

AN ANALYSIS OF FACTORS INFLUENCING CUSTOMER ACCEPTANCE OF SMART RESTAURANTS IN JAKARTA, INDONESIA

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ABSTRACT

Technology is becoming an essential element of business operations, and the restaurant industry is no exception. With the support of technology, smart restaurant has emerged in the food and beverage industry. This study investigates the linkage between customers' acceptance (CA) level and smart service competencies in Food and Beverage sector across Jakarta, as part of technology acceptance model (TAM). The study applies quantitative approach and convenience sampling technique to draw the samples. The data were gathered from 117 respondents and structural equation modeling was used to analyze data. Smart PLS (Partial Least Square) was used for the tool analysis. The results of this study indicate that CA of smart restaurant was influenced by perceived of enjoyment (PE), perceived ease of use (PEOU) and perceived of price (PV). However, perceived of security (PS) does not relate to CA.

Keywords : *smart service, technology accepted model (TAM), smart restorant, perceived of price.*

INTRODUCTION

The rapid development of information technology makes companies continue to create a variety of technology-related products in services, to become more value for their business (Trang et al., 2022) Technological advances are also changing for adaptation to the service of the company. So that is now also developing with the existence of smart services (Khatri, 2019). Smart technology provides the opening of many opportunities and potentials, especially the hospitality industry, in addition to reducing costs, the vast potential of smart systems can accelerate time and distribution (Neuhofer et al., 2015) Managing customer experience in smart service is strategic and can create opportunities for service providers and customers (Aguilar et al., 2017). Smart services are intelligent data adoption, integrated technology, adaptability and the ability to anticipate changing customer needs. The point is that smart services based on situational input can be adopted by many customers, who not only buy products but also seek

unique experiences by utilizing innovative services (Neuhofer et al., 2015). Smart services in detail have existed in previous studies (Ivkov et al., 2016).

Generation Z, born from 1997 to 2012, is the generation born after the Millennial Generation, and is the first generation to grow and develop in the digital era. Generation Z has characteristics that are different from previous generations, namely: Strong attachment to technology, critical thinking, creative and high social awareness. Based on data from (Pew Research Center, 2023) Generation Z is currently the largest generation in the world, with around 2.1 billion people. This generation is also the most ethnically and racially diverse. In Indonesia, Generation Z is the most numerous generation, with a percentage reaching 28.2% of the total population.

This generation is also the generation that most actively uses the internet and social media. This generation will influence the style and desire in the service expectations demanded of the company. Where this generation is much contested by companies to serve it, because of its large market size. So technology-related service innovation, continues to grow rapidly, so companies need to understand how the factors that affect a hospitality industry, especially those in the food and baverage industry. Changes in technology-related services are acceptable to its customers (Abhari et al., 2022). As customers move towards an intelligent world, with the advent of massive and innovative interaction capabilities globally, there are no longer boundaries but are interconnected.

Service innovation by involving technology, using the Technology Acceptance Model (TAM) is a growing service innovation, such as fintech (Stewart & Jürjens, 2018). The evolving service technologies range from AI, bitcoin, Chabot, IoT and others. In the process of implementation in the company, it is necessary to see to what extent the technology is acceptable and can create value for its customers. Because in management, when companies make services with technology lack of understand the factors that are accepted in a technology-based service or smart service. This is often the gap between the phenomenon of emperis and its theoritis. From this gap, researchers tried to conduct further research.

Research in Indonesia on smart restaurant services, according to researchers is something new that is examined in the context of customer acceptance of smart services. And there will be developments in service management, especially the hospitality industry, which in the future the word "Smart", meaning technology-assisted service to create quality service so as to ultimately provide maximum customer satisfaction.

The expanded technology acceptance model (TAM) in this study serves as a theoretical basis to analyze the factors affecting the acceptance rate of smart restaurant services in Jakarta, Indonesia. With variables used in the form of comfort values, such as perception of pleasure (PE), perception of user convenience (PEOU), safety factor (PS), plus price value perceived by customer expectations (PV) (Bapat & Khandelwal, 2023) which affects customer acceptance (CA) (Lai, 2017).

The addition of price value variables reflected by price perceptions is novelty in this study, because price acceptance, is a perceived value that must be able to represent the benefits received by customers by buying good products. Consumers can compare the benefits derived by the product with actual and implied costs while calculating its value (Bapat & Khandelwal, 2023). Perceived value also serves as a measure of product quality (Bapat & Khandelwal,

2023). The price level that consumers experience is the product of a mixture of absolute price and perceived efficiency. If the proposed value price is relatively cheap, the buyer believes that it is a good price, indicating that they feel that it is the perceived value price that is highly desirable. Conversely, individuals may see it as an unfair price or a price that is perceived as undesirable when prices rise. The use of variables will affect customer acceptance (CA).

The theoretical and practical implications of this research involve a more comprehensive understanding of the factors that influence customer acceptance of advanced technologies in smart restaurants. By understanding these elements, strategies also need to be adjusted in increasing revenue by outlining the unique features of smart service in a smart restaurant. By adopting in the system in the hospitality industry for the development of the F&B industry in the restaurant business in the future (Kabadayi et al., 2019)

HYPOTHESIS DEVELOPMENT

The development of smart technology at this time has become very popular with various industrial areas of both goods, such as smart TVs, smart cars, smart mobile phones, and many other smart products. So what is now also developing with the existence of smart services (Khatri, 2019) Smart technology provides the opening of many opportunities and potentials, especially the hospitality industry, in addition to reducing costs, the vast potential of smart systems can accelerate time and distribution. Managing customer experience in smart services becomes strategic and can create for service providers and customers (Aguilar et al., 2017).

Smart services are intelligent data adoption, integrated technology, adaptability and the ability to anticipate changing customer needs. The point is that smart services based on situational inputs can be adopted by many customers, who not only buy products but also seek unique experiences by utilizing innovative services (Neuhofer et al., 2015). Smart services in detail have existed in previous research (Ivkov et al., 2016).

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Customer Acceptance Rate (CA) of smart restaurants, From the results of previous research, conducted on smart restaurants in Penang, Malaysia. That three independent variables

in the form of convenience value (PEOU), security value (PS), and hedonic value (PE) are variables that affect customer acceptance (Abhari et al., 2022). Of the three variables used according to the TAM concept, which develops factors that affect the acceptance of technology in its customers.

In the development of variables that affect customer acceptance, Reflection Price Value or Reflection of the price value of a product to service also affects customer acceptance (Bapat & Khandelwal, 2023). The perceived price value should represent the benefits received by the customer by buying a good product. Consumers can compare the benefits derived by the product with actual and implied costs while calculating its value (Bapat & Khandelwal, 2023)

Smart services can have a successful impact on using smart systems, which results in technological innovations in restaurant services with the results can increase higher consumer satisfaction, loyalty, customer intention to return because it is comfortable in smart restaurants. In previous studies that evaluated the differences between conventional systems and smart services, the results were higher time differences and human error rates more by using conventional systems (Umap et al., 2018). Some studies have also adopted TAM as an underlying theory in different contexts (Yang et al., 2017).

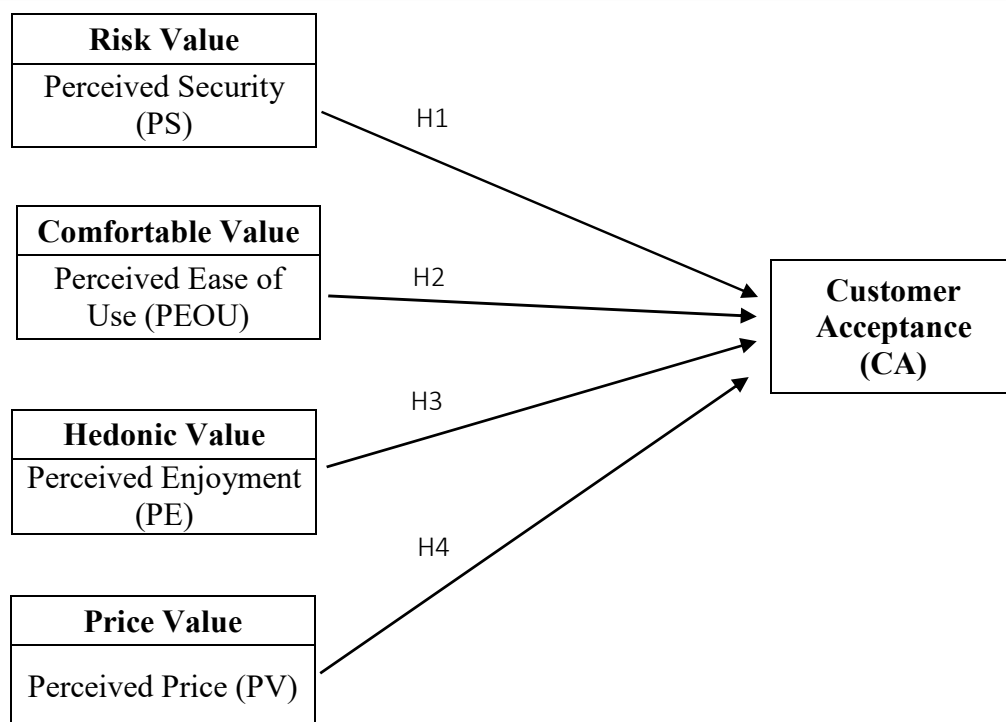
Effect of Perceived Security on Customers' Acceptance, Security value: Insufficient data security for transactions, among users equals slower adoption.. They include security issues and customer data protection. Furthermore, highlight user interface design and usability as additional elements that need to be included to address user data security issues that are factors to consider (Stewart & Jürjens, 2018). In addition, customer concerns, after being given access to personal information, there is a risk that arises in the form of operators that can be accessed for other purposes (Kabadayi et al., 2019) inside customer reception. So security is a major concern for customers who do not want to share their personal information with service providers. Furthermore, the above discussion supports the following hypothesis: **H1: PS as a risk value significantly influences CA level of smart restaurant services.**

Effect of Perceived of Ease of Use on Customers' ,Acceptance User-friendliness is defined as users' perception of their capabilities and ease of managing systems and services. Information technology and software development have designed many smart models that are well designed to be simpler or user friendly. According to empirical studies on TAM and PEOU are positively related to the level of customer acceptance (CA) (Applying-Theory-of-Perceived-Risk-and-Technology-Acceptance-Model-in-the-Online-Shopping-Channel (1), n.d.) So that a better (PEOU) can increase productivity with the level of customer satisfaction. (Bai, 2015)– Furthermore, the above discussion supports the following hypothesis: **H2: PEOU as a comfortable value significantly influences CA level of smart restaurant services.**

Effect of Perceived Enjoyment Customers' Acceptance, Enjoyment or hedonic values, such as excitement, fun, and enjoyment, are defined as attractiveness to attract customers. By providing an experience for customers, to have a satisfying experience and try something different. With the key word is fun, such as the dining experience (Kabadayi et al., 2019). So it can be defined as the enjoyment and excitement that comes from the use of new technology (Venkatesh et al., 2012). Furthermore, the above discussion supports the following hypothesis: **H3: PE as a hedonic value significantly influences CA level of smart restaurant services.**

Effect of Perceived Price on Customers' Acceptance Price value is a measure of the financial sacrifice required for a particular commodity to be purchased (Kotler and Armstrong, 2018). Cost estimates include users who create prices and take advantage of them. The price of perceived brand value can also differ between buyers, goods, circumstances of purchase and time of day (Venkatesh et al., 2012). The price of perceived value should represent the benefits received by the customer by buying a good product. The price level that consumers experience is the product of a mixture of absolute price and perceived efficiency. If the proposed value price is relatively cheap, the buyer believes that it is a good price, indicating that they feel that it is the perceived value price that is highly desirable. Furthermore, the above discussion supports the following hypothesis: **H4: PV as a reflection price value significantly influences CA level of smart restaurant services.**

Figure 1. Frame work



RESEARCH METHODS

Forms of Research The form of research used is descriptive research and causality. According to Sekaran and Bougie (2016, 43) "Descriptive studies are often designed to collect data that describe characteristics of objects." While causality research according to Sekaran and Bougie (2016, 44) is "The researcher is interested in delineating one or more factors that are causing a problem." Research Object, Customers at smart restaurant in Jakarta, Indonesia.

Researchers used the Likert scale in measuring variables in this study. "Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena". In this study researchers used 5 assessment numbers with measurements marked as follows: 1. Strongly disagree, 2. Disagree, 3. Moderate, 4. Agree, 5. Totally agree.

Data collection techniques in this study from two sources, primary data and secondary data. Primary data sources are data sources that directly provide data to data collectors, in this

study obtained through the distribution of questionnaires. While secondary data is a source that does not directly provide data to data collectors. In this study, secondary data were obtained from journals, websites, management books and other reference books related to research material. In this study uses the non-probability sampling method as a purposive sampling technique.

Confirmatory Factor Analysis (CFA) method which is part of Structural Equation Modeling (SEM) (Ghozali, 2017). Structural Equation Modeling (SEM) is used to create models that can explain the relationships between variables. (Hair et al. 2019) That the CFA analyzer is used to test a measurement model. This tool, will be known indicators that can explain a construct. All data that has been collected from respondents will be processed using PLS software.

Measurement Model (Goodness of Fit) An SEM model that describes the relationship between variables and their indicators. In addition, there are structural models that describe the relationship between variables or between variables according to (Ghozali 2017) Test the validity of data used by CFA to test the multidimensionality of a theoretical construct. This analysis tests the validity of a theoretical construct. The variables in this study consist of several indicators. So confirmator analysis, testing whether these indicators are valid indicators as construct gauges, namely Convergent Validity (Ghozali, 2017).

Reliability tests are performed to test the consistency of an indicator in measuring a construct. According to Ghozali (2017, 227) explained that reliability is a measure of internal consistency of indicators of a formation variable that shows the degree to which each indicator indicates a general formation variable. Indicators that can be used in measuring reliability are by looking at their values.

RESULTS AND DISCUSSION

This research analysis is analyzed with a quantitative method approach where the analysis used is descriptive statistics and hypothesis testing with partial least square (PLS) variables that affect customer acceptance are Risk value, Comfortable value, Hedonic value, and Price value. Based on the results of the questionnaire distribution, there were 117 respondents, with respondent profiles as follows :

Table 1. Profile Responden

Demographic variable	Frequency	Percentage
<i>Gender</i>		
Male	68	58
Famale	49	42
<i>Age</i>		
19 years old and below	8	7
20 -29 years old	48	41
30- 39 years old	18	14
40- 49 years old	31	27
50 years old and above	14	12
<i>Education Status</i>		
High school and above	16	14
Diploma	10	9

University Berchelor degree	63	54
Master degree	26	22
Phd/Doctorate degree	2	2
Occupation		
Goverment employee (PNS)	4	3
Private employee	38	33
Enterprenuer	24	21
Professional	5	4
Housewaves	19	16
Student	18	15
Others	9	8
Consumption cost in smart restaurants/per month		
Rp 1 million below	14	12
Rp 1 – 1,99 million	34	29
Rp 2 - 2,99 million	21	18
Rp 3 – 3,99 million	18	15
Rp 4 – 4,99 million	14	12
Rp 5 million above	16	14

Source: Primary data Processed (2023)

Table 2. Outer loading, chronbach's α , composite reliable and AVE

Variable	Item	Indicator	Outer loading	Chronbach's α	Composite Reliable	AVE
Risk value	PS1	Not secure for my personal data	0,865	0,818	0,859	0,683
Risk value	PS2	Can be used for other purpose	0,802			
Risk value	PS3	Can be misused the information	0,828			
Comfortable value	PEOU 1	The apps is easy to use	0,883	0,897	0,929	0,766
Comfortable value	PEOU 2	The application is easy to understand by me	0,837			
Comfortable value	PEOU 3	It does not take much effort	0,887			
Comfortable value	PEOU 4	Easy and simple app to learn	0,856			
Hedonic value	PE1	Is it fun	0,857	0,889	0,923	0,750
Hedonic value	PE2	Is so interesting to me	0,938			
Hedonic value	PE3	Is pleasant & existing	0,867			
Hedonic value	PE4	Is enjoyable for me	0,863			
Price value	PV1	The price is reasonable according to the service provided	0,823	0,837	0,891	0,673
Price value	PV2	Smart service is economical	0,838			
Price value	PV3	Smart service offer value for money	0,880			

Price value	PV4	Smart service offer discounts	0,733			
Customer Acceptance	CA1	Try to use smart service	0,529	0,777	0,871	0,693
Customer Acceptance	CA2	Smart service gives satisfaction to you	0,994			
Customer Acceptance	CA3	Is it useful	0,884			

Source: Primary data Processed (2023)

The risk value variable is measured by three valid measurement items with outer loading between 0.802 – 0.862 which means that the three risk value measurement items are called valid in reflecting the risk value measurement. The level of acceptable variable reliability indicated by Cronbach's alpha and composite reliability is above 0.70 (reliable). The level of convergent validity indicated by AVE values of $0.683 > 0.50$ has met the requirements of good convergent validity. Overall, the variation of measurement items contained by variables reached 68.3%. Among the three measurement items, the measurement item that has an outer loading from the lowest - highest is 0.802 - 0.865 which indicates that the measurement is acceptable.

The comfortable value variable is measured by four valid measurement items with outer loading between 0.837 – 0.886 which means that the four comfortable value measurement items are called valid in reflecting the comfortable value measurement. The level of acceptable variable reliability indicated by Cronbach's alpha and composite reliability are all above 0.70, meaning reliable. The level of convergent validity indicated by AVE values of $0.776 > 0.50$ has met the requirements of good convergent validity. Overall, the variation of measurement items contained by variables reached 77.6%. Among the four measurement items, the measurement item that has an outer loading from the lowest - highest is 0.837 - 0.886 which indicates that the measurement is acceptable.

The hedonic value variable is measured by four valid measurement items with an outer loading between 0.827 – 0.938 which means that all four hedonic value measurement items are called valid in reflecting the hedonic value measurement. The level of acceptable variable reliability indicated by Cronbach's alpha and composite reliability are all above 0.70, meaning reliable. The level of convergent validity indicated by AVE values of $0.750 > 0.50$ has met the requirements of good convergent validity. Overall the variation of measurement items contained by variables reached 75%. Among the four measurement items, the measurement item that has an outer loading from the lowest - highest is 0.827 - 0.880 which shows that the measurement is well received.

The price value variable is measured by four valid measurement items with outer loading between 0.733 – 0.838 which means that the four hedonic value measurement items are called valid in reflecting the hedonic value measurement. The level of acceptable variable reliability indicated by Cronbach's alpha and composite reliability are all above 0.70, meaning reliable. The level of convergent validity indicated by AVE values of $0.673 > 0.50$ has met the requirements of good convergent validity. Overall, the variation of measurement items contained by variables reached 67.3%. Among the four measurement items, the measurement item that has an outer loading from the lowest - highest is 0.733- 0.838 which indicates that the measurement is acceptable.

Customer acceptance variables are measured by three valid measurement items with outer loading between 0.529 – 0.994 which means that all three customer accepted measurement items are called valid in reflecting customer accepted measurement. The level of acceptable variable reliability indicated by Cronbach's alpha and composite reliability are all above 0.70, meaning reliable. The level of convergent validity indicated by AVE values

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Table 3. Discriminant Validity

Variable	Comfortable Value	Customer Acceptance	Hedonic value	Price Value	Risk Value
Comfortable Value	0,875				
Customer Acceptance	0,738	0,832			
Hedonic value	0,679	0,828	0,866		
Price Value	0,680	0,793	0,765	0,820	
Risk Value	0,015	0,033	- 0,021	0,024	0,826

Source: Primary data Processed (2023)

Evaluation of discriminant validity needs to be done by looking at Fornell and Lacker's criteria. Discriminant validity is a form of evaluation to ensure that variables are theoretically different and empirically proven or statistical testing. Fornell and Lacker's criterion is that the root of the AVE variable is greater than the correlation between variables. The comfortable value variable has an AVE root (0.875) greater correlation with customer accepted (0.738), greater with hedonic value (0.679), greater with price value (0.680) and greater than risk value (0.015), These results show that the validity of the variable comfortable value discrimination is met. Likewise with the validity of customer acceptance, hedonic value, price value and risk value (Table 3).

Table 4. Analysis Inner Model

Inner Model	Result		Criteria
Coefficient of determination	R ² Square	R ² Square Adjusted	(0 < R ² < 1), Accepted
Customer Acceptance	0,776	0,768	
Size effect			
Customer Acceptance	f ²	Relation	
Comfortable Value	0,122	Weakness	0,02 weakness
Hedonic value	0,325	Moderate	0,15 moderate
Price Value	0,135	Weakness	0,02 weakness
Risk Value	0,005	Weakness	0,02 weakness
Fit Model	Saturated Model	Estimated Model	SRMR < 0,1 Accepted
SRMR	0,068	0,068	

Source: Primary data Processed (2023)

Evaluation of the structural model, the coefficient of determination of 0.776, or 77.6% of the variables used in this study, there are still 22.4% of other variables that can be used for the development of future research. From this study, it has been shown that the variables used are acceptable. While effect size is how strong the influence is against the dependent variable. The risk value variable, which is the least related variable and the path coefficient is not significant, they are more indifferent to the risk value in accepting a technology, where based on respondents who fill the most are at the age of 20-29 years as much as 41%, where the age is included in the category of generation Z, where the digital native generation or people who grow up with digital reforms, So that the generation that easily accepts something changes quickly without thinking about the risks. Prioritizing benefits and practicality in an activity.

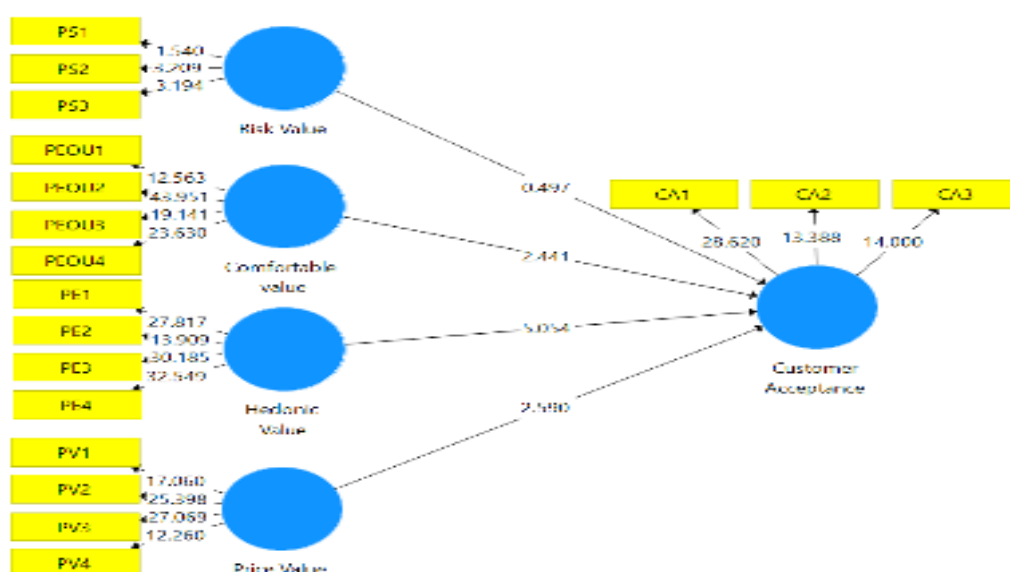
Testing hypothesis between variables by looking at their statistical t or p-value. If the statistical calculation result is greater than 1.96 (5 table) or the p-value of the test result is smaller than 0.05 then there is a significant influence between variables. While the f square value is the influence of direct variables at the structural level with criteria (f square 0.02 low, 0.15 moderate, and 0.35 high) Hair et al, 2021 (table 4). Model fit test through SRMR measurement (0.068), said this model is acceptable.

Table 5. Path Coefisiens

	Hypotesis	Original sample	Sample Mean	Standart Deviation	T-Statistic	P-Value	Result
H1	Risk Value->CA	0,032	0,045	0,064	0,498	0,618	Rejected
H2	Comfortable Value->CA	0,239	0,232	0,100	2,384	0,018	Accepted
H3	Hedonic Value->CA	0,446	0, 451	0,087	5,113	0,000	Accepted
H4	Price Value->CA	0,228	0,295	0,112	2,568	0,011	Accepted

Source: Primary data Processed (2023)

Figure 2. Result Hypotesis Model



Discussion

Based on the results of testing the above hypothesis is known as follows: The first hypothesis (H1), is not significant risk value to customer acceptance. The second hypothesis (H2), significant comfortable value to customer acceptance, with a weak level of influence (0.122). The third hypothesis (H3), significant hedonic value to customer acceptance, with a moderate level of influence (0.325). This is the highest of the three significant variables. The fourth hypothesis (H4), significant price value to customer acceptance, with a weak level of influence (0.135). This is a new variable used for this study, while the three variables already exist from previous studies.

Factors that can determine customer acceptance of smart restaurants are Comfortable value, Hedonic value and Price value, of the three significant variables hedonic value which has a moderate influence on customer acceptance in using service technology in smart restaurants. So from the results of this study that the main influence of hedonic value followed by other factors. From the point of view of customers who use technology services in smart restaurants, after having hedonic values, of course they still want price value, such as discounts, reasonable prices, as the highest spender on eating at smart restaurants per month is only 1-2 million based on 29% of respondents and plus Comfortable value where it is easy to use the technology, which easy to use, such as user friendly and easy to learn.

Risk Value is an insignificant variable, this shows that concerns about risk in using the technology have shifted, no longer being significant, such as generation Z who is the respondent with the highest 41% contribution in this study, where generation Z as the highest contribution is very influential in customer acceptance without feeling high concern about the risk, because they are accustomed to digital natives so that make this variable insignificant.

Another interesting fact finding is that 77% of Respondents have undergraduate and postgraduate education, so they are very open to the presence of technology in every aspect of life activities. Therefore, they are familiar with smart services and easily become part of the customer acceptance of smart restaurants.

SUMMARY

According to (Kabadayi et al., 2019) the risk value that exists about security is that customers do not like to share data about themselves, but from this study they are not too concerned about the risk to their security, it is said that because generation z in the majority of respondents also affects this acceptance, so they are not worried about the risk of their data being spread, resulting in risk value does not affect their acceptance of a technology. In the era of generation Z there has been a shift in views on the value of risk, where they are familiar with technology and are not so worried about the risks. Education also plays an important role in the development of technology and the use of smart service applications and leads to customer acceptance of smart restaurants.

The finding that the Reflection of Price value variable is significant that affects customer acceptance which is a new variable in this study. According to (Bapat & Khandelwal, 2023) because of the value of more benefits obtained, the results of this study are appropriate. Price value is the second factor that has the greatest influence on customer acceptance, which needs to be considered in policymaking for marketers, in acceptance, including convenient value Hedonic value is the highest factor affecting customer acceptance, according to (Venkatesh et al., 2012) making new pleasure for its users, besides that according to the author, the existence of the FOMO era or Fear Of Missing Out is the fear of feeling "left behind" because it does not follow trends or activities certainly, for generation Z, Feelings of anxiety and fear that arise in a person because they miss something new to visit a smart restaurant.

According to (bai, 2015) that the ease of using technology will increase productivity in the acceptance of customers to the technology used, similar to this research.

Research Limitations: with the object of research on one type of restaurant will get different results. For respondents, it is not specifically known what kind of smart restaurants rare often visited by respondents. The variables used can still be developed for future research.

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