Consumer Acceptance towards Self-Service Ticketing Kiosk in Malaysian Cinema

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Abstract
Consumers are growing more sophisticated in their experiences with self-service technologies (SSTs) including self-service ticketing kiosk (SSTK). However, some consumers resist emerging technologies while others feel disappointed in interacting with such systems. Therefore, this study aims to examine the factor influencing consumer acceptance of self-service ticketing kiosks in Malaysian cinema. The primary data were collected by distributing online questionnaires to 384 respondents using the non-probability sampling method. Data were analysed by using Statistical Package for Social Sciences (SPSS) software version 26.0. The result showed a significant relationship between technology's effectiveness, flexibility, complexity, enjoyment, safety consciousness, and consumer acceptance of self-service ticketing kiosks in Malaysian cinema. The technology's flexibility has the most significant impact on consumer's acceptance. This paper highlighted consumer perception of self-service ticketing kiosks in Malaysian cinema on their experience, future innovation expectations, and a pleasant and efficient lifestyle. This study provides a fundamental link between self-services ticketing kiosks and consumer acceptance by using a technology acceptance model (TAM) to explain the consumer experience with SSKs in Malaysian cinema. Moreover, this extends the TAM model and remedies previous self-service literature that lacked a theoretical foundation in self-service ticketing kiosks and consumer acceptance studies. Therefore, this research is essential and helpful for the company to implement the SSKs.
Keywords: Self-Service Technology, Self-Service Ticketing Kiosks, Perceived Usefulness, Perceived Ease of Use, Consumer Reliability, Consumer Acceptance.

Introduction

Self-service technologies (SST) is a ubiquitous feature of urban consumers' everyday life (Kallweit et al., 2014), offering retail service providers with innovative opportunities to retain clients and improve customer skills, thereby reducing expenses (Grewal et al., 2020). Examples of SST in retail stores include self-service ticketing kiosks, hand-held self-service scanning systems, electronic wallets, artificial intelligence and automated social networking by robotics. Self-service ticketing kiosks (SSTK) allow consumers to experience services by technical interfaces independent of direct service employees' participation (Meuter et al., 2000, 2003).

SSTK in Malaysian cinemas are one of the systems that can make purchasing a movie ticket more fun (Radingwana, 2007). Owing to the fact that the most popular outdoor cultural activity is going to the cinema (González-Hernández & Orozco-Gómez, 2012). The system focuses on electronic film tickets through self-service, that is, to provide tickets on a remote system. It is a self-service device that allows users to select the movies they want to watch, choose the movie screen's location and the desired seat. Users can choose to pay with cash, credit, or debit card, and once the purchase has been made, the system will print the ticket (Radingwana, 2007).

As customers are growing more sophisticated in their experiences with self-service kiosks (SSKs), some resist emerging technologies (Demoulin & Djelassi, 2016), while others feel disappointed in interacting with such systems (Jamil, 2019). Due to technical failures or user mistakes, SSKs are suffering from failures such as other forms of services. However, there is also a lack of commitment to improve SSK functions and technological features to overcome these problems. In addition, it is understood that bad SSK performance related to SSK technological design or service design can lead to one of the most unsatisfactory incidents when SSK is run by customers. This further emphasizes the need to strengthen the SSK (Meuter et al., 2000).

Many researchers looked at the values and motivations that enhance or hinder technology adoption by users (Bobbitt & Dabholkar, 2001). Customers may resist such SSKs when inconvenient and dangerous, even when the advantages are apparent (Meuter et al., 2003). Therefore, it is also predicted that people would not realize how valuable and straightforward modern technologies can be (Jin, 2013). The characteristics of SSTK may affect the acceptance of people towards self-service ticketing kiosk in Malaysian cinema. Therefore, this study examines the relationship between perceived usefulness (PU); perceive ease of use (PEU) and consumer reliability (CR) towards consumer acceptance of self-service ticketing kiosk in Malaysian cinema. The independent variables for PU are focusing on effectiveness while the independent variables for PEU are complexity and enjoyment. Safety consciousness is the independent variable for consumer reliability.

Literature Review

In this research, the researchers have developed a conceptual framework to understand the path of study better.
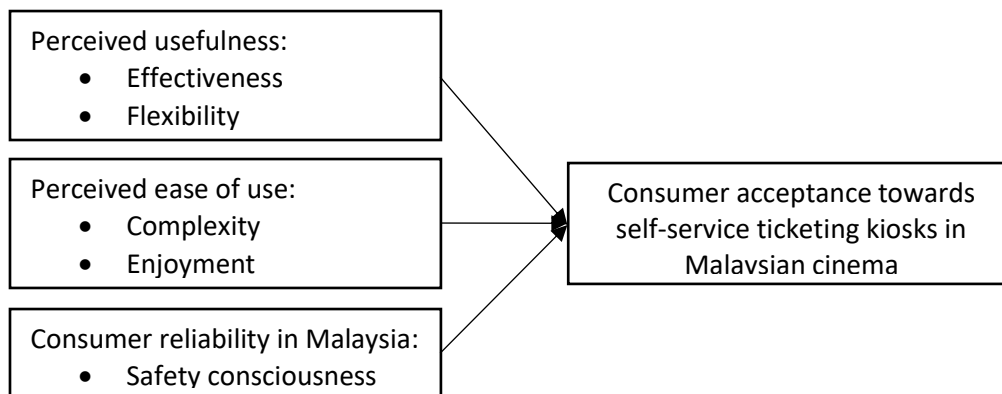
Figure 1 Conceptual Framework of Consumer Acceptance towards Self-Service Ticketing Kiosks in Malaysian Cinema

Consumer Acceptance

Fast acceptance of new information and communication technologies in day-to-day business events is an extraordinary development in the business world (Liu, 2012). Therefore, retailers are continually examining creative ways to provide their customers with services (Ngcwabe & Chiliya, 2014). Consequently, the service and development model is highly dependent on self-service technology SSTs. The implementation of SSKs opens up for retailers, especially in cinema, to increase efficiency and reduce costs while improving the service quality.

Analysis into SSKs acceptance has been carried out in various fields, using various research designs and exploring a wide variety of different technologies. There is an upsurge of interest in the use of technology in Malaysia, especially in SST, such as SSTK that have been adopted for years. Hence, usefulness perceptions define the degree to which consumers assume that using self-service technology will increase effectiveness and performance (Nakamura, 2012). The rate of perceived usefulness of self-service ticketing kiosks is related to their perceived role in increasing consumer satisfaction and help to improve business performances.

Perceived Usefulness

Technology acceptance model (TAM) central structure is the perceived usefulness (PU) (Davis, 1989). TAM was initially proposed by Davis (1989). It is an information service principle that models how consumers take those technologies and use them. Perceived ease of use and perceived utility are both significant for behaviour prediction.

The degree to which users believe that the implementation of particular technological systems will improve productivity, quality, and efficiency is described as PU (Davis, 1989). A system high in PU is one for which a user believes in the reality of a positive use-performance relationship (Davis et al., 1989).

PU has been an essential factor in adopting SSTK. For example, Cho (2011) shows that application in SST research has a lot to do with customers' attitudes in clothing retail environments. In addition to appearance fields, such as banking, airport, cinema, and trading fields, the PU is also one of SST's key drivers (Benbasat & Barki, 2007).

Perceived Usefulness on Effectiveness of Self-Service Ticketing Kiosks

SSTK are marketed as allowing services that can be performed more rapidly and effectively than by an interpersonal solution. Mariappan (2006) reported that the IT revolution has led to tremendous changes in the business environment, which were not affected by technological advancements and the cinema industry.

The perceived speed and perceived time needed to complete a transaction via SSK are described as effectiveness. For customers considering SSK, the service's effectiveness was deemed a significant factor criterion (Dabholkar, 1996). It has been found that the primary source of satisfaction with SSK users is time-saving (Meuter et al., 2000; Chen, 2009). In the latest research by Collier and Kimes (2012), it was found that transaction speed is the most relevant effect on overall customer satisfaction of using SSK. It is also a significant prerequisite for consumers to perceive service quality in the SSK service environment (Gures et al., 2018). However, internet consumers commonly state that web resources can be too sluggish, with time loss being an underlying cause of frustration (Ferreira et al., 2014).

Customers are not satisfied as it takes longer time to solve their requests via kiosks (Kim et al., 2013). This inconvenience is due to the poor accuracy of information recognition, and customers are forced to insert details again (Park et al., 2020), which may increase transaction time. Hence, the following hypothesis is proposed:

H1. The effectiveness of the technology is significantly influencing consumer's acceptance towards self-service ticketing kiosks in Malaysian cinema.

Perceived Usefulness on Flexibility of Self-Service Ticketing Kiosks

The need for short waiting times and fast delivery of consumer services has been highlighted by a wide range from previous work on service automation. For example, past research has shown that one of the essential factors that impact customers' acceptances for SSKs is waiting time (Bobbit & Dabholkar, 2001) and affect their preference between self-service and personal service (Kaur & Arora, 2020). Customer loyalty can be increased by SSK responsiveness, which ultimately leads to better consumption by service consumers (Marzocchi & Zammit, 2006).

Posteriorly, the standard or habit of arriving or being ready on time can be described as timeliness. Timeliness is occurring at a suitable time, seasonable, reasonable, and well-time. Timeliness also can be related to flexibility. This is because the ability to speed up operation, which decreases anticipation, is a significant factor in the quality of self-service ticketing kiosks (Sharma et al., 2020). Accordingly, flexibility is a critical influence on SSK consumer acceptance based on the factors described above. Therefore, this study hypothesized:

H2. The flexibility of the technology is significantly influencing consumer's acceptance towards self-service ticketing kiosks in Malaysian cinema.

Perceived Ease of Use

Consumers will take advantage of another technological innovation that is easy to comprehend and can complete the task without much effort. Ease of use is proposed in the data framework written by Davis (1989), which is characterized by "the degree to which people think that using a particular system or technology will not be laborious." In addition, some of the possible advantages of using SSKs in cinema include reduced waiting time, time

savings, and better control of service delivery (Othman et al., 2020). Without the direct support of staff, SSKs allow consumers to benefit from practical and custom services (Kokkinou & Cranage, 2013).

Perceived Ease of Use on Complexity of Self-Service Ticketing Kiosks

Complexity is the ramification or the confusion of the issue. Merriam-Webster (2016); complexity is the quality or state of not being straightforward in the context of the quality or condition of being complex. Therefore, complexity is one factor that determines consumer's acceptance (Dao & Theotokis, 2020).

Consumers tend to monitor the process or the outcome to some extent (Anselmsson, 2001). Simultaneously, users must understand or clear the instructions about how SSK works and how to regulate it (Lee & Allaway, 2002). Collier (2006) found that customers who monitor SSK applications are more likely to take a constructive approach to SSK due to their intrinsic tension and anxiety about SSK use. Customers are expected to monitor the risk of failure to perform tasks using SST, thereby boosting SSK adoption (Lee & Allaway, 2002).

Although customers tend to use more straightforward controls because it is more convenient, too many choices may result in adverse outcomes. If customers cannot understand all the options available, it might become too difficult to use. Therefore, a balance needs to be found when designing SSK (Collier, 2006). Wind and Rangaswamy (2001) further noted that people are psychologically shut off if they face too many choices or hard to monitor technology use. Hence, complexity can be a factor that affects consumer acceptance of self-service ticketing kiosks in Malaysian cinema. Therefore, this study constructs the following hypothesis:

H3. The complexity of the technology is significantly influencing consumer's acceptance towards self-service ticketing kiosks in Malaysian cinema.

Perceived Ease of Use on Enjoyment of Self-Service Ticketing Kiosks

Perceived Enjoyment (PE) is a big conduct belief in the attitude, and eventually, the intention to use a method has been added, in addition to PU and PEOU (Davis et al., 1989). Perceived Enjoyment (PE) has been introduced and analyzed by studies as a source of motivation (Kim et al., 2013). Perceived enjoyment is described as "the degree to which the operation of a particular system is perceived to be enjoyable by itself, other than any effect on performance arising from system use" (Keeling et al., 2007). Therefore, PE plays a crucial role in assessing technology's adoption (Robertson et al., 2016). For instance, if the customer enjoys using self-service ticketing kiosks to view movie information and slots, give seating options, offer a simulation payment process, and print tickets, they would use it more on the next visit than if they did not enjoy the use of SSKs. Technology acceptance studies have shown that this advantage in using emerging technology has a positive relationship with PU (Chen et al., 2009). Hence, this research explores the crucial role of SSK by using PE since this variable was widely implemented and validated as the critical driver for SST use. For this analysis, the perceived enjoyment is considered the degree to which the individual thinks SSKs' adoption is enjoyable in Malaysian cinema. According to these findings and reasons mentioned above, the hypothesis is therefore proposed:

H4. The enjoyment of the technology is significantly influencing consumer's acceptance towards self-service ticketing kiosks in Malaysian cinema.

Consumer Reliability

The critical criterion for the superior electronic quality of service was reliability established by Ying et al. (2012). Reliability is defined as the ability always to deliver planned expectations, how the company performs customer relations for the first time, provides services within a reasonable time, and maintains error-free records. Bobbitt and Dabholkar (2001) claimed that reliability is a precise completion order, correct records, exact quotes, accurate billing, and valid commission estimates that keep the provided services' customer satisfaction.

Reliability is a crucial requirement for a good experience for consumers who work with SSK (Roy et al., 2018). Reliability ensures that SSK gives consumers the convenient technological feature and the promised service's specific service (Kokkinou & Cranage, 2013). Dabholkar et al. (1996) suggest that reliability and accuracy are critical to their excellent SSKs assessment among SSK users. It notices that merely "doing well" SSK would satisfy the consumer's needs (Meuter et al., 2000). Conversely, technical problems in the SSK are typical and are the primary explanation for customers' disappointment (Kim, 2013).

Consumer Reliability on Safety Consciousness towards Self-Service Ticketing Kiosks

Safety consciousness can be described as awareness and alertness to danger. The credit line granted to consumers to use ticketing kiosks to pay bills requires a great deal to ensure that it is safe and effective (Yoong & Lim, 2019). However, due to operational errors or system failures, their payments do not always succeed (Varaprasad et al., 2013). Simultaneously, the loss of personal privacy and system protection is essential, and customers will be liable until the establishments explain shareholders' obligations (Robertson et al., 2016). Consequently, one of the main elements of SSK acceptance is the interpretation of risk by the customer (Roy et al., 2018).

In the sense of SSK acceptance, lack of face-to-face contact or lack of experiences in SSK features causes customers to raise risk expectations and further decrease the enthusiasm and probability of SSK trials (Trinh et al., 2020). Consistent with the previous research, this study similarly proposes the following hypotheses:

H5. The safety consciousness is significantly influencing consumer's acceptance towards self-service ticketing kiosks in Malaysian cinema.

Research Methodology

The descriptive method has been chosen to conduct the studies. Descriptive studies refer to a type of research to generate an exact representation of individuals, activities, or situations and its effectiveness in describing the pattern or rate of consumer's acceptance towards the interactive kiosks such as self-service ticketing kiosks by statistical analysis.

Quantitative research was used in this study. A self-administered questionnaire was distributed via a google form to targeted respondents. The respondents are above 18 years' old who can use and adapt self-service ticketing kiosks in Malaysian cinema. The researchers selected respondents who live in Malaysia from four regions which are Northern Region (Perlis, Kedah, Penang and Perak), East Coast Region (Kelantan, Terengganu and Pahang), Central Region (Selangor, Federal Territories of Kuala Lumpur and Putrajaya) and Southern Region (Negeri Sembilan, Melaka and Johor). The structured survey helps describe a large population's characteristics to ensure a more accurate sample to collect targeted results,

discuss, conclude, and make critical decisions (Grey Timpany, 2019). The respondents are above 18 years' old who can use and adapt self-service ticketing kiosks in Malaysian cinema. Respondents are divided into three categories which are Generation X (40 years old until 55 years old), Generation Y (24 years old until 39 years old), and Generation Z (18 years old until 23 years old).

Sampling Design

This study relies on convenience sampling as the sampling method because of its speed, efficiency, and ease of sample availability. It is also inexpensive and get a quick response from respondents.

According to the Official Portal of the Department of Statistics Malaysia on the Current Population Estimates of Malaysia (2020), Malaysia's total population was estimated at 32.7 million persons, 69.7% represented the population for age group 15 to 64 years with a median age of 29.2 years. Additionally, according to Malaysia's life expectancy in 2020, men and women celebrating their 60th birthdays are expected to live for another 18.4 years old and 21.2 years old, respectively. Therefore, for this research, the target population is Malaysian respondents between the ages of 18 to 55. The respondents will choose to use the non-probability method and answer the questionnaires via an online Google form.

Moreover, sample size refers to data collected from an entire population with a manageable size (Saunders et al., 2016). According to table Krejcie and Morgan (1970), the total population for Malaysia, which about 32.7 million, should use a sample size of 384 respondents, generates the data. Therefore, this research will target a sample size with 384 respondents from the locations selected.

Data Analysis

In this research, data collected from questionnaires was statistically analysed using Statistical Package for Social Sciences (SPSS) Version 26 software. Analysis including reliability tests, descriptive analysis, Pearson's correlation coefficient analysis, and multiple regression analysis was performed in this study.

Reliability Test

Reliability of the study is measured using Cronbach's Alpha analysis. According to Saunders, Lewis, and Thornhill (2016), reliability refers to the degree to which data gathering techniques or analytic methods produce consistent results. The correlation coefficient may measure the similarity between the two measures. The greater the reliability, the higher the correlation coefficient in reliability analysis.

Table 1
Reliability Test

Variables	Cronbach's Alpha	Number of Items
Effectiveness	0.875	5
Flexibility	0.882	5
Complexity	0.867	5
Enjoyment	0.887	5
Safety Consciousness	0.891	5
Consumer Acceptance	0.845	3
Total	0.978	28

Source SPSS Output

Table 1 shows the results computed from SPSS, and the reliability analysis was analyzed for 28 essential items asked in the survey questionnaires. From table 1 it can be seen that the result of reliability analysis shows that the items of questionnaires was reliable due to the value of Cronbach's Alpha was 0.978, which is over the acceptable value of 0.70. Cronbach's Alpha for effectiveness is 0.875, for flexibility is 0.882, complexity is 0.867, enjoyment is 0.887, and safety consciousness scores of 0.891. Meanwhile, Cronbach's Alpha for customer's acceptance is 0.845, which included 3 items. The score of Cronbach's Alpha if item deleted had been considered to make sure the items in each variable are reliable. Hence, the result was acceptable and reliable hence the process of collecting data was proceeded.

Descriptive Analysis on Demographic Profile
This section analysed the demographic profile of respondents, including gender, age, state, employment status, current household income level, and educational level. This section also analysed the respondents understanding and acceptance of self-service ticketing kiosks in Malaysian cinema. The number of respondents is 384 (N = 384).

Table 2
Descriptive Statistics Analysis on Demographic Profile

Demographics	Frequency	%
Gender		
Male	185	48.2
Female	199	51.8
Age		
18-29 years old	114	29.7
30-39 years old	110	28.6
40-49 years old	96	25.0
Above 50 years old	64	16.7
State		
Peninsular Malaysia/West Malaysia Northern Region (Perlis, Kedah, Penang and Perak)	78	20.3
Peninsular Malaysia/West Malaysia East Coast Region (Kelantan, Pahang and Terengganu)	81	21.1

Peninsular Malaysia/West Malaysia Central Region (Selangor, Kuala Lumpur and Putrajaya)	88	22.9
Peninsular Malaysia/West Malaysia Southern Region (Negeri Sembilan, Melaka and Johor)	99	25.8
East Malaysia (Sabah, Sarawak and Labuan)	38	9.9
Employment Status		
Employed	202	52.6
Unemployed	108	28.1
Student	74	19.3
Current Household Income Level		
Below RM 2000	142	37.0
RM 2001-RM 3000	34	8.9
RM 3001-RM 4000	105	27.3
RM 4001-RM 5000	73	19.0
RM 5001 and above	30	7.8
Educational Level		
No Education	17	4.4
Informal Education	23	6.0
Primary School Standard (UPSR, etc.)	27	7.0
Lower Secondary Standard (PMR/PT3)	32	8.3
Upper Secondary Standard (SPM)	87	22.7
Senior Secondary Standard (STPM, Matriculation, Diploma)	74	19.3
Higher Education Standard (Degree, Master, PhD, etc.)	124	32.3

Source SPSS Output

The descriptive analysis summarized the demographics details of the respondents. There were 185 male respondents, and 199 female respondents took part in this survey. The respondents were represented as consumers' age range between 18 and 50 years old and above. Based on the result, the young generations between ages 18 to 39 years old (58.3%) tend to accept new and innovative technology-added products in the competitive market.

Descriptive Analysis on Independent Variables and Dependent Variable

Descriptive statistics analysis was used in this study to determine the mean, standard deviation, maximum, and minimum values of the variables.

Table 3
Descriptive Statistics Analysis on Independent Variables and Dependent Variable

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Effectiveness	384	1.60	5.00	4.2307	.64098
Flexibility	384	2.00	5.00	4.2052	.67493
Complexity	384	1.60	5.00	4.2266	.65646
Enjoyment	384	1.60	5.00	4.2599	.65871
Safety Consciousness	384	1.80	5.00	4.2490	.66819
Consumer Acceptance	384	1.33	5.00	4.2856	.67470

Source SPSS Output

Table 3 illustrated the descriptive statistics analysis for the independent and dependent variables. The descriptive analysis also shows the means and standard deviation of all variables. The mean value of the independent variables is between 4.2052 until 4.2599, while the mean value of the dependent variable is 4.2856. Most respondents agree with the statement of variables in the questionnaires as the value of means was higher than 3.0.

Pearson Correlation Analysis
Table 4
Pearson's Correlation Analysis

Correlations		PUE	PUF	PEOUC	PEOUE	CRSC	CA
PUE	Pearson Correlation	1	.911**	.910**	.908**	.893**	.860**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	384	384	384	384	384	384
PUF	Pearson Correlation	.911**	1	.916**	.912**	.891**	.867**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	384	384	384	384	384	384
PEOUC	Pearson Correlation	.910**	.916**	1	.903**	.897**	.860**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	384	384	384	384	384	384
PEOUE	Pearson Correlation	.908**	.912**	.903**	1	.891**	.859**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	384	384	384	384	384	384
CRSC	Pearson Correlation	.893**	.891**	.897**	.891**	1	.847**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	384	384	384	384	384	384
CA	Pearson Correlation	.860**	.867**	.860**	.859**	.847**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384
**. Correlation is significant at the 0.01 level (2-tailed).							
Notes: PUE: Technology's Effectiveness (Perceived Usefulness), PUF: Technology's Flexibility (Perceived Usefulness), PEOUC: Technology's Complexity (Perceived Ease of Use), PEOUE: Technology's Enjoyment ((Perceived Ease of Use), CRSC: Safety Consciousness (Consumer Reliability), CA: Consumer Acceptance							

Source SPSS Output

Table 4 illustrated the result of Pearson's correlation analysis between perceived usefulness (effectiveness, flexibility) and perceived ease of use (complexity, enjoyment) and consumer reliability (safety consciousness) represented as independent variables and level of consumer's acceptance of self-service ticketing kiosks represented as a dependent variable. The (**) shows the probability of the correlation coefficient is less than 0.01, which has a significant level at 0.000. In addition, the result showed that all the independent variables are positively influenced by the dependent variable, which the values of the correlation coefficient are range from 0.847 to 0.867.

According to Table 4, flexibility has the strongest positive relationship with the consumer acceptance towards self-service ticketing kiosks in Malaysian cinema where the value of correlation coefficient is 0.867, followed by effectiveness (value of correlation coefficient is 0.860), complexity (value of correlation coefficient is 0.860), enjoyment (value of correlation

coefficient is 0.859) and lastly is safety consciousness where the value of correlation coefficient is 0.847.

Multiple Regression Analysis
Table 5
Multiple Regression Analysis

Coefficients Variables	Unstandardized Coefficients		Standardized Coefficients			Hypothesis accepted
	B	Std. Error	Beta	t	Sig.	
(Constant)	.266	.106		2.507		
Effectiveness	.182	.072	.173	2.542	.011	Yes
Flexibility	.249	.070	.249	3.570	.000	Yes
Complexity	.177	.071	.173	2.498	.013	Yes
Enjoyment	.184	.069	.179	2.680	.008	Yes
Safety Consciousness	.157	.061	.156	2.566	.011	Yes
a. Dependent Variable: Consumer Acceptance						

Source SPSS Output

Table 5 showed the coefficients table, which indicates the p-values and constant for the significance of independent variables in predicting the dependent variable. The result indicated that the technology's effectiveness of self-service ticketing kiosks significantly impacted the consumer's acceptances, where B = 0.173, and t = 2.542, with a significant value of 0.011. Therefore, it can be explained that every one-unit increase in technology's effectiveness will lead to a 0.173 unit increase in consumer's acceptances.

Besides, the technology's flexibility of self-service ticketing kiosks has a significant positive influence on the consumer's acceptances, where B = 0.249, and t = 3.570, with a significant value of 0.000. On the other hand, the technology's complexity of self-service ticketing kiosks also significantly influences the consumer's acceptances, where B = 0.173 and t = 2.498 with a significant value of 0.013.

The beta value of enjoyment was 0.179, and t = 2.680 with a significant value of 0.008, while the beta value of safety consciousness was 0.156, and t = 2.566 with a significant value of 0.011. In short, the technology's flexibility is the strongest predictor with B = 0.249, and t = 3.570 is significant at the level of 0.000. Thus, the flexibility has the highest beta value than the other variables, showing that flexibility has the most significant effect on consumer acceptance towards self-service ticketing kiosks in Malaysian cinema.

Results and Discussion
Discussion on Major Findings
Table 6
Summary of Results for Hypothesis Testing

Variables	Hypothesis	Sig	Results
Effectiveness	H1: The effectiveness of the technology is significantly influencing consumer acceptance towards self-service ticketing kiosks in Malaysian cinema.	0.011	Accepted
Flexibility	H2: The flexibility of the technology is significantly influencing consumer acceptance towards self-service ticketing kiosks in Malaysian cinema.	0.000	Accepted
Complexity	H3: The complexity of the technology is significantly influencing consumer acceptance towards self-service ticketing kiosks in Malaysian cinema.	0.013	Accepted
Enjoyment	H4: The enjoyment of the technology is significantly influencing consumer acceptance towards self-service ticketing kiosks in Malaysian cinema.	0.008	Accepted
Safety Consciousness	H5: The safety consciousness is significantly influencing consumer acceptance towards self-service ticketing kiosks in Malaysian cinema.	0.011	Accepted

Effectiveness

Based on Table 6, the significant value of the technology's effectiveness, $p = 0.011$, which is lower than 0.05 ($p < 0.05$). This indicates that the technology's effectiveness significantly influences consumers' acceptance of self-service ticketing kiosks in Malaysian cinema. Hence, hypothesis 1 is accepted.

According to the result, the perceived usefulness of technology's effectiveness can bring implications to consumer's acceptance towards self-service ticketing kiosks in Malaysia cinema. Previous IT studies also showed technological effectiveness as a critical component in determining customer acceptance (Zhu & Kraemer, 2005). In addition, the ability to view and communicate about SSK with others improves the likelihood of it being adopted. Other than that, as SSK raises the quality of service, customers are more likely to utilize and encounter the technology often (Shahid et al., 2018). This was backed by previous studies that advocated satisfaction and quality of service as essential criteria in the customer acceptance of SSKs (Torres-Moraga et al., 2008). Likewise, it will encourage the level of consumer acceptance of SSKs in Malaysian cinema.

Flexibility

Table 6 indicated the significant value of the technology's flexibility, $p = 0.000$, which is lower than 0.05 ($p < 0.05$). This indicates that the technology's flexibility significantly influences consumers' acceptance of self-service ticketing kiosks in Malaysia cinema. Hence, hypothesis 2 is accepted.

Based on the result, the perceived usefulness of technology's flexibility can influence consumer's acceptance towards self-service ticketing kiosks in Malaysia cinema. Consumers benefit from the flexibility provided by SSK alternatives, as well as time savings. Some

consumers may consider adopting SSKs advantageous because of the time saved due to reduced waiting time, better control over service delivery, and better convenience (Meuter et al., 2000). For those customers familiar with the SSK option in other branches of the industry (such as self-service check-in kiosks) and enjoying the advantage of utilizing SSKs, self-service ticketing kiosks are more likely to be used in Malaysian cinema and more satisfied with the SSK delivery option (Kim & Qu, 2014).

Complexity

As Table 6 shows, the regression analysis showed the significant value of the technology's complexity, $p = 0.013$, which is lower than 0.05 ($p < 0.05$). This indicates that the technology's complexity significantly influences consumers' acceptance of self-service ticketing kiosks in Malaysian cinema. Hence, hypothesis 3 is accepted.

Based on the finding, the perceived ease of use on the technology's complexity can impact consumers' acceptances towards self-service ticketing kiosks in Malaysia cinema. This finding supports a study by Wang et al. (2012) who discovered that the number and type of goods being purchased depend on the complexity. The most often reported factor in the Wang et al. (2012) study was the number of items. Around three-quarters of the interviewees from Wang et al. (2012) said that their use of SSK depends on the number of items. Typically, Wang et al. (2012) interviewees preferred the SSK with several products and utilized the standard check-out when they had several goods. Correspondingly, in Malaysian cinema, the consumers find it easy to understand and practice the directions for SSK use. This is because the usage and step of SSK are clear and understandable, leading to acceptance.

Enjoyment

As shown in Table 6, the significant value of technology's enjoyment, $p = 0.008$, is lower than 0.05 ($p < 0.05$). This indicated that technology's enjoyment significantly influences consumers' acceptance of self-service ticketing kiosks in Malaysian cinema. Hence, hypothesis 4 is accepted.

The perceived ease of use on the technology's enjoyment can affect consumers' acceptances towards self-service ticketing kiosks in Malaysia cinema. The researchers have highlighted that enjoyment of the customer would have a significant influence on the desire to re-use it, according to Praveena and Thomas (2014). So it goes to SSK; if a consumer feels pleasant when utilizing ticket purchasing technology, the odds of re-use are higher. Whenever customers feel satisfied with using technology, they find it engaging and no facial expression, instead of an employee. The aim is to use animation and bright things that clarify ordering tickets (Chang et al., 2012). Furthermore, according to Suki and Suki (2011), perceived enjoyment influenced the acceptability of consumers. The technology should be sufficiently exciting and that when they use it, individuals feel incredibly pleased. Consumers would therefore continue to utilize SSK frequently in Malaysian cinema.

Safety Consciousness

Table 6 indicated the significant value of the safety consciousness, $p = 0.011$ which is lower than 0.05 ($p < 0.05$). This indicates that the safety consciousness is significantly influence consumers' acceptance of self-service ticketing kiosks in Malaysian cinema. Hence, hypothesis 5 is accepted.

According to the finding, consumer reliability on safety consciousness can imply consumers' acceptance of self-service ticketing kiosks in Malaysia cinema. The result is consistent with Robertson et al. (2016) study, which reveals that SSK reliability and consumer safety consciousness have a more substantial influence on customer satisfaction in the interactive voice response than online service context. The finding also showed that positive word-of-mouth and trust in the service provider are satisfaction outcomes across both SSK types. In addition, previous study such as Kim and Hu (2014) explored the theory that safety awareness among consumers has a significant role in the acceptance of passengers. These findings show that the perceived threats to passengers regarding the usage of self-service kiosks in hotels influence tourists' satisfaction. Likewise, the intention to use SSKs in Malaysian cinema was not readily accepted by consumers as they are aware of the safety concern and adverse effects.

Implications of the Study
Theoretical Implication

The implementation of SSKs has significantly altered the way services are planned and provided. This study had found several factors influencing consumer's acceptance of self-service ticket kiosks, such as perceived usefulness (effectiveness and flexibility), perceived ease of use (complexity and enjoyment), and consumer's reliability (safety consciousness) of self-service ticketing kiosks. This study provides a fundamental link between self-services ticketing kiosks and consumer acceptance by using a technology acceptance model (TAM) to explain the consumer experience with SSKs in Malaysian cinema rather than the often examined aspect of alternative evaluation, buy-in decision, after-buy behaviour to expand the previously existing emphasis on acceptance by consumers. Other than that, while considerable technological research has highlighted the views or intention of customers to utilize SSKs, this study is one attempt to investigate customers' experience in using SSKs and their acceptance of it. With SSKs, the question now is not whether corporations embrace them, as a more significant number of enterprises accept SSKs. In particular, the adoption of these technologies and their influence on customer acceptance.

Practical Implication

From a practical perspective, the findings assist Malaysian cinema in better understanding how different features of SSKs lead to consumer acceptability, develop successful strategies to meet customer expectations, provide a more personalized self-service to customers, and improve customer satisfaction. In many circumstances, the critical question is not if SSKs should be adopted or not; instead, how SSKs may best be used to generate a higher level of customer experience. Therefore, managers should go beyond the features, prices, and return on investment assessments. This is because the over-reaching of the technology's external attributes may have a negligible or possible negative influence on service experiences. Moreover, contentment with customers does not always match a necessary experience. While factors influencing self-service ticketing have contributed to satisfaction, consumer acceptance is positively related to the technology characterize of SSKs. All elements are required for SSKs to be accepted and used because they can improve consumer experiences. Customers are looking for the efficiency and comfort of the SSKs, but they are also seeking information and enjoyment. Good SSK design and deployment will guarantee that both customer needs and wants are addressed.

Conclusion

In conclusion, this research evaluated consumer perception of self-service ticketing kiosks in Malaysian cinema on their experience, future innovation expectations, and a pleasant and efficient lifestyle. The technology's characteristics of self-service ticketing kiosks include perceived usefulness (effectiveness and flexibility), ease of use (complexity and enjoyment), and consumer's reliability (safety consciousness), which has affected the consumer's acceptance of the self-service ticketing kiosks in Malaysian cinema. In addition, the whole platform of classic and innovative SSKs supports fast, easy, and smooth ordering with nearly all transactions and feature locations. As a result, customers have been in the wait less time and are more satisfied. Self-service ticketing kiosks also ensure uniformity throughout the transaction and a greater level of precise ordering before being confirmed by the consumer. Furthermore, using the technology acceptance model (TAM) to measure the factors influencing consumer acceptance towards self-service ticketing kiosks in Malaysian cinema is essential and helpful for the company to implement the SSKs. Based on the result, technology's flexibility was the most significant factor as it enhances consumer's acceptances of self-service ticketing kiosks. Customer reliability in safety consciousness is the lowest significant factor among Malaysians; however, it also has substantially affected consumer acceptance of self-service ticketing kiosks in Malaysian cinemas. Other than that, the main objectives of this research have been achieved by conducting the relevant analysis. The results of this research potentially reveal the evidence on consumers' acceptances towards self-service ticketing kiosks and provide insightful information to the market and consumer.

Recommendations for Future Research

The recommendations can act as the proposal for several potential directions for future research. Firstly, the findings may not represent the general population due to the study conducted in the selected geographical area. In other words, although the research was conducted in entire Malaysia, not each of the respondents has been selected. Therefore, it is recommended that the research to be carried out in specific geographical regions in Malaysia to get more accurate and precise information. In addition, the sample size can be increased to improve the generalizability of findings as this study was based on a small number of respondents from selected states N = 384. This recommendation can be made if the time to do the research can be lengthened.

Moreover, future researchers could explore other external factors that may affect the consumer's acceptance of self-service ticketing kiosks since this research focuses on the perceived usefulness (effectiveness and flexibility), ease of use (complexity and enjoyment), and consumer's reliability (safety consciousness), based on the concept of the technology acceptance model (TAM). Besides, future research can explore deeper insights through qualitative research to obtain different perspectives from respondents. Furthermore, the challenges of adopting innovative technology products such as SSKs could be explored and discussed in future research as self-service ticketing kiosks are still considered a new and fresh technology in the Malaysian market. Future research also could be done in other developing countries to predict the consumer's acceptance towards new technology added products which is SSKs indifferent marketplace.

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