

Determinants of Domestic Travellers' Behavioural Intention to Adopt Hotel Self-Service Technologies in Sri Lanka

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Abstract

As self-service technologies (SSTs) become integral to hotel operations worldwide, their acceptance among domestic travellers in emerging markets like Sri Lanka remains underexplored. This study investigates the key factors influencing domestic travellers' behavioural intention to adopt hotel SSTs, drawing on the Technology Acceptance Model (TAM), Theory of Planned Behaviour (TPB), and Unified Theory of Acceptance and Use of Technology (UTAUT). Data were collected from 305 Sri Lankan travellers with prior SST experience using a simple random sampling technique with prior SST experience using a structured survey and analysed using correlation and multiple regression techniques in SPSS. Results show that perceived usefulness, subjective norms, and behavioural control significantly predict behavioural intention ($p < 0.01$), while attitude shaped by trust, ease of use, and risk plays a critical mediating role, as shown by $R^2 = 0.706$. Interestingly, technology readiness had a marginal effect, suggesting that cognitive and social perceptions outweigh technical preparedness in influencing adoption. These findings extend existing technology acceptance models by contextualising SST adoption within domestic tourism in a developing country. In addition, mobile app usage, digital payment adoption, and allowing customers to create service outcomes independently can be seen as local adoption trends for SSTs. Practically, the study highlights the need for hotels to offer secure, intuitive, and socially reinforced SST platforms. Strengthening trust, reducing perceived risk, and promoting social influence can accelerate user acceptance. As the Sri Lankan hospitality sector advances its digital transition, this research offers valuable insights into designing traveller-centric technologies that align with evolving consumer expectations.

Keywords: attitude, behavioural intention, hospitality innovation, self-service technology, technology acceptance model