



The Effect of Service Employees' Technology Readiness on Technology Acceptance

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Abstract

The goal of the present paper is to identify the effects of service employees' technology readiness on technology acceptance in TAV Airports Holding, Izmir Adnan Menderes Airport. In our study we combined the technology readiness index (TRI) and the Technology Acceptance Model (TAM) into one model. Specifically, we measured the relation between TRIs personality trait dimensions – optimism, innovativeness, discomfort, and insecurity – and the cognitive dimensions of TAM. Also, the demographics of the employees were examined to determine the effect of demographics on the technology readiness and technology acceptance level. TRI (Parasuraman & Colby, 2015) and TAM (Davis, 1989) were adapted to measure employees' propensity to embrace and use cutting-edge high technologies. The data were collected from 300 employees of a multi-site tourism service provider. Analysis revealed that personality traits had the expected impact on user perceptions. The results of the study showed that personal optimism and innovativeness (motivators) positively influenced perceived usefulness and perceived ease of use, but discomfort and insecurity (inhibitors) in a negative relationship with them. Surprisingly, while insecurity had no impact on perceived usefulness, discomfort had no impact on perceived ease of use.

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