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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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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

attitude

structural equation modeling

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