



Journal of Travel & Tourism Marketing >

Volume 29, 2012 - Issue 8

3,692 | 57

Views | CrossRef citations to date | Altmetric

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# The Effect of Technology Readiness on Customers' Attitudes toward Self-Service Technology and Its Adoption; The Empirical Study of U.S. Airline Self-Service Check-In Kiosks

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Pages 731-743 | Received 09 Aug 2011, Accepted 30 May 2012, Published online: 26 Nov 2012

Cite this article <https://doi.org/10.1080/10548408.2012.730934>

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## ABSTRACT

Airline self-service check-in kiosks are increasingly becoming an option for today's passengers. This article aims to develop a model, using the technology readiness (TR) construct, to predict passenger's intentions to use a self-service check-in kiosk. Structural Equation Modeling is applied to determine the validity of the model and the hypotheses. The findings show that TR has a positive effect on attitudes toward kiosks, attitudes toward the kiosk provider, and overall intentions to use a kiosk. Interestingly, attitudes toward kiosks positively affect attitude toward the kiosk provider. Further research recommends using cross-cultural data.

## Keywords:

Self-service check-in kiosks

technology readiness

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structural equation modeling

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