Generation Z's Attitudes Towards Smart Vending Machines At Airports

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Abstract

This study aims to determine the effect of Perceived Usefulnesss, perceived ease, perceived risk, and generational differences on attitudes towards smart vending machines at the airport. Generational differences are reviewed from generation Z compared to the previous generation, namely the Millennial generation. The study was conducted through a survey of 111 respondents who were taken randomly through accidental sampling, namely those who were intentionally or unintentionally willing to become research respondents. The analysis was conducted using a multiple linear regression approach. The results of the study found that the average attitude of respondents was to like the existence of smart vending machines at the airport. Perception of benefits and perception of convenience have a positive effect on respondents' attitudes towards smart vending machines at the airport, while perception of risk has a negative effect on respondents' attitudes towards smart vending machines at the airport. Generational differences also affect respondents' attitudes towards smart vending machines at the airport. Generation Z has a higher attitude compared to the previous generation (millennials).

Keywords: *Attitudes; generational differences; user preferences and self-service technologies.*

I. INTRODUCTION

In recent times, the development of digital technology has revolutionized the way products or services are produced, delivered to customers [1]. Likewise in service products in airlines and airports. The application of the latest information and communication technologies such as artificial intelligence, robot technology, Internet of Things, and big data making airports operate smarter, more comfortable, safer, and more efficient [2], [3]. Several international airports have recently attempted to reduce waiting times and reduce passenger inconvenience through self-service strategies. Self-service technology is used for passenger check-in, baggage screening, automated immigration control, self-boarding, ticket reservations, baggage management, and the sale of food, beverages and other goods at the airport [4], [5].One of the self-service technologies is retail services in the form of smart vending machines. The presence of smart vending machines at airports revolutionizes new ways of traveling and travelling amidst the rapidly evolving landscape of air travel. Smart vending machines adopt self-service technology for safe, convenient and efficient airport services [6], [7]. This product combines convenience with a touch of modernity. These advanced machines not only meet the basic needs of customers but also redefine the airport shopping experience. Smart Vending Machines offer a wide range of products, from: food products, beverages, travel goods, to luxury goods. This innovative technology has changed the paradigm of traditional retail at airports. As technology continues to advance, airport managers are striving to transform airports into high-tech hubs, and set new standards for a safe, convenient, smart and sustainable global travel industry [1] .Smart Vending Machines enhance the on-the-go experience by offering convenience, speed and a variety of personalized products.

Advanced features such as touchscreen interfaces, customized product and service offerings, and digital payment solutions are redefining airport retail operations. The presence of smart vending machines in airports signifies a significant shift towards the transformation towards a dynamic modern travel landscape [8]. Smart vending machines are essentially vending machine stores equipped with interactive touchscreens for easy navigation and product selection, supported by smart sales software that enables data-driven product selection, and integrated with digital payment solutions for fast, cashless transactions. These machines are able to operate without human intervention, hence the name unmanned store. However, the adoption of these machines in airports requires consumer acceptance in the form of attitude evaluation for optimal and

sustainable product development strategies. Consumer preference is one of the important concepts in the study of consumer behavior to understand consumer attitudes towards a service product. Marketers and product planners can identify the benefits and values of developing new products and formulate and evaluate product development strategies [2]. Understanding consumer preferences is so important that service providers spend a lot of money to research consumer preferences for products and spend additional money to try to influence consumer preferences through various product and service development activities [8].An empirical study of consumer preferences related to self-service technology (SST) has been widely implemented in various industries, such as banking services [9]–[12], cafes [13], [14], restaurants [15], [16], online transportation [17], [18], airports and air transportation [3]–[5], and public services [19].

However, there is limited research on Smart Vending Machines. There are also limited studies that discuss the influence of generation segments.Consumer attitudes towards a product can vary between generations. Generation Z is a generation segment that was born along with the development of digital technology [20]. This generation consists of students, college students and young workers who are the strongest group in the digital industry. This group accesses the internet more than previous generations. Preferences for new products or technologies may differ from those of previous generations, as this generation is more open to new products or technologies , customization, and diverse tastes. Understanding consumer attitudes based on demographic and psychographic segments is essential to identify consumer expectations and build appropriate strategies to create tailored offerings, accurate services and products. Based on the Technology Acceptance Model (TAM) [21], this study simplifies the attributes in SST into perceived usefulness, Perceived Ease of Use, and Perceived Risk. This study adds a factor of generational segment differences that influence attitudes toward smart vending machines . User attitudes can differ based on generation. Gen Z can be more open to innovation because this generation was born along with the development of digital technology. While the previous generation, acceptance can be lower because: (1) tradition, (2) something is missing from the social side, such as interpersonal relationships, empathy, and familiarity between sellers and buyers. Understanding Generation Z's attitudes toward smart vending machines at the airport is needed to evaluate the right strategy in the development or adoption of new technology especially related to safe, comfortable and efficient airport services and according to user expectations. As technology services at the airport improve, the future of airport services will depend on information management and a better understanding of user needs.

II. METHODS

This study was conducted using a survey approach through a cross-sectional design. This study was conducted through an online consumer survey via Google Form taking locations in the city of Yogyakarta and other cities throughout Indonesia. The population in this study is the Generation Z and millennial generation segments. The Gen Z generation segment is the generation born between 2006-2012 or currently (2024) aged between 18-28 years. The millennial generation segment is the generation born between 1981-1996 or currently (2024) aged between 27-43 years. The sample was taken using the accidental sampling technique, namely 111 Generation Z and Millennial respondents who were met and were willing to become research respondents. Respondents were asked for their perceptions of benefits, convenience, risks and attitudes (likes-dislikes) towards the presence of airport retail service automation technology in the form of Smart Vending Machines at several airports, both international and domestic.

In this study, there are four independent variables and one dependent variable. The independent variables consist of: Perceived Usefulness, Perceived Ease of Use, Perceived Risk and differences in generation segments. The dependent variable is Attitude towards Smart Vending Machines (Y). The questionnaire instrument to measure the variables was developed from previous research [30] and adapted to Smart Vending Machines at the Airport. The measurement scale used is the Likert Scale with 5 alternative answers, namely scale 5 = strongly agree, scale 4 = agree, scale 3 = somewhat agree, scale 2 = disagree, scale 1 = strongly disagree. Generation (GEN) is measured from the dummt variable, namely a dummy value of 1 for generation Z and a dummy value of 2 for the millennial generation. The statements compiled as instruments are in the form of positive statements.

The data analysis method used in this study uses multiple regression analysis with the following regression equation model:

$$ATD = \alpha + \beta 1PU + \beta 2PEOU + \beta 3RISK + \beta 4GEN + \varepsilon \quad (1)$$

Where: GEN = Generation Group, α = constant, β = slopeM ε= Error, Model accuracy test (Goodness of Fit) based on the F-test significance value, namely if the F-test significance value <0.05 (5%) then the model fits the data. The Determination Coefficient (R^2) is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X). The effect of independent variables on the dependent variable partially uses the t-test (two-way test) .

III. RESULTS AND DISCUSSION

1. Respondents' Profile

Based on the data obtained, the number of female respondents is not much different from the number of male respondents. There are 60 female respondents (54.05 %), while there are 51 male respondents (45.95%). In terms of age, there are two age groups of respondents based on their generation, namely the Millennial Generation and Generation Z. These two generations were chosen because they are the consumer segments that dominate cosmetic sales in Indonesia. Based on the data obtained, it was found that respondents based on the 17-28 year age group or Gen Z were 65 respondents or 58.56%, while the 29-43 year age group or Gen Millennials were 46 respondents or 41.44%. The data is not much different from the 2020 Population Census Report, namely the proportion of Generation Z in Indonesia is 27.94% and the Millennial Generation is 25.87% of the total population.

Table 1. Respondents' Profile

	Amount	Percentage (%)
Gender		
Woman	60	54.05
Man	51	45.95
Total	**111**	**100**
Age Group		
17-28 years (Gen Z)	65	58.56
29-43 years (Gen Millennial)	46	41.44
Total	**111**	**100**
Employment Status		
Student	10	9.01
Student	33	29.73
Students and Work	5	4.5
Work	63	56.76
Amount	111	100
Work		
Students	56	50.45
Private employees	17	15.32
civil servant	5	4.5
Indonesian National Armed Forces	6	5.41
State-owned Enterprises Employees	2	1.8
Housewife	1	0.9
Marketing	1	0.9
teacher	2	1.8
Retail	1	0.9
Administrative staff	1	0.9
Health workers	1	0.9
Transportation	1	0.9
Self-employed	9	8.11
Not Working/Not Working	1	0.9
Other	7	6.31
Amount	**111**	**100**

Source: processed from survey (2025)

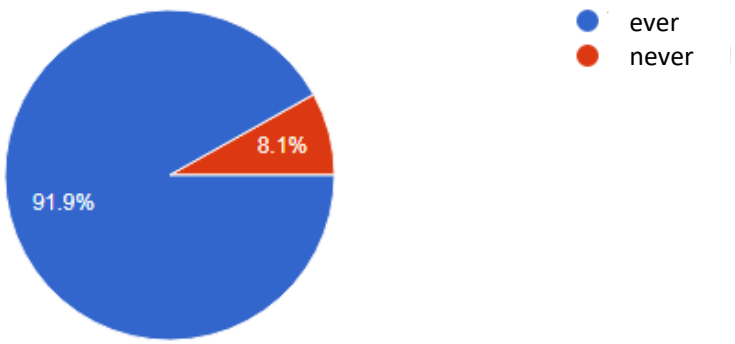
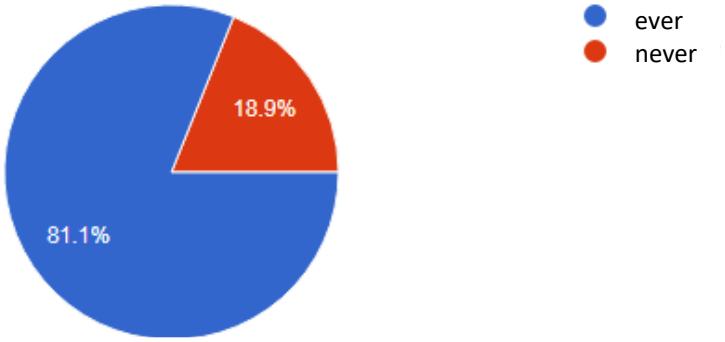


Fig 2. Respondents' Experience in Traveling Using Air Transportation
Source: processed from survey (2025)



Fie 3. Respondents' Experience in Purchasing Products Using Smart Vending Machines
Source: processed from survey (2025)

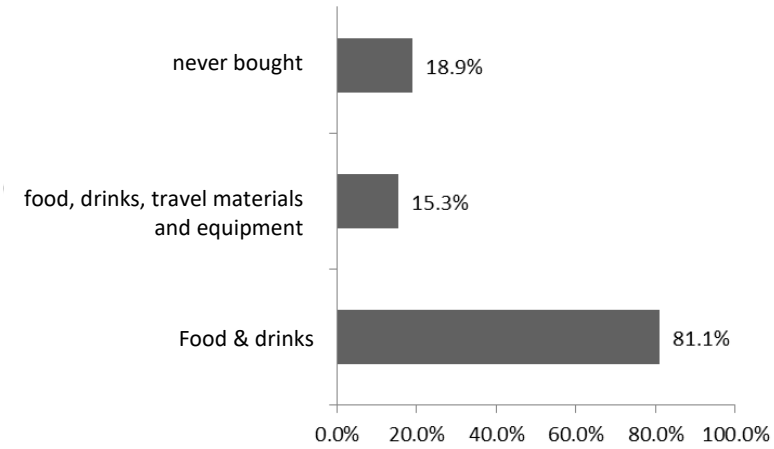


Fig 4. Frequently Purchased Products Using Smart Vending Machines
Source: processed from survey (2025)

The profile of respondents based on occupation in this study is relatively diverse, covering various groups ranging from students, private employees, TNI, self-employed, to various types of professionals . The majority of respondents are students, namely 56 respondents (50.45%), followed by private employees, namely 17 respondents (15.32%), self-employed with 9 respondents (8.11%), and TNI with 6 respondents (5.41%). Most respondents (91.9 %) (Figure 2) have traveled using air transportation. Most respondents (81.1 %) (Figure 3) have used sales of food, beverage/snack products, other products using automatic machines, the remaining 21 respondents (18.9 %) have never purchased products using Smart Vending Machines. The products purchased are mostly food and/or beverage products (81.1%), food, beverages, travel equipment (15.3 %) (Figure 4).

2. Measurement and Average Score

The results of the validity test (Table 2) show that all items have a significance value (p-value) of item correlation with a total score of less than 0.05 so that it is in the valid category. The results of the reliability test (Table 2) show that the instrument has a Cronbach Alpha value greater than 0.6 so that it is in the high reliability category in measuring variables.

Table 2. Results of Instrument Validity Test

variable	Items		r	Cronbach's Alpha	Mean
Perceived Usefulness (PU)	PU1	products provide benefits to consumers 1. service available 24 hours	.898 **	0.952	4.08
	PU2	2. Service becomes faster	.954 **		
	PU3	3. Services become more efficient	.904 **		
	PU4	4. reduce queues in shopping for products	.919 **		
	PU5	5. can be adapted to the characteristics of various users	.863 **		
	PU6	6. Improve user experience	.859 **		
Perceived Ease of Use (PEOU)	PEOU1	Smart Vending Machines Products 1. Providing convenience in transactions	.842 **	0.870	4.09
	PEOU2	2. Has an application that is easy to understand	.842 **		
	PEOU3	3. Has an application that is easy to use	.928 **		
	PEOU4	4. Provides convenience in payments	.788 **		
Risk Perception (RISK)	RISK1	Smart Vending Machines Products 1. have security risks	.943 **	0.948	2.93
	RISK2	2. has a health risk, namely the spread of disease due to the touch screen being used by many people	.948 **		
	RISK3	3. there is a risk of technological error 4. risk of replacing human labor	.926 **		
	RISK4	5. Smart Vending Machines Products 6. Providing convenience in transactions	.907 **		
Attitudes towards smart vending machines (ATD)	ATD1	1. I like smart vending machines products	.890 **	0.938	4.06
	ATD2	2. I agree if smart vending machines are implemented at the airport.	.972 **		
	ATD3	3. I would be happy if smart vending machines were implemented at the airport.	.968 **		

Note: ** significant at $\alpha < 0.05$

Source: processed from survey (2025)

The results of measuring respondents' attitudes towards smart vending machines through 3 (three) statement items. The average score of respondents ' attitudes towards smart vending machines (Table 2) of 4.06 (in the interval between 3.4 - 4.2), so it is included in the category of liking smart vending machines . The average score of perceived benefits is 4.08 (in the interval between 3.4 - 4.2), so it is included in the good category. The average score of Perceived Ease is 4.09 (enters the interval 3.4 - 4.2) so it is included in the good category. The average Risk Perception score is 2.93 m is in the interval 2.6 – 3.4 so it is in the quite high category .

3. Regression Result

The results of the Goodness of fit (Anova) test presented in table 3 obtained a significance of F 0.000 smaller than the significance level of 0.05 or 0.000 <0.05, which indicates that the model fits the data. The coefficient of determination value obtained is 0.756 or 75.6%, this reflects that the variables of Perceived Benefits (PU), Perceived Convenience (PEOU) and Perceived Risk (RISK) are able to explain the variation of changes, namely an increase or decrease in the dependent variable, namely Attitude towards Smart Vending Machines (Y) by 75.6%, while the remaining 24.4% is influenced by other variables not included in this research model, such as: technology, habits and personal factors .

Table 3. Regression Coefficients

	B	t-test	p
(Constant)	1.213	2,391	0.02
PU	0.614	5.633	0.00
PEOU	0.209	2,097	0.04
RISK	-0.138	-2.169	0.03
GEN	-0.218	-3.123	0.00
R Square	0.756		
F Test	<0.01		

Source: processed from survey (2025)

From the results of the analysis using a computer, the following regression equation was obtained:

$$ATD = 1.213 + 0.614PU + 0.209PEOU - 0.138RISK - 0.218GEN + \varepsilon \quad (2)$$

The constant value is 1.213 , mathematically this constant value states that when: Perceived Benefits (PU), Perceived Convenience, (PEOU), Perceived Risk (RISK), and Generation (GEN) are zero (0), then Attitude towards Smart Vending Machines (Y) has a value of 1.213. The regression coefficient of the Perceived Benefits variable (PU) is 0.614, meaning that every increase in Perceived Benefits (PU) by 1 unit contributes to an increase in Attitude towards Smart Vending Machines (Y) of 0.614 units, assuming the other variables are fixed. The regression coefficient of the Perception of Ease variable (PEOU) is 0.209 , meaning that every increase in Perception of Ease (PEOU) of 1 unit contributes to an increase in Attitudes towards Smart Vending Machines (Y) of 0.209 units, assuming the other variables are fixed. The regression coefficient of the Risk Perception variable (RISK) is -0.138 , meaning that every increase in Risk Perception (RISK) of 1 unit contributes to a decrease in Attitudes towards Smart Vending Machines (Y) of 0.138 units, assuming the other variables are fixed. The regression coefficient of the generation difference variable (GEN) is -0.218, meaning that attitudes towards Smart Vending Machines (Y) differ between generations (GEN) by 0.218 units, assuming the other variables are fixed.

Discussion

Attitude towards Smart Vending Machines is an important factor as a driver of consumer intention to use Smart Vending Machines at the Airport. The results of this study found that the average Attitude towards Smart Vending Machines is very high (Table 3) Positive consumer attitudes towards Smart Vending Machines in the form of liking smart vending machines products, agreeing if smart vending machines products are implemented at the Airport, happy if smart vending machines products are implemented at the Airport. One of the factors that influences Attitude towards Smart Vending Machines is Perceived Benefits.Respondents' perceptions of the benefits of Smart Vending Machines are generally in the very high category (Table 3). Respondents' high perceptions of the benefits of smart vending machines are that the presence of smart vending machines provides benefits: making shopping transactions possible at any time for 24 hours, making product shopping activities possible to be done quickly, making product shopping activities possible to be done efficiently, reducing queues in product shopping, can be adjusted to the characteristics of various users, improving user experience.The results of this study found that the perception of benefits has a significant positive effect on Attitudes towards Smart Vending Machines ($\rho = 0.000 < 0.05$) (Table 3). The results of this study are in line with previous studies [4], [5] which also found the effect of perception of benefits on consumer attitudes. The higher the perception of benefits, the higher the attitude. Conversely, the lower the perception of benefits, the lower the attitude.

The higher the perception of benefits, the higher the attitude towards Smart Vending Machines.Perceived Ease can play a role in increasing Attitudes towards Smart Vending Machines (Table 3). Perceived Ease includes: making it easier for consumers to just click on product choices via the touch screen, using touch screen technology that makes it easier to choose products, everyone will find it easy to use Smart Vending Machines, easy to pay. The results of this study (Table 3) found that Perceived Ease has a significant positive effect on Attitudes towards Smart Vending Machines ($\rho = 0.000 < 0.05$). The results of this study are in line with previous studies [4], [5] which also found the effect of perceived ease on consumer Attitudes. The higher the Perceived Ease, the more it can increase Attitudes towards Smart Vending Machines. Conversely, the lower the Perceived Ease, the lower the Attitude towards Smart Vending Machines .Risk Perception can play a role in decreasing Attitudes towards Smart Vending

Machines (Table 3). Risk Perceptions include: user personal data information is protected, no health risks, no risk of transaction errors.

The results of this study (Table 3) found that Risk Perception has a significant positive effect on Attitudes towards Smart Vending Machines ($\rho = 0.000 < 0.05$). The results of this study are in line with previous studies [16], [17], [19] which also found the influence of risk perception on consumer attitudes. The higher the risk perception, the higher the attitude towards smart vending machines. Conversely, the lower the risk perception, the lower the attitude towards smart vending machines .Preferences towards Smart Vending Machines may differ based on generational segments (Table 3). Generational differences (GEN) have a significant negative effect on Attitudes towards Smart Vending Machines ($\rho= 0.000 < 0.05$). The results of this study are in line with previous studies [16], [17], [19] which also found the influence of generational differences on consumer attitudes. Generation Z is more open to technology and trying new experiences [28] , more adaptable to technology, prefers more efficient, fast, and even instant [20], [29] . While the previous generation was more influenced by habits and traditions . The previous generation also considered that there were lost values from the social side, such as interpersonal relationships, empathy, and familiarity between sellers and buyers [20], [29] .

IV. CONCLUSION

The results of the study found a positive and significant influence of perceived benefits and perceived ease of use on attitudes towards smart vending machines, while perceived risk had a negative influence on attitudes towards smart vending machines. There is a negative and significant influence of generational differences on attitudes towards smart vending machines. Attitudes towards smart vending machines are higher in Generation Z than in previous generations. The results of this study provide theoretical implications of technology exposure in generations on attitudes toward technology. This study provides practical implications for technology developers and service providers of smart vending machines at airports regarding consumer acceptance of smart vending machines.

The results of this study indicate that consumer acceptance is seen from a positive attitude towards smart vending machines. The factors of benefits, convenience, risks and generation segments are crucial factors that determine attitudes, competitiveness, product or brand acceptance of smart vending machines . The presence of smart vending machines can only act as a supporter of conventional transactions with various benefits and conveniences. However, smart vending machines cannot replace conventional transactions because if all transactions use machines, humans will lose the humanism side in social relations.This study has several limitations. First, this study uses a survey approach. The survey approach has limitations related to changes over time, such as those related to technological, social and cultural changes. Second, the study only focused on the influence of generational differences on attitudes towards smart vending machines. In addition to influencing attitudes, generational differences can also influence perceptions of benefits, perceptions of convenience and perceptions of risk. Further research could examine the influence of generational differences on perceived benefits, perceived ease and perceived risk.

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