

ASSESSING THE LEVEL OF ACCEPTANCE OF SELF-ORDERING KIOSKS AMONG BABY BOOMERS

Veronica Komazawa
Via Coronel
Mary Rose Guitering
Shara De Leon

Richwell Colleges, Incorporated
**vkomazawa@gmail.com*

2024

ABSTRACT

The restaurant industry is concentrating on developing ICT experiences to improve basic meals and keep sophisticated patrons who depend more and more on ICT. However, the researchers found that many baby boomers are now having difficulty utilizing this new self-service technology. The purpose of this study is to assess the level of baby boomer acceptance of kiosk machines in Plaridel, Bulacan. This study implemented a mixed- methods approach, including quantitative and qualitative data. 393 baby boomers from different barangays in Plaridel, Bulacan made up the study's total respondents as determined using Slovin's formula. The study's quantitative findings showed that although using a kiosk ordering machine was thought to be acceptable, opinions about its use, simplicity, enjoyment, and trustworthiness were neutral. Qualitatively, the study found that baby boomers had mixed feelings about self-service kiosks. While a sizable portion expressed a desire to use them but voiced concerns about how using them might affect their jobs, while others found them beneficial yet inconvenient. Based on the findings of the study, most participants (mostly women in their 40s and 50s) were unsure or neutral regarding using the self-ordering kiosks in Plaridel, Bulacan; some found it simple; others found it difficult, and many had no prior experience. By installing self-ordering kiosks, it cuts waiting time, increase order accuracy, provide personalization of orders and restaurants increase revenue. The study recommended that age groups and various demographics should be considered in future studies.

Keywords: *Self-Ordering Machine, Hospitality Management*
