 > 0.6 | Questionable |
| 0.6 > 0.5 | Poor |
| 0.5 > | Unacceptable |

|  |  |  |  |
| --- | --- | --- | --- |
| Table 4.11 Reliability Analysis | | | |
|  | **Variables** | **Cronbach’s Alpha** | **N of Items** |
|  | Attitude | 0.928 | 5 |
|  | Perceived Usefulness | 0.940 | 6 |
|  | Perceived Ease of Use | 0.949 | 5 |
|  | Subjective Norms | 0.918 | 5 |
|  | Intention to Use Self-Service Technology | 0.949 | 5 |

Based on the table 4.11 above, illustrated the reliability analysis result for each variable according to the Cronbach’s Alpha value. It shows that for attitude the Cronbach’s Alpha results is 0.928 (n=5), which means that the result of the variable is excellent. Meanwhile, for perceived usefulness the result is 0.940 (n=6) which indicates that the data is excellent.

As for perceived ease of use, the internal consistency of Cronbach’s Alpha is also acceptable as the result received from the reliability analysis is 0.949 (n=5) and the result received from subjective norm is 0.918 (n=5) which is excellent. For the dependent variable which is intention to use the result for the item is 0.949 (n=5) which is excellent.

Therefore, based on the reliability analysis on the table above, it illustrated that all variable out of four variables stated in the table are reliable and can be used to measure the dimensions as it is correlated with each other.

## 4.5 Descriptive Analysis

**Research Questions 1:** what are determinant factors that influence the intention to use self-service technology?

Descriptive analysis is an important process when conducting statistical analysis when writing about the results of data that has been analyzed. In order to report on the data that has been analyzed, the mean, mode, median, range of scores and minimum and maximum standard deviation were measured. According to Navneet Dhand (2015), when conducting descriptive analysis, the researcher must first decide best approaches of descriptive analysis based on the type of variables. He also cited in his article that, descriptive analysis will be easier if done systematically since it is neither difficult nor time consuming. Also, descriptive analysis helps to identify which variable has the most influences in the study.

In this study, the descriptive analysis helps to find the value of mean and standard deviation for the independent variable and dependent variable of this research. This section also has included the research objective of this study which to identify the factors that most influence the intention to use self-service technology among employees of Galaxy Aerospace (M) Sdn Bhd and to identify the relationship between the determinant factors and the intention to use self-service technology. According to Moidunny (2009), Table 4.12 below illustrated the mean score interpretation for the descriptive analysis results.

Table 4.12 Mean Score Interpretation

|  |  |
| --- | --- |
| **Mean Score** | **Interpretation** |
| 1.00 > 1.80 | Very Low |
| 1.81 > 2.60 | Low |
| 2.61 > 3.20 | Medium |
| 3.21 > 4.20 | High |
| 4.21 > 5.00 | Very High |

Table 4.13 Descriptive Analysis

|  |  |  |  |
| --- | --- | --- | --- |
|  | **N** | **Mean** | **Std. Deviation** |
| **Attitude** | 129 | 3.8310 | .87230 |
| **Perceived Usefulness** | 129 | 3.8811 | .87157 |
| **Perceived Ease of Use** | 129 | 3.8450 | .92845 |
| **Subjective Norms** | 129 | 3.7612 | .85186 |
| **Valid N (listwise)** | 129 |  |  |

Table 4.13 below has illustrated that, the descriptive analysis of the study which is the mean and standard deviation for each independents variable. The results show that attitude is (M=3.831, SD=0.872). As for perceived usefulness, the result is (M=3.881, SD=.872). Perceived ease of use with results of (M=3.845, SD=0.928) which has the lowest interpretation compared to subjective norms with result (M=3.761, SD=0.852). The results mean scores for perceived usefulness has shown high interpretation than attitude and perceived ease of use. Meanwhile, subjective norms result shown the lowest compared to all independent variable. However, all the independent variable has high interpretation, but perceived usefulness is the most influential factor of using self-service technology among employees of Galaxy Aerospace (M) Sdn Bhd.

Table 4.14 Attitude Descriptive Statistic

|  |  |  |  |
| --- | --- | --- | --- |
|  | **N** | **Mean** | **Std. Deviation** |
| I like the Self-Service Technology when buying product. | 129 | 3.80 | .971 |
| I think that using Self-Service Technology fits well with my life style. | 129 | 3.82 | 1.019 |
| Using the Self-Service Technology is a wise idea | 129 | 3.79 | 1.005 |
| I am confident I can learn technology related skills | 129 | 3.90 | .926 |
| I can easily understand the technological matters in Self-Service Technology | 129 | 3.84 | 1.027 |
| Valid N (listwise) | 129 |  |  |

The result from table 4.14, showed the value statements for one of independent variable of this study which is attitude. Most of the respondents agreed that “I am confident I can learn technology related skills” with a result of (M=3.90, SD=0.926). However, the result shows that all statements for attitude above value 3.0 which is high interpretation.

Table 4.15 Perceived Usefulness Descriptive Statistics

|  |  |  |  |
| --- | --- | --- | --- |
|  | **N** | **Mean** | **Std. Deviation** |
| I find Self-Service Technology useful in purchasing products | 129 | 3.95 | .959 |
| Self-Service Technology would make my shopping task easier | 129 | 3.88 | 1.005 |
| Using Self-Service technology enable me to find the easy way for choosing, paying and buying items | 129 | 3.94 | 1.006 |
| Using Self-Service Technology will make me more efficient while shopping | 129 | 3.71 | 1.069 |
| Using self-service technology is more convenient | 129 | 3.87 | .995 |
| Using the self-service kiosk will save me time | 129 | 3.93 | .920 |
| Valid N (listwise) | 129 |  |  |

Based on the table 4.15, illustrated the value statements of perceived usefulness. Majority of respondents at Galaxy Aerospace (M) Sdn Bhd approved that “I find Self-Service Technology useful in purchasing products” with result of (M=3.94, SD=0.959) which is high interpretation based on the mean score interpretation from table 4.10. Nonetheless, all statement for ease of use still has a high interpretation with value above 3.0 and below 4.0.

Table 4.16 Perceived Ease of Use Descriptive Statistics

|  |  |  |  |
| --- | --- | --- | --- |
|  | **N** | **Mean** | **Std. Deviation** |
| Learning to operate the Self-Service technology is easy for me | 129 | 3.88 | 1.016 |
| The Self-Service technology (information kiosk) does not require a lot of mental effort | 129 | 3.79 | 1.043 |
| Using the Self-Service technology (information kiosk) is clear and understandable | 129 | 3.81 | 1.014 |
| Using Self-Service technology (information kiosks) is easy to use | 129 | 3.84 | .998 |
| I find that it does not take a lot of effort to become skillful at using Self-Service technology | 129 | 3.91 | 1.019 |
| Valid N (listwise) | 129 |  |  |

The table 4.16 above show that the result of the statement for one of independent variable in this study which is perceived ease of use is more respondents has agreed that “I find that it does not take a lot of effort to become skilful at using Self-Service technology” with result (M=3.91, SD=1.019). Moreover, all the statement for perceived ease of use is high interpretation.

Table 4.17 Subjective Norms Descriptive Statistics

|  |  |  |  |
| --- | --- | --- | --- |
|  | **N** | **Mean** | **Std. Deviation** |
| My friend would think I should use Self-Service Technology | 129 | 3.88 | .907 |
| People who influence my behaviour think I should use Self-Service Technology | 129 | 3.74 | 1.027 |
| Most people who are important to me use Self-Service Technology | 129 | 3.74 | .979 |
| I think there is social pressure regarding Self-Service Technology | 129 | 3.67 | 1.003 |
| The government encouragements make me think the best way to make purchase items through using Self-Service Technology. | 129 | 3.78 | .986 |
| Valid N (listwise) | 129 |  |  |

The table 4.17 above show, the result of statement for one of independent variable in this study which is subjective norms. It shows that, most of the respondents has agreed that “My friend would think I should use Self-Service Technology.” with a result of (M=3.88, SD=0.907). Hence, the entire outcome has high interpretation with results of 3.0 an above.

## 4.6 Pearson Correlation Coefficient Analysis

**Research Questions 2:** What is the relationship between determinant factors and intention to use self-service technology?

Pearson correlation analysis is a technique use in statistic to measure and investigate the relationship between variables. According to David Nettleton (2014), the value of correlation analysis will determine if there a correlation between variable. If the variable correlation with value 0.7 would indicate that the relationship between variable positives and exists, whereas value below than 0.2 is negatives which there is no correlation between the two variables (David Nettleton, 2014). Table 4.18 show the rules of reliability for correlation analysis which suggested by Salkind (2000).

Table 4.18 The Rules of Reliability for Correlation Analysis

|  |  |
| --- | --- |
| Correlation coefficient | Description |
| 0.8 - 1.0 | Very strong correlation |
| 0.6 – 0.8 | Strong correlation |
| 0.4 – 0.6 | Moderate correlation |
| 0.2 – 0.4 | Weak correlation |
| 0 – 0.2 | Very weak correlation |

Table 4.19 Correlations between three independent variables towards dependent variable

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Attitude | Perceived Usefulness | Perceived Ease of Use | Subjective Norms | Intention of Use SST |
| Attitude | Pearson Correlation | 1 |  |  |  |  |
| Perceived Usefulness | Pearson Correlation | .893\*\* | 1 |  |  |  |
| Perceived Ease of Use | Pearson Correlation | .859\*\* | .868\*\* | 1 |  |  |
| Subjective Norms | Pearson Correlation | .701\*\* | .706\*\* | .743\*\* | 1 |  |
| Intention of Use SST | Pearson Correlation | .768\*\* | .812\*\* | .794\*\* | .768\*\* | 1 |

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

**Hypothesis 1 (H1):** The relationship between attitude and intention to use self-service technology**.**

Based on table 4.19, it has shown the outcomes of correlation between four independent variables of attitude, perceived usefulness, perceived ease of use and subjective norms toward dependent variable which is intention to use self-service technology. Based on the results, independent variable for attitude has shown strong correlation between attitude and intention to use self-service technology (r=0.764) and the correlation between attitude toward intention to use self-service technology is statically positive significant. There is a significant relationship between attitude and intention to use self-service technology (p=0.000). Therefore, the hypothesis 1(H1) is accepted as there is a relationship between attitude and intention to use self-service technology.

Based on the result, this likelihood happened when attitude respondent shopping using online shopping has proven to be one of the medium that help in increase intention to use self service technology. According to Zuroni Md Jusoh and Goh Hai Ling (2012) analysed the factors affecting the attitude of consumers towards ecommerce purchases through online shopping. The study showed that there was a major association between e-commerce experience, product awareness and customer service with the consumer's attitude towards e-commerce purchase. The study concluded that consumer risk in online shopping does not had significant relationship over the e-commerce purchases through online shopping.

**Hypothesis 2 (H2):** The relationship between subjective norms and intention to use self-service technology.

From table 4.19, it shows the relationship between subjective norms toward intention to use self-service technology. It resulted that the r value in the table is 0.768 and the p value is <0.01 level (2-tailed) which is (p=0.000). Therefore, it has a strong correlation between subjective norms and intention to use self-service technology. Based on the result, there is a significant and positive relationship between subjective norms and intention to use self-service technology. Therefore, hypothesis 3 (H3) is accepted.

According to Marija Ham, Marina Jeger & Anita Frajman Ivković (2015), individual can influence other to perform and act in certain ways especially when it beneficial for other parties to act certain kind of ways. In which, seeing other using self-service technology have an easy way to influence them to follow and perform using self-service technology.

**Hypothesis 3 (H3):** The relationship between perceived ease of use and intention to use self-service technology.

The findings in table 4.19 shows that there was a positive relationship between perceived ease of use and intention to use self-service technology. The outcomes of correlation has indicated a very strong correlation between perceived ease of use toward intention of use self-service technology (r=0.794). There is a significant relationship between perceived ease of use toward intention to use self-service technology tested (p=0.000). Therefore, the hypothesis is accepted as there is a relationship between perceived ease of use and intention to use self-service technology.

“This probability happened because self-service technology is perceived ease of use is the degree to which a user or potential user of a system beliefs that the use of a system to perform a task is free from effort (Davis, 1989). In other words, the system is very simple to use. Therefore, the perception of user that the system is not difficult to use will probably influence his or her use intention.”

**Hypothesis 4 (H4):** The relationship between perceived usefulness and intention to use self-service technology.

“The table 4.19 shows that there was a positive relationship between perceived of usefulness and intention of use self-service technology in Galaxy Aerospace (M) Sdn. Bhd. The outcomes of correlation have indicated a very strong correlation between perceived usefulness toward intention to use self-service technology (r=0.812). There is a significant relationship between perceived usefulness toward intention to use self-service technology tested (p=0.000). Therefore, the hypothesis is accepted as there is a relationship between perceived usefulness and intention to use self-service technology.”

This probability happened because self-service technology is an easy platform and offer friendly mobility for users to access. According to this article, Perceived usefulness was defined as the degree to which a individual believes in using a system of technology that would improve productivity, performance and efficiency (Davis, 1989). Perceived utility was an important factor affecting behaviour and was commonly used in self-service technology as part of TAM to assess acceptance and adoption rates.

Overall Hypothesis Result of Pearson Correlation Analysis

Table 4.20 Overall Hypothesis is Result of Pearson Correlation Analysis

|  |  |
| --- | --- |
| **Hypothesis** | **Result** |
| Hypothesis 1: The relationship between attitude and intention to use self-service technology**.** | Accepted |
| Hypothesis 2: The relationship between subjective norms and intention to use self-service technology. | Accepted |
| Hypothesis 3: The relationship between perceived ease of use and intention to use self-service technology. | Accepted |
| Hypothesis 4: The relationship between perceived usefulness and intention to use self-service technology. | Accepted |

## 4.7 Linear Regression

**Researcher question 3:** What the most factors that influence to use self-service technology?

Linear Regression is used to determine the linear relationship between dependent variable and independent variables. According to Brian Beers (2019), linear regression used independent variable to identify the result of dependent variable of the study in which it helps to understand the relationship between variables.

Table 4.21 Rule of Thumb of Linear Regression Analysis at 95% Confidence Interval

|  |  |  |
| --- | --- | --- |
|  | **P – value (Sig.)** | **Sum of Squares** |
|  | Less than 0.05 (<0.05) | Significant |
|  |  |  |
|  | More than 0.05 (<0.05) | Not Significant |

Table 4.22 Determination of R-Square

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|
| 1 | .862a | .743 | .734 | .43550 |

Table 4.22 above has illustrated that R-square is equal to 0.743 which shown 74% of the changes in dependent variable which is intention to use self-service technology can be explained by changes in independent variables. Hence, another 26% can be explained by other factors which are not included in this study.

Table 4.24 Determination of Coefficients

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** |
| **B** | **Std. Error** | **Beta** |
| 1 | (Constant) | .487 | .190 |  | 2.558 | .012 |
| Attitude | .019 | .106 | .020 | .181 | .856 |
| Subjective Norms | .338 | .069 | .341 | 4.899 | .000 |
| Perceived Usefulness | .393 | .110 | .405 | 3.580 | .000 |
| Perceived Ease of Use | .156 | .095 | .172 | 1.644 | .103 |
|  | | | | | | |

Table 4.24 above has represented the coefficient result of this study in which the significance values of attitude is 0. 856 equals to 85% which above the P-value (Sig.) p=0.05 which is not significant. Therefore, hypothesis 1 is accepted as there is a relationship between attitude and intention to use self-service technology (SST). This has shown that respondents have found the attitude usage as intention to use self-service technology (SST). It is disposition to respond favourably or unfavourably to an object person, institution, or event.

From the table 4.24 above, subjective norms also show positive relationship in which the results are 0.000 equal to 0%. The results are reportedly significant as it is lowest than p=0.05. Therefore, hypothesis 2 is accepted as there is a relationship between subjective norms and intention to use self-service technology. This is because the respondents agreed that subjective norms did strongly influence them to apply self-service technology in their daily life.

From the table 4.24 above, perceived ease of use also shows positive relationship in which the results are 0.103 equal to 11%. The results are reportedly not significant as it is above than p=0.05. therefore, hypothesis 3 is accepted as there is a relationship between perceived ease of use and intention to use self-service technology; this is because the respondents agreed that perceived ease of use self-service technology did influence them in and sharing intention to use.

As shown in table 4.24, the result coefficients for perceived usefulness show that significance value less than alpha value p=0.05 which is .000 equal to 0.0%. The results of test run from SPSS systems have shown that the value is significant. Thus, hypothesis 4 is the relationship between perceived usefulness and intention to use self-service technology. The results have proven that, the self-service technology usages it is the degree to which a person belief that using a self-service technology will enhance a person's performance.

# CHAPTER 5

# CONCLUSIONS AND RECOMMENDATIONS

## 5.0 Introduction

This chapter will briefly conclude the research based on the findings from previous chapter 1 until chapter 4. It wills discussed about the outcomes of this study gained from questionnaire that have been answered by the respondents from Galaxy Aerospace (M) Sdn Bhd. In addition, there are also a few several recommendations to improve the study of the awareness of using self-service technology for future research.

## 5.1 Conclusion

In this part of the study, it has concluded the results and outcomes of the findings that has been analyzed and found to achieve the objectives of this research, which are to identify the factors the most influence the intention to use self-service technology. The study was conducted in six department at Galaxy Aerospace (M) Sdn. Bhd which is Administrative, Human Resource, Commercial, Design, Camo and Receptionist department. Based on the study, the overall findings have shown a positive relationship between independent variables attitude, perceived usefulness, perceived ease of use and subjective norms towards dependent variable which is intention to use self-service technology. From the finding, it shows that awareness of using self-service technology is dominant and has more influence towards the organization.

## 5.2 Conclusion on Demographic Background of Respondents

There were 129 set of questionnaires distributed to 129 respondents in six departments at Galaxy Aerospace (M) Sdn Bhd and all the questionnaires distributed returned. Based on the results from the Statistical Package for Social Science (SPSS), most respondents are from female with 102 respondents (79.1%) while the minority respondents in the organization is male with 27 (20.9%). As for the age of the respondents, the output shows that most of the respondents are between 20 to 30 years old (45.7%) and majority of the respondent’s in the organization has bachelor’s degree.

The results also show that, most of the respondents who worked in six departments at Galaxy Aerospace (M) Sdn. Bhd are prefer use Normal Payment Desk when their shopping rather than self-service technology. Last but not least, majority of the respondent always using ATM & CDM for their type of self-service.

Research Questions 1**:**  what are determinant factors that influence the intention to use self-service technology?

Based on the finding of this study, it was four determinant factor that influence the intention to use self-service technology among employees in Galaxy Aerospace Sdn Bhd which is attitude, perceived usefulness, perceived ease of use and subjective norm. Attitude has result is (M=3.831, SD=0.872). As for perceived usefulness, the result is (M=3.881, SD=.872). Perceived ease of use with results of (M=3.845, SD=0.928) which has the lowest interpretation compared to subjective norms with result (M=3.761, SD=0.852).

Research Questions 2**:** What is the relationship between determinant factors and intention to use self-service technology?

From the findings in Pearson correlation analysis and Linear regression analysis, it indicates that hypothesis1, hypothesis 2, hypothesis3 and hypothesis4 are accepted in this study.

**Hypothesis 1**

For hypothesis1 shown a positive relationship between attitude and intention to use self-service technology among employees in Galaxy Aerospace (M) Sdn Bhd. The results also proven that, hypothesis1 significantly accepted in this study. Therefore, the independent variables are somehow having strength effect on the dependent variable. “According to Zuroni Md Jusoh and Goh Hai Ling (2012) analyzed the factors influencing the consumer’s attitude towards ecommerce purchases through online shopping. The study revealed that e-commerce experience, product perception and customer service had significant relationship with the consumer’s attitude towards e-commerce purchase. The study concluded that consumer risk in online shopping does not had significant relationship over the e-commerce purchases through online shopping.”

**Hypothesis 2**

“Next for hypothesis2, there is a significant relationship between subjective norms and intention to use self-service technology. Subjective norms have the lowest mean score in this study. However, the result of subjective norms is still in category strong correlation based on the rules of reliability for correlation analysis by Salkind (2002). Thus, it indicated that subjective norms are related toward intention to use self-service technology. As, the output received after run the data of respondents in systems SPSS has come out that majority of the respondents agreed that they find that self-service technology are useful technology in purchasing products.”

**Hypothesis3**

Based on the findings, hypothesis3 shown positive relationship between perceive ease of use and intention to use self-service technology. This is because most of the respondents strongly agreed that self-service technology does not take a lot of effort to become skillful when using these technologies. Also, there is significant relationship between perceived ease of use and intention to use self-service technology. This can be proven based on the outcome received after running the data of the respondents in system SPSS.

**Hypothesis 4**

Hypothesis 4, it can be concluded that there is a positive relationship between perceived usefulness and intention to use self-service technology among employees in Galaxy Aerospace (M) Sdn Bhd and the relationship between each variable is positive. Plus, perceived usefulness has the highest mean among other independent variables in this study. Most of the respondents in the organization have approved that the self-service technology is fact and reliable for users to believe its usefulness. Other than that, majority of the respondents also find self-service technology as a technology that useful for them in their daily life. Therefore, perceived usefulness and intention to use self-service technology has very strong correlation with each other.

**Researcher question 3:** What the most factors that influence to use self-service technology?

Based on the finding of this study, it was revealed that the most factors that influence consumer to use self-service technology among employees in Galaxy Aerospace (M) Sdn Bhd is perceived usefulness. Perceived Usefulness has the highest mean score toward intention to use self-service technology with the value (M=3.881, SD=.872) which shown high interpretation compared to other independent variables. The results run from SPSS systems as proven that, perceived usefulness is the major factor to influence employees in Galaxy Aerospace (M) Sdn Bhd will intention to use self-service technology. Most of the respondents agreed that perceived usefulness is one of the factors that influence them to use self-service technology. Also, respondents approved that self-service technology useful in purchasing products.

Based on the research that was conducted by Lu et al. (2009) that was focuses on understanding the factors of affecting airline passengers toward the new form in check-in services also their intention to use technology, especially from Asian passengers. For example, customer able to meet their needs for service by themselves via the internet, telephone, ATM such as ticketing services and bank withdrawals. This allow passengers to cut wasted standing in line and help airlines to lowers cost. The more useful technology to consumer the higher quantity will use the self-services technology. But the consumers also depend on how easier of the self-service technology and give benefit to consumer.

## 5.3 Recommendation

This study has been conducted to determinant the awareness of using self-service technology among employees at Galaxy Aerospace (M) Sdn Bhd. Based on the results and findings, there are a few recommendation and suggestion that can be applied to increase the productivity and better result for the future research.

Based on the results, the factors of the independent variables which are Attitude, Perceived Usefulness, Perceived Ease of Use and Subjective Norms are positive relationship with dependent variable which is Intention to Use Self-Service Technology.

Employees in Galaxy Aerospace (M) Sdn Bhd has found and agreed that perceived usefulness has a strong reason to them intention to use self-service technology. This can be proven based on the positive and strong correlation results received from the questionnaires distributed in the organizations.

However, at the same time, there are few respondents disagree that self-service technology do not provide any goods for their daily life. It happened when, the consumer do not know how to use self-service technology and also not familiar with new technology. To maintain the relationship between determinant factor and self-service technology, there are few recommendations related to the study for future research references.

Suggestion for Future Research

1. Conduct research with the different elements of independent variables.

The study about the relationship between determinant factors which is attitude, perceived usefulness, perceived ease of use and subjective norms and intention to use self-service technology can be replace with other elements. The same study can be conduct with different element of independent variables to seek which factors has the highest influence toward the dependent variable.

1. Conduct research by using other methods for data collection

As for this study, questionnaire was distributed to the respondents as a method to collect and obtain the data. However, not all the answers received from the respondents are true and honest. Other method is highly suggested to obtain data from the respondents such as interview. Perhaps, by using this method, respondent have more time to give an honest answer. Besides that, the respondent also will provide more accurate and truthful answer to the questions by observing respondent’s true feeling. At the same time, they can directly ask the researcher and understand better the question they need to answer.

1. Focusing on large population

Next future research needs to enlarge sample size of the respondent. By having large size and population, the significant result of the researchers is able to produce more result. Therefore, researchers can get greater findings in their research that would produce a better result.