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Title : PASSENGER BEHAVIOURAL INTENTION TO USE SELF-SERVICE CHECK-IN (SSCI) KIOSKS AT KL INTERNATIONAL AIRPORT (KLIA)

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The self-service check-in (SSCI) KLIA kiosk is a platform that is governed by an airline's application interface for passenger check-in and the printing of boarding passes. Today's travelling passengers have the strong desire that they be a co-producer of the check-in process and they want to do it quickly. Passengers' behavioural intentions vary towards the use of the SSCI KLIA kiosks. Thus, a complete understanding of the factors influencing passengers' behavioural intentions when using SSCI KLIA kiosks in different contexts was deemed necessary. This study focused on examining the external factors that were thought to directly affect behavioural intention to use SSCI KLIA kiosks, namely, perceived control, perceived convenience and perceived speed. The Technology Acceptance Model (TAM) has been the theory that is most widely used to explain an individual's acceptance of information technology (IT) and information systems (IS). This quantitative study has extended the TAM in the context of SSCI KLIA kiosks. This research focuses on the model development and it empirically validates the conceptual framework of a SSCI KLIA kiosk Behavioural Intention Model using the structural equation model (SEM). Hence, the differences in this study were evaluated to understand the modifications that were made to this model. A non-probability sampling design and specifically purposive sampling, was applied in this study. Empirical data from 320 valid respondents was collected through a personally assisted survey using a 37-item structured questionnaire. The questionnaires were distributed to

non-users of SSCI KLIA kiosks in the international boarding lounge of KLIA; the passengers were flying with airlines which were subscribers to the SSCI KLIA kiosk services. Except for perceived convenience, the results revealed that perceived control and perceived speed were significant factors contributing to behavioural intention to use SSCI KLIA kiosks. Some passengers may have special requirements in terms of their convenience, particularly those who want to travel as a first, or business, class passenger, carry pieces of luggage and have connections with different flights. In this context, convenience relates to the situational dimensions that aid passengers in the initiation and completion of the check-in process. The findings of this research were consistent with those of previous research which also found that behavioural intention was positively influenced by perceived ease of use and perceived usefulness. This research provides insights for Malaysia Airports Holdings Berhad (MAHB) in further enhancing its facilities and strategies. A new operating model of SSCI KLIA kiosks through robotic automation and digitisation of industrial processes as well as technology related strategies towards understanding passengers' perceptions of the kiosks are some considerations for the airport authority.