

ABSTRACT

Technological advances now encourage companies to gradually replace the traditional way of services to help the system through the implementation of various kinds of new technologies, both in terms of the transaction as well as related information. One of them is by applying self-service technology (SST) that allows customers to interact and perform services independently without direct assistance from the employees of the company whenever and wherever. This is done so that the company can keep up with the times and create ease. PT KAI is one of industry transportation company that implements SST in terms of online ticket sales service, named KAI Access. However the usage of the application is still relatively low, people still prefer to come and queuing at the counter of the railway station. This is probably because the technology readiness can acceptance of the value of the benefit cannot be perceived well by potential users.

The purpose of this study is to determine the factors of technological readiness over the users of the service quality self-service technology in the perceived value that will increase the e-satisfaction of the users of transportation industry, which consists of several variables measuring namely: technology readiness (TR), self-service technology (SQ-SST), perceived value on e-satisfaction.

Data collection method in this study was conducted by distributing questionnaires using social media and the results are valid as much as 422 respondents. Research data processing using SmartPLS 2.0 and following a mediating analysis process.

Based on the results of data processing, indicating that the variable technology readiness (TR) has a significant positive effect on SQ-SST, which will further enhance e-satisfaction. The study also proved that the SQ-SST is not only a positive and significant impact directly on e-satisfaction, but indirectly also positive and significant impact through mediating variables, namely perceived value partial mediate the link between SQ-SSTs and e-satisfaction.

The management implications of this study are expected the company PT KAI to give more attention to technology readiness, in order to successfully implement the SST in the company, beside that of PT KAI also be able to see the perceived value of the users is one of key factors that need to be considered to improve the e-satisfaction of the users of KAI Access

Keywords: Technology Readiness; Service Quality; Self-Service Technology; E-commerce; E-satisfaction.