

통합기술수용이론(UTAUT)을 활용한 서빙로봇 레스토랑의 사용 의도에 관한 연구

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A Study on the Usage Intention of Serving Robot Restaurant Using Unified Theory of Acceptance and Use of Technology (UTAUT)

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Abstract

This study, using the Unified Theory of Acceptance and Use of Technology (UTAUT), aimed to investigate consumer perceptions and acceptance of serving robots in the restaurant industry and to propose strategies for encouraging consumers to positively accept and reutilize these services. The research conducted an online survey targeting adults over 20 years old who had visited a restaurant with serving robots in the past six months. Data were collected by DataSpring from December 9 to December 23, 2022. Out of a total of 307 responses, 27 insincere responses were excluded, and the remaining 280 responses were used for analysis. Data were analyzed using JAMOV 2.3.21 and SmartPLS 4.0. The results showed that consumers form positive attitudes when they perceive social influence, performance expectancy, and effort expectancy. Social influence emerged as the most significant factor affecting consumer attitudes. This result suggests that positive evaluations or recommendations from others play an important role in consumer attitudes. Conversely, facilitating conditions did not significantly affect consumer attitudes, likely because restaurants already have the necessary infrastructure for serving robots. Finally, the study found that positive attitudes significantly influenced consumers' intention to reuse serving robots. In light of these findings, the study developed strategies aimed at boosting consumer acceptance and encouraging the repeated use of serving robots in restaurants.

Keywords: Service Robots, Serving Robots, Robot-served Restaurants, UTAUT

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