ABSTRACT

The utilization of robotic technology in the service sector, particularly in the context of restaurants and cafes, is an innovation that has not been widely implemented in Indonesia. Despite some studies acknowledging the positive impact of robot use, the literature remains limited in identifying factors that may hinder the adoption of this technology amidst the assumption that consumers are generally open to change. This research aims to delve into the adoption of robotic technology in this sector, with a focus on the factors influencing adoption and consumer perceptions of service robots.

This study employs an exploratory qualitative approach, utilizing semi-structured interviews to gain a deep understanding of consumer attitudes, motivations, and concerns regarding the use of service robots. The study also emphasizes demographic factors, including gender, age, education, and social classes, to assess variations in the adoption of this technology. The findings of this research are expected to provide a deeper understanding of the challenges and opportunities for implementing robotic technology in the Indonesian service sector.

Keywords: Robotics Technology, Service Robots, Consumer Intention, Intersectionality , Behavioral Reasoning Theory