INVESTIGATING TECHNOLOGY READINESS AND BEHAVIOURAL INTENTION ON TABLET BASED MENU ORDERING EXPERIENCE AMONG YOUNG ADULTS

Abstract

The hospitality industry has been encountering the revolution of technology to maintain its service quality for many years. Previous studies have proposed that technology implementation would lead to valuable results on operational performance. In the recent time, numerous restaurants have propelled mobile technology-based self-services by substituting their printed menus with tablet-based menus with the utilization of iPads or Galaxy tabs. Tablet-based menu ordering has been considered as the leading substitution for the conventional paper-based menu card due to its ability to diminish the number of service disappointments, controlling workforce cost as well as giving a novel understanding to the client. This new form of ordering system has raised a couple of questions particularly on customers' technology readiness, which is significant to decide their acknowledgement level towards the system. Their acknowledgement will, in turn, affect their gratification level, alluded as customer information satisfaction. Quantitative data were collected from 80 patrons who dined in the restaurants, which use tablet-based ordering system within the Kuala Lumpur and Klang Valley region where all the information in the data were found usable. The collected data was compiled and analyzed using the Statistical Package for the Social Science (SPSS) version 20. The findings maintained the thought that the use of technology does offer help to advance the service experience, especially the ordering involvement for the customers. Besides, it was revealed that the information on the menu and the advanced technology in the restaurant have an encouraging influence on customer satisfaction. Results recommended that larger part of the respondents were assertive with modern technologies. Most of the respondents were furthermore delighted with all the things assessing their customer information satisfaction level on the tablet-based menu ordering system. Findings of this study will contribute to the understanding in technology readiness particularly within the foodservice domain. This study additionally gives a few evidences on the success and the ability of the system, which may be valuable as a reference point for other foodservice operations with objectives of including technologies to their current facilities.

Keywords: Self-service Technologies, Technology Readiness, Behavioral Intention, Tablet Menus, Customer Satisfaction

Introduction

The menu is measured as the 'heart' of any foodservice business (Payne-Palacio & Theis, 2004; Walker, 2014; Warner, 1994). The word 'heart' is utilized to represent the capacity of the menu in catalyzing the other capacities in an operation. It is essentially genuine since the capacities of purchasing, receiving, storing, preparation and serving will begin once the menu is chosen. Hence, the state "Everything begins with menu" may not get any superior looking at the part menu plays in a foodservice operation (Payne-Palacio & Theis, 2004). It is additionally demonstrated that the right choice of menu will bring in swarms that in turn offer assistance in creating the income in case promotion, estimation and quality are done well. The harmony of these components will guarantee the progression of the businesses in a longer run (Zulkifly, Zahari, Hafiz, & Jamaluddin,

2015). The impact of innovation on the food and beverage industry is on not as it were how the items are delivered but moreover how items are displayed on the menu (Bitner, 2001). Subsequently, development on the menu is an issue engaging to foodservice managers to investigate. The menu has been considered as a promoting gear and printed advertisement since it passes on the message to clients and influences deals specifically (Kwong, 2005; Reynolds, Merritt, & Pinckney, 2005).

Customers these days would like to know more about what they are getting on their table from perusing the menu. At the same time, they are presently more health conscious and requesting for dietary information and nourishment claims from the eateries. It is in any case incomprehensible to stuff all the data about food items in a single menu card. Else, it will enormously move the burden to clients who will be attempting to be conclusive in choosing their meals. Space limitation on the menu cards, in any case, has incited numerous foodservice operations to constrain the utilization of expressive wording and depend upon their servers to verbally illuminate the menu to the clients.

Due to the limitations and issues, numerous foodservice operations have turned to innovations to enhance the menu ordering understanding and the service delivery system as a whole as concurred by (Nyheim & Connolly, 2012; Nykiel, 2001; Oronsky & Chathoth, 2007; Wang & Qualis, 2007). The establishment of tablet menus in a restaurant is apparently one of the foremost imperative and highly promoted undertakings within the current modern nature of the hospitality division. The menu is now not in the paper frame but too flourish in a digital form in many restaurants. Rousseau (2011) included that with the increment within the significance of technology, there has been an increment within the utilization of tabletop and handheld food ordering gadgets. The use of tablet gadgets such as iPads and Galaxy Tabs, which are furthermore called as tablet-based menu ordering system, was displayed in a more significant way with extra information and visual on menus, their dietary values and source of ingredients. The realities that clients can place orders, play games, make payments and watch movie trailers with the devices on the tables (Buchanan, 2011; Wang & Wu, 2013) make it beneficial. The tablet-based menu requesting is additionally said to be the finest approach in combating issues with respect to human mistakes and service disappointments revealed by the conventional strategy of taking and serving the order (Wang & Wu, 2013).

Nonetheless, Dixon, Kimes and Verma (2009) contended that this system might ease a restaurant's economic liability in a long run and creating a higher level of client gratification and behavioural intention. Having said that, client gratification on the menu ordering involvements particularly on information quality and user interface quality is crucial for productive implementation in restaurants (Wang, 2012). Kim, Christodoulidou and Choo (2013) concluded that failing to address the above matter would lead to undesirable experiences emotionally (perplexity, disturbance, disappointment, freeze or push and boredom) and physically (fractional or unintended use of the system). Wang and Wu (2013) moreover claimed that in the event that the clients do not think the involvement with the system is exciting and valuable, then encouraging its utilization in other restaurants would be insignificant. For this reason, it is exciting to explore the customer technology readiness and behavioural intention to receive tablet-based menu ordering system where the information on this matter is still limited.

Addressing customers' technology readiness is additionally critical for businesses that contribute in technology as customer satisfaction as well as behavioural intention are affected by customers' technology readiness (Yieh, Chen, & Wei, 2012). Curran and Meuter (2005) claimed that the challenge with acknowledgement and fulfilment of any kind of technology is not the technology itself but or maybe its utilize among clients. In this way, to comprehend the complexity of the relationship between customers' utilization and the system, technology readiness must be incorporated into one's research (Parasuraman, 2000). Within the technology readiness domain, numerous experiential studies have been involved in different settings such as airline check-in kiosks, e-learning, e-human resource management, banking technologies and e-shopping. Nonetheless, only a handful of studies (Buchanan, 2011; Izzat Zulkifly, Mohd Zahari, & Suhaimi, 2015; Wang & Wu, 2013; Zulkifly M. I., Zahari, Hanafiah, Hemdi, & Ismail, 2016) addresses technology readiness in relation to tablet-based menu ordering system in a detailed manner.

Food services are an imperative component of wholesome arrangement that inspires personal gratification of diners, especially students (Garg, 2014). From the above dialogue, it is obvious that the usage of tablet-based menu ordering has not been empirically examined largely among young adults in both developed and developing nations like Malaysia where the execution of this kind of menu ordering system is still within the early stage. Foodservice prerequisites for students require to be additionally researched (Garg, 2014). With this crevice, it is in this manner important to increase an in-depth understanding of the system by analyzing technology readiness and customer information satisfaction on the tablet-based menu ordering encounters. Additionally, providing an understanding of the impacts of guest innovation and individual characteristics on acceptance intention of tablet-based menus. Such understanding may help restaurant managers in recognizing the significance of guest acknowledgement of novel technologies like tablet-based menus that will lead to educated selections about executing tablet-based menus in their organisations. For example, preceding works proposes that fast food service restaurants may decrease costs and increase the service delivery by having electronic tablets as the source of ordering and paying the bill (Chancey, 2009; Parpal, 2015). Based on the execution of the electronic tablets and the response of guests, managers can actualize this innovation in other sections of their businesses such as the drive-through. Moreover, this study may give a groundwork for future investigation to look at the impact of electronic tablets in other fields of the hospitality industry, such as airlines and hotels.

Literature Review

Technological Readiness
The sense of eagerness to receive or to utilize innovations is alluded to as 'technology readiness' (TR). Agreeing to Parasuraman (2000), TR is characterized as an "individual's propensity to embrace and use new technologies for accomplishing goals in home life and at work. He also added that TR is actually a state of mind, resulting from a gestalt of mental enablers and inhibitors that collectively determine a person's predisposition to use new technology" and further categorized the positive and negative conviction around innovation into four particular technology readiness measurements, namely optimism, innovativeness, discomfort and insecurity. The primary two measurements are essentially the instigator that upsurge a customer's TR whereas the other two are distinguished as inhibitors that control TR. Both instigator and inhibitors will control each person in forming up their behaviour towards technology acceptance (Lam, Chiang, &

Parasuraman, 2008; Parasuraman & Colby, 2015; Zulkifly, Zahari, Hafiz, & Jamaluddin, 2015). In brief, TR will demonstrate a person's overall openness to innovation. It can also be utilized by organisations to upgrade management's understanding of consumers, additionally be applied as a strategy for fragmenting the organization's clients (Verma, Victorino, Karniouchina, & Feickert, 2007). The four TR measurements signify diverse features and technology related traits, hence it is significant to expound on all four measurements to better understand the notion in this study.

Optimism is defined as "a positive view of technology and a belief that it offers people increased control, flexibility, and efficiency in their lives" (Parasuraman, 2000). Walczuch, Lemmink and Streukens (2007) characterized "optimism" as the inclination to trust that one will usually encounter great versus terrible consequences in life. They included that optimists regularly explore for techniques than pessimists and these techniques will deliver more successful and favourable results. The other measurement is innovativeness, which is defined as "the tendency to be a thought leader and technological pioneer" (Parasuraman, 2000). People who show characters of innovativeness has the propensities to be the foremost to utilize the technology or thought of as a technology pioneer (Izzat Zulkifly, Mohd Zahari, & Suhaimi, 2015; Verma, Victorino, Karniouchina, & Feickert, 2007; Walczuch, Lemmink, & Streukens, 2007; Zulkifly et al., 2015).

The primary inhibitor, "discomfort" refers to the situation in which the individual is unable to manipulate technology and gets intimidated with his or her incompetence (Parasuraman, 2000). (Tsikriktsis (2004) and Walczuch, Lemmink and Streukens (2007) simplified discomfort as a perceived lack of control over innovation and a feeling of being overpowered by it. Individuals who belong to this category think that technology is not destined for conventional people. These kind of individuals are normally at unease when dealing with somebody who has better knowledge of technology as compared to them. Insecurity, on the other hand, refers to a "distrust of technology, stemming from scepticism about its ability to work properly, and concerns about its potentially harmful consequences" (Parasuraman & Colby, 2015). According to Kwon and Chidambaram (2000), the fearfulness among people who have uncertainties of utilizing technology is likely due to their scepticism on the matter. Apparently, it is to a certain extent related to distress, but this measurement concentrates on particular aspects of technology-based interactions, instead of lack of comfort with technology in general (Izzat Zulkifly, Mohd Zahari, & Suhaimi, 2015; Tsikriktsis, 2004; Zulkifly et al., 2015). For example, an individual will not consider doing business with a company that is accessible only online. Additionally, this kind of individual will have certain doubts every time he or she is doing businesses with either machine or the internet. Generally, the four TR measurements symbolize diverse features and emotional developments for technology acceptance. Both motivators and inhibitors will control every individual in forming up their behaviour towards technology acceptance.

Customer Satisfaction
Customer satisfaction has been studied for a long time by hundreds of researchers. The aptitude to please clientele is crucial for restaurants or for any other business. The fundamental idea of customer satisfaction was at first seen as a decent indicator of a customer's future purchase intentions. Thus, the client's decision to choose a restaurant product or service is based on the ability of that service or product to deliver a pleasant customer satisfaction (Garg & Kumar, 2017). A key feature of the restaurant experience is the ordering practice (Beldona, Buchanan, & Miller, 2014; Pine & Gilmore, 1999). It is a pleasant component of the dining experience, where

consumers glance through the assortment of offerings to create the possible choice. In an experiential setting, satisfaction may be a judgment relating to an item or service with a satisfying level of utilization related fulfilment (Oliver, 1997). The e-tablet's interactivity and interface with the menu's constituent are driven by visuals, apparently improve the ordering familiarity (Beldona, Buchanan, & Miller, 2014).

Over a long period, hospitality industry and scholars cannot highlight more on the significance of customer satisfaction since the capacity to judge customer satisfaction and to apply that information is vital for hospitality organization administrators to preserve client retention and encourage building long-term competitiveness (Gupta, McLaughlin, & Gomez, 2007). Oliver (1981) recommended that customer satisfaction decisions are the outcomes of evaluations between customers' desires and professed accomplishment. In the event that the professed accomplishment surpasses the desire, the client is satisfied. On the other hand, in the event that the professed accomplishment remains less of the desire, the desire is contrarily disconfirmed and the client is disappointed (Ogawa, Tanaka, Noda, Kawai, & Amoroso, 2012). Studies in the past have significantly highlighted the consequence of client satisfaction because it is straightforwardly connected to the re-patron intention, word of mouth, and the deal accomplishment (Barsky & Nash, 2003; Gupta, McLaughlin, & Gomez, 2007; Han & Ryu, 2009; Hsu & Wu, 2013). In this way, the issue of customer satisfaction has ended up as a critical point in feasible restaurant operations as well as within the scholarly community.

For professionals, information on the association between key variables influenced customer satisfaction is imperative to outlive in a competitive market (Arora & Singer, 2006; Yuksel & Rimmington, 1998). Specifically, in case restaurant marketers know which perceived quality variables have the most prominent importance on customers' satisfaction, they may possibly recognize the major components of accomplishment or disappointment in a restaurant's administration (Hwang & Zhao, 2010). Customer desires are insightful of the physical component of an item as well as the concept the client holds of that item (Walters, 1978). As stated within the last segment, the selection of restaurant innovation would upsurge customer satisfaction.

In order to address the research purpose and to develop the knowledge and understanding in the area of technology acceptance, this study will implement the Unified Theory of Acceptance and Use of Technology (UTAUT) model developed by (Venkatesh, Morris, Davis, & Davis, 2003) and will extend it by incorporating two new constructs self-efficacy and hedonic motivation (Venkatesh, Thong, & Xu, 2012). The subsequent subsections explain how UTAUT was utilized. Numerous hypotheses and models have been created to better understand the components that influence the selection and acknowledgement of novel technologies. The technology acceptance model (TAM) is a recognized approach created by Davis (1989) and based on the theory of reasoned action (TRA). This model has been used in many studies to examine the adoption and acceptance of new technology in various contexts. For example, user acceptance of information technology (Davis, 1989), use of iPad menu (Beldona, Buchanan, & Miller, 2014; Hsu & Wu, 2013; Wang & Wu, 2013; Yepes, 2015), customer acceptance of kiosks (Kim, Christodoulidou, & Choo, 2013), Mobile payment technology (Cobanoglu, Yang, & Agarwal, 2015), acceptance of QR code (Kim & Woo, 2016), Adoption of mapping Apps (Gupta & Dogra, 2017). Researchers have revealed that TAM has limitations due to its poor capability to envisage technology

acceptance, which it fails to do in nearly 40% of cases (Ifenthaler & Schweinbenz, 2013; Ifenthaler & Schweinbenz, 2016; Khlaif, 2018).

Due to the inadequacies in the TAM model, Venkatesh et al, 2003 created the unified theory of acceptance and use of technology (UTAUT) based on a grouping of past models and hypotheses that have been utilized to think about the acknowledgement of innovation, one being the theory of reasoned action (TRA). Agreeing to Venkatesh et al, 2003, UTAUT proposes four fundamental constructs i.e. (i) performance expectancy, (ii) effort expectancy, (iii) social influence, and (iv) facilitating conditions influencing behavioural intentions and usage behaviour of Individuals towards a particular technology. The extended UTAUT or UTAUT 2 added two new constructs namely self-efficacy and hedonic motivation to the original UTAUT to determine the behavioural intentions and usage behaviour of consumers.

The extended UTAUT or UTAUT 2 model has been applied in numerous contexts and its hypothetical relationships are empirically proved and widely supported by various researchers (Baptista & Oliveira, 2015; Chong & Ngai, 2013; Escobar-Rodríguez & Carvajal-Trujillo, 2014; Nair, Ali, & Leong, 2015). The following sections will discuss hypotheses related to UTAUT2 in the context of technology readiness and behavioural intention on tablet-based menu ordering.

Performance expectancy
Performance expectancy is defined as the "degree to which an individual believes that using e-commerce will help him or her attain gains in job performance" (Venkatesh et al., 2003). Many electronic users think that the modern framework is troublesome and is not making a difference for people to improve their performance. Performance expectancy is adapted from the UTAUT model (Chang, Li, Hung, & Hwang, 2005; Chiemeke & Evwiekpaefe, 2011; Compeau & Higgins, 1995; Davis, 1989; Gefen & Straub, 2000; Hung, Chang, & Yu, 2006; Venkatesh, et al., 2003; Wang, 2003).

Effort expectancy
Effort expectancy is characterized as the degree of ease related with the usage of e-commerce. This factor alludes to the perceived amount of effort that the user needs to put to learn and operate e-commerce. Effort expectancy has been adopted from the UTAUT model (Chang et al., 2005; Chiemeke & Evwiekpaefe, 2011; Compeau & Higgins, 1995; Gefen & Straub, 2000; Hung, Chang, & Yu, 2006; Venkatesh et al., 2003; Wang, 2003).

Social influence
This factor is defined as the degree to which an individual perceives that others, such as bosses, peers, subordinate, etc. believe that he or she should use e-commerce. Social influence construct has been used in UTAUT model (Venkatesh et al., 2003) and model of PC utilization (Ajzen, 1991; Chiemeke & Evwiekpaefe, 2011; Hung, Chang, & Yu, 2006; La Porte, Demchak, & De Jong, 2002; Marchewka & Chang, 2007).

Facilitating conditions
This is a support facility for the clients in terms of computer hardware and software essential to work on e-commerce, e-commerce compatibility with the other systems and the clients who are utilizing e-commerce is additionally covered. The facilitating condition variable has been utilized

in UTAUT model (Venkatesh at al., 2003) and model of PC utilization (Chau & Hu, 2001; Chiemeke & Evwiekpaefe, 2011; Hung, Chang, & Yu, 2006; Marchewka & Chang, 2007)

Self-Efficacy
The concept of self-efficacy has as of late developed within the IT domain as an imperative build. Self-efficacy is characterized as an individual's belief about his or her proficiency to perform a task that exercises influence over events (Bandura, 1994). Compeau and Higgins (1995) define computer self-efficacy as the judgment of one's competence to use an information system. Self-efficacy has been emphatically related with perceived ease of use from TAM (Ong, Lai, & Wang, 2004) and perceived behavioural control from TPB (Taylor & Todd, 1995). Self-efficacy conviction decides how people think, feel, become motivated, and behave, and it is likely to have an important influence on the intention to use information technology and actual user behaviour (Kohnke, Cole, & Bush, 2014).

Hedonic Motivation
Hedonic motivation is characterized as the fun or delight inferred from employing an innovation, and it has been appealed to play a vital part in deciding technology acknowledgement and utilize (Brown & Venkatesh, 2005). In IS studies, such as hedonic motivation (hypothesized as professed gratification) has been found to inspire technology acceptance and utilize specifically (Thong, Hong, & Tam, 2006; van der, 2004). Within the customer setting, hedonic motivation has also been found to be a critical determinant of technology acceptance and use (Brown & Venkatesh, 2005; Childers, Carr, Peck, & Carson, 2001). In this way, hedonic motivation has been included as an indicator of consumers' behavioural intention to use a technology (Venkatesh, Thong, & Xu, 2012).

Behavioural Intention
One of the key purposes of the technology acceptance models is to study the behavioural intention of novel innovations (Ramirez-Correa, Rondan-Cataluna, & Arenas-Gaita'n, 2015). Scholars endeavour to illustrate this truth through the recommendation of different models such as (Davis, 1986) UTAUT (Venkatesh ET AL., 2003), and UTAUT 2 (Venkatesh et al., 2012). In this investigation, behavioural intention (BI) is the dependent variable. BI relates to an individual's subjective possibility carry out a given behaviour (Venkatesh et al., 2012). Studies conducted in different contexts have shown that intention influences behaviour (Agudo-Peregrina, Hernandez-Garcia, & Pascual-Miguel, 2014; Quattara, 2017; Ramirez-Correa et al., 2015; Tan, Ooi, Leong, & Lin, 2014).

In order to study the customers' technology readiness and behavioural intentions to use a tablet-based menu ordering system, the study will investigate the impacts of performance expectancy, effort expectancy, social influence and facilitating conditions. In addition to this, the study will imply self-efficacy as a new exogenous mechanism to understand an individual's confidence about his or her competence to use a tablet-based menu ordering system. The current study will also implicate hedonic motivation as a new endogenous mechanism to investigate the influence of hedonic value on users' intentions to use tablets as a menu-ordering tool. With a special emphasis on the propensity to explore the customer technology readiness and behavioural intention towards tablet-based menu ordering system, the following hypotheses were outlined.

H1a: Computer self-efficacy has a positive effect on performance expectancy.
H1b: Computer self-efficacy has a positive effect on effort expectancy.
H1c: Computer self-efficacy has a positive effect on social influence.
H1d: Computer self-efficacy has a positive effect on facilitating conditions.
H1e: Computer self-efficacy has a positive effect on hedonic motivation.
H2: Performance expectancy positively influences customer behavioural intention.
H3: Effort expectancy positively influences customer behavioural intention.
H4: Social influence positively influences customer behavioural intention.
H5: Users' perception of facilitating conditions positively influences their behavioural intention.
H6: Hedonic motivation positively influences behavioural intention.

Performance Expectancy (PE)

Effort Expectancy (EE)

Computer Self-Efficacy (CS)

H1a

H1b

H1c

Social Influence (SI)

H1d

H1e

Facilitating Conditions (FC)

Hedonic Motivation (HM)

H2

H3

H4

H5

H6

Behavioral Intention (BI)

Adapted from (Venkatesh et al., 2003; Venkatesh, Thong, & Xu, 2012)
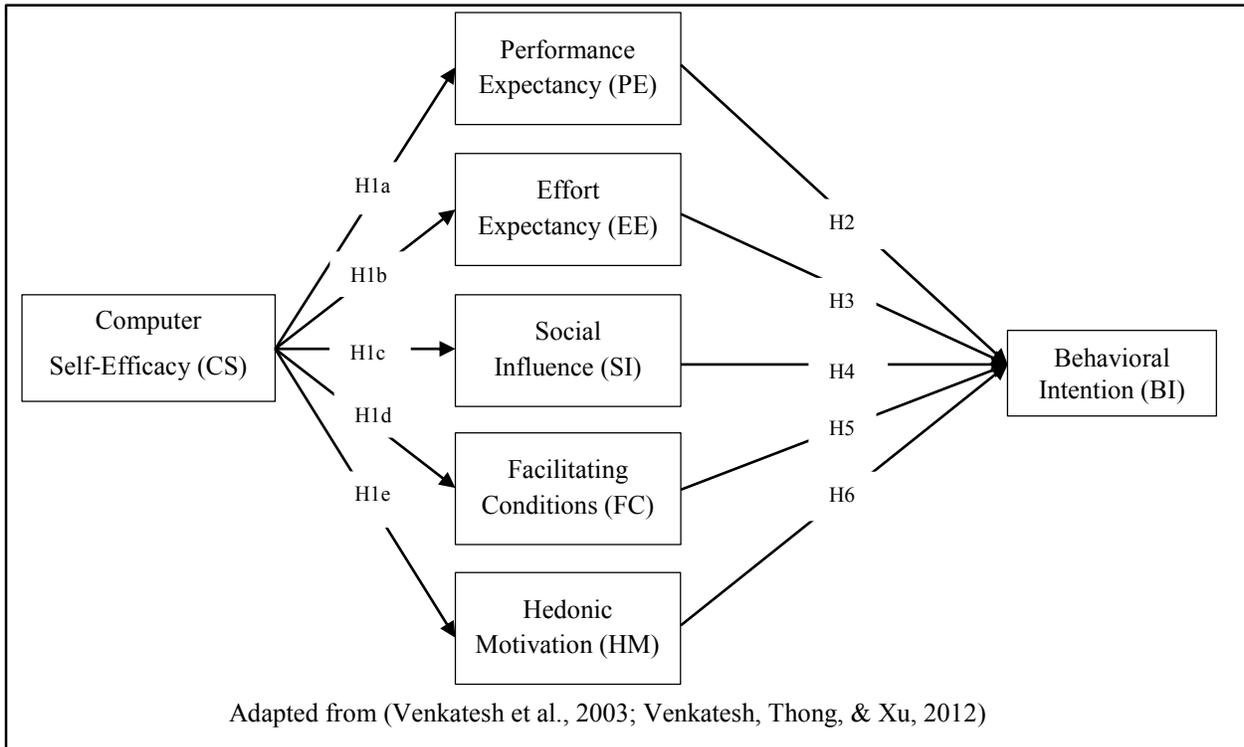
Research methodology

Research design and sampling technique

The aim of the current research is to study the customers' technology readiness and behavioural intentions to use a tablet-based menu ordering system. Thus, to empirically examine the proposed hypotheses, a quantitative research approach, based on the distribution of questionnaires was undertaken in this study. The aggregate populace of this study comprised of young adults who were in the age range of 18 to 30 years. A stratified random probability sampling method was applied so that each member of the population has an equal and known chance of being selected. The instrument was consisting two sections, first with demographic and general descriptive equations including, the frequency to dine in a casual dining restaurant like Sakae Sushi or Yayoi Japanese Teishoku and the most significant reason to dine in this casual dining. The second section was incorporated to collect data regarding different variables of the study, the measurement scale of a questionnaire for all items in the second section was based on 5-point Likert scale, ranging

from '1' for 'strongly disagree' to '5' being 'strongly agree'. Section two included total 54 items for independent variables such as 'computer self-efficacy (4 items)', 'performance expectancy (12 items)', 'effort expectancy (6 items)', 'social influence (5 items)', 'facilitating conditions (11 items)', 'hedonic motivation (8 items)' to evaluate one (1) dependent variable 'behavioral intention (8 items)'. All items have been derived/adapted from Gupta and Dogra (2017); Kim and Woo (2016); Venkatesh, Morris, Davis and Davis (2003); Wang and Wu (2013). For the current research, 80 survey questionnaires were distributed based on a stratified random probability sampling technique to the young adults who dined in the Sakae Sushi or Yayoi Japanese Teishoku in Kuala Lumpur and Selangor in Malaysia and all 80 questionnaires were found to be useful.

Data Analysis and Results

The data collected was entered into Microsoft Excel and then exported to IBM Statistical Package for Social Sciences (SPSS) version 20 for processing the data. The reliability and validity of the instrument were tested by using SPSS applications and questionnaire was given to academic and industry expert for review.

The demographic breakdown of the sample

The demographic breakdown of the sample in Table 1 shows that female respondents (57.5%) were in majority as compared to the male respondents (42.5%), with regards to age group, the majority of the respondents were in age group of 21-23 years (72.5%) followed by 18-20 years (13.8%). Results showed that majority (55%) of the respondents were Malaysian national while the 'others' (45%) category consisted of respondents from Korea, China, Indonesia, Kenya, Japan, Pakistan and Thailand. Among the total respondents, 65% of respondents were the graduates holding a bachelor's degree, followed by the Diploma (27.5%) holders. The remaining respondents had either SPM (5%) or STPM (2.5%) qualification. It was also depicted that majority of the respondents had Chinese ethnicity (65%) followed by 'others' (23.8%) which proves that Sushi is one of the favourite food among the East Asian people which includes Chinese, Korean, Japanese and Malaysian. The respondents were asked to indicate their frequency of dining in Sakae Sushi or Yayoi Japanese Teishoku restaurant that uses tablet menu and it was found that majority (65%) of respondents preferred to dine in 1-2 times in a month, followed by those who prefer to dine in 2-4 times (26.3%) or more than 5 times (8.8%) in a month. The results also revealed that the most significant reason for the respondents to dine at Sakae Sushi or Yayoi Japanese Teishoku restaurant was found to be the 'food' (76.3%), followed by service quality (7.5%) and price (6.3%). Surprisingly, for the ordering experience using the tablet menu, only two respondents (2.5%) found it the most significant reason for them to dine in.

Table 1. Demographics of the study (n=80)

	Frequency (F)	Percentage (%)
Gender		
Male	34	42.5
Female	46	57.5
Total	80	100

Age

18-20	11	13.8
21-23	58	72.5
24-26	9	11.3
27-30	2	2.5
Total	80	100

Nationality

Malaysian	44	55
Others	36	45
Total	80	100

Education

SPM	4	5
STPM	2	2.5
Diploma	22	27.5
Bachelor	52	65
Total	80	100

Ethnicity

Malay	6	7.5
Chinese	52	65
Indian	3	3.8
Others	19	23.8
Total	80	100

Frequency to dine in

1-2	52	65
2-4	21	26.3
5 or more	7	8.8
Total	80	100

Most significant reason to dine

Food	61	76.3
Service Quality (Staff attitude)	6	7.5
Business Meetings	0	0
Promotion or advertisements	2	2.5
Price	5	6.3
Restaurant environment (Ambience, facility layout, lighting)	1	1.3
Celebrations	3	3.8
Ordering Experience	2	2.5
Total	80	100

Reliability of the study variables

Table 2 demonstrates that the overall reliability (internal consistency) of the study as given by a coefficient alpha 0.96, was deemed acceptable (Churchill, 1979; Nunnally, 1978), which suggests that the "measures [were] free from random error and thus reliability coefficients estimate the amount of systematic variance" (Churchill, 1979). Reliability analysis is well known to test the "degree of consistency between measures of the scale" (Mehrens & Lehmann, 1987). When each factor (study variables) such as 'Computer Self-efficacy', 'Performance Expectancy', 'Effort Expectancy', 'Social Influence', 'Facilitating Conditions', 'Hedonic Motivation' and 'Behavioral Intention' were examined, it was found to be reliable with coefficient alpha more than 0.70 at aggregate level, cut-off point (Churchill, 1979; Nunnally, 1978). The high alpha values indicate good internal consistency among the items, and the high alpha value for the overall scale indicates that convergent validity was met (Parsuraman, Berry, & Zeithmal, 1991).

Table 2. Reliability of the study

Variables	Cronbach Alpha (α)	Number of Items
Computer Self-efficacy	0.452	4
Performance Expectancy	0.848	12
Effort Expectancy	0.910	6
Social Influence	0.887	5
Facilitating Conditions	0.907	11
Hedonic Motivation	0.887	8
Behavioral Intention	0.934	8
Overall	0.961	54

Regression Analysis

Since regression analysis is "the technique used to derive an equation that relates the criterion variables to one or more predictor variables; it considers the frequency distribution of the criterion variable, when one or more predictor variables are held fixed at various levels" (Churchill, 1995, p. 887). Table 3a shows that the regression analysis was used having 'Performance Expectancy' as the dependent variable and 'Computer Self-efficacy' as the independent variable while the table 3b displays 'Effort Expectancy' as the dependent variable and 'Computer Self-efficacy' as the independent variable. Similarly, table 3c exhibits 'Social Influence' as the dependent variable, table 3d displays 'Facilitating Conditions' as the dependent variable and table 3e demonstrates 'Hedonic Motivation' as the dependent variable.

The results shown in table 3a indicate that R^2 was 0.111 and F value at 9.773. β value for 'Computer Self-efficacy' was 0.334 and the p-value was 0.002 at the significance level of $p \leq 0.05$. For table 3b, R^2 was 0.279 and F value was 30.249 while the β value for 'Computer Self-efficacy' was 0.529 and the p-value was 0.000. Similarly, for table 3c, R^2 was 0.80, F value – 6.819, β value - 0.284, p-value was 0.011; for table 3d, R^2 was 0.078, F value - 6.521, β value – 0.279, and the p-value was 0.013; and for table 3e, R^2 was 0.068, F value – 5.585, β value – 0.260, and the p-value was 0.021. This illustrates that Hypothesis 1a-1e were found significant and thus shows that 'Self-efficacy' significantly influences Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions and Hedonic Motivation and has a great impact on customers' technology readiness while deciding to use tablet-based menu ordering system.

Table 3a Regression Analysis

Dependent variable: Performance Expectancy

Independent Variables	β	t- value	p-value	Hypothesis
Computer Self-efficacy	0.334	3.126	0.002	H1a - Accepted

Notes: $R^2 = 0.111$, F = 9.773, $p \leq 0.05$

Table 3b Regression Analysis

Dependent variable: Effort Expectancy

Independent Variables	β	t- value	p-value	Hypothesis
Computer Self-efficacy	0.529	5.500	0.000	H1b - Accepted

Notes: $R^2 = 0.279$, F = 30.249, $p \leq 0.05$

Table 3c Regression Analysis

Dependent variable: Social Influence

Independent Variables	β	t- value	p-value	Hypothesis
Computer Self-efficacy	0.284	2.611	0.011	H1c - Accepted

Notes: $R^2 = 0.080$, F = 6.819, $p \leq 0.05$

Table 3d Regression Analysis

Dependent variable: Facilitating Conditions

Independent Variables	β	t- value	p-value	Hypothesis
Computer Self-efficacy	0.279	2.554	0.013	H1d - Accepted

Notes: $R^2 = 0.078$, F = 6.521, $p \leq 0.05$

Table 3e Regression Analysis

Dependent variable: Hedonic Motivation

Independent Variables	β	t- value	p-value	Hypothesis
Computer Self-efficacy	0.260	2.363	0.021	H1e - Accepted

Notes: $R^2 = 0.068$, F = 5.585, $p \leq 0.05$

Table 3f displays 'Behavioural Intention' as the dependent variable and 'Performance Expectancy', 'Effort Expectancy', 'Social Influence', 'Facilitating Conditions' and 'Hedonic Motivation' as the independent variable. It was necessary to use the regression analysis to predict

the implications of 'Behavioural Intention' and the obtained results showed in table 3f that there was a negative correlation with R^2 of 0.551 and F value of 17.909. Table 3f also shows the p-value of 0.224 for performance expectancy, a p-value of 0.711 for effort expectancy, a p-value of 0.437 for social influence, a p-value of 0.266 for facilitating conditions and a p-value of 0.000 for hedonic motivation at the significance level of $p \leq 0.05$. It was found that 'Performance expectancy (β=0.152)', 'Effort expectancy (β=-0.041)', 'Social influence (β= 0.093)', and 'Facilitating conditions (β=0.137) exerts a negative effect on 'Behavioural Intention' of the respondents, thus making Hypothesis H2 – H5 to be Rejected. This shows that these four factors do not have any effect on the behavioural intentions of the respondents to use a tablet-based menu ordering system. However, table 3f also depicted that p-value of 0.000 for 'Hedonic motivation (β= 0.484)', that demonstrated H6 was found to be significant as hedonic motivation impacts the behavioural intentions of the respondents to use tablet-based menu ordering system.

Table 3f Regression Analysis

Dependent variable: Behavioural Intention

Independent Variables	β	t- value	p-value	Hypothesis
Performance Expectancy	0.152	1.227	0.224	H2 - Rejected
Effort Expectancy	-0.041	-0.372	0.711	H3 - Rejected
Social Influence	0.093	0.781	0.437	H4 - Rejected
Facilitating Conditions	0.137	1.120	0.266	H5 - Rejected
Hedonic Motivation	0.484	3.968	0.000	H6 - Accepted

Notes: R^2 = 0.551, F = 17.909, $p \leq 0.05$

Discussion

The current study applied the UTAUT 2 model to examine customers' technology readiness and behavioural intentions to use a tablet-based menu ordering system. Since existing studies examining this issue are limited, the present study can contribute in providing a better understanding of customer's needs and requirements in context to the technology readiness and intentions to use the tablet-based menu in the restaurants. Results of the first hypothesis show that Computer Self-efficacy has a significant positive impact on all five constructs i.e., performance expectancy (H1a: β=0.334, p<0.002); effort expectancy (H1b: β=0.529, P<0.000); social influence (H1c: β=0.284, P<0.011); facilitating conditions (H1d: β=0.279, p< 0.013), hedonic motivation (H1e: β=0.260, p<0.021). This is a completely new finding as the author used computer self-efficacy as a new construct to the existing UTAUT model. The findings also recommended that Hedonic Motivation also affect the behavioural intentions of the customers, which is supported by previous research findings (Baptista & Oliveira, 2015; Venkatesh, Thong, & Xu, 2012). Hedonic motivation is an important factor of behavioural intention and was found to be a more imperative driver as compared to the remaining constructs used in this study. Hence, it is suggested that the restaurateurs must incorporate the choice of fun and joy within the tablet menus that will offer assistance the clients to keep active whereas they wait for their food to reach at their table. As hedonic IS are omnipresent within the consumer IT market, such as mobile games and videos on iPhones, hedonic motivation plays a critical part in anticipating intentions for hedonic IS (Van der Heijden, 2004).

The results revealed that there was no substantial connection of four constructs of UTAUT 2 on behavioural intentions, i.e. performance expectancy, effort expectancy, social influence and facilitating conditions. The effort expectancy finding corresponds with findings of existing studies (Baptista & Oliveira, 2015; Zhou, Lu, & Wang, 2010). This is perhaps because of high-level usage of other mobile technologies that consumers find it very easy to function and get used to it very rapidly. The immaterial relationship between Social influence and behavioural intentions is consistent with previous research findings (Baptista & Oliveira, 2015). The previous literature recommends that as the involvement with technology increases, the social influence decreases over time (Venkatesh et al., 2003). It was found that Performance expectancy did not have any influence on the behavioural intentions of consumers. This finding was inconsistent with past studies (Antunes & Amaro, 2016; Kim, Park, & Morrison, 2008). These findings suggested that if the perceived usefulness of the technology is more, then the user's intentions to use the tablet menus are greater.

Looking at the overall results on the state of respondents' technology readiness and their behavioural intention towards the system, this ordering system can be a success or a big hit in the future. People are getting used to technologies like never before in the country thus investing in this kind of technology would be beneficial to restaurants. The system will not only solve the issues of labour costs, service failures, customer indecision and waiting time but also serves as a statement of intent that restaurants are keeping pace with the technologies to meet their customers' requirement and expectation.

The above findings can provide useful insights for practitioners as understanding the important constructs of technology acceptance can be helpful in developing and refining new technologies, which further can lead to high acceptance among customers in the restaurants. This study also contributes to the existing literature by providing new knowledge about the factors affecting the adoption of tablet menus among the customers. One theoretical contribution of the current study is extending the UTAUT model and testing its validity and applicability in Malaysian casual dining context. The study determined the factors that inspire the client behavioural intention to use tablet menus. For making dining a more pleasant and novel experience, examples of solid actions for the employment of tablet menus in a restaurant include: (1) letting consumers select ingredients for their sandwiches through the tablet menu, (2) empowering clienteles to add their formations to the menu, then sharing them with friends on social networks like Facebook and Twitter, (3) engaging patrons with fun video games and stimulating them to eat or drink longer, (4) providing guests with streaming news and even popular social media apps, (5) encouraging immediate and direct interaction with customers via social media and (6) giving guests reasons to connect with your restaurant on social media with fun contests and by incentivizing them to check-in on Facebook and so forth

Limitations and Future Studies
Despite its contributions, this study is not free from limitations. One of the biggest limitations of this study was its sample size that was too small. A larger population of respondents could have provided much better and different results. Another limitation was that the study focussed only on the young adults. Consequently, they might not represent the various segments of the clients which include the other age groups as well. Future studies should include the larger population size and investigate the moderating effects of gender and age on UTAUT 2 constructs. In addition future

studies could extend the current research by analyzing the cross cultural differences in determining the factors that influence user's intentions to use tablet menu in the restaurant.

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