Examine Event Attendee Perceptions of Self-Service Technology in Event Registration

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Introduction

- Events are an important sector in entertainment and tourism but more importantly, an indispensable part to human society. Events are all about people coming together for an experience (Oklobdzija, 2015; Warnaars, 2009).
- Studies show that event technology adoption can increase attendance of events by 20%, increase productivity by 27%, and decrease costs by as much as 30% (Waida, n.d.).
- More venues are adopting self-service technology (SST) to cater this trend. Self-service kiosk (SSK), an emerging example of SST, is defined as “a computer terminal featuring specialized hardware and software that provides access to information and applications for communication, commerce, entertainment, or education” (Kiosk industry, 2016).
- Although previous studies discussed the SST from retail, airports, banks aspects, limited studies explored consumer perceptions in events registration.

Methodology

- Screening questions asked whether respondents are above 18 years old and have attended events and used SSK in retail, airports, banks, or events before.
- We distributed survey questionnaires through convenience sampling. Data was collected from 83 students enrolled in event management courses at Iowa State University. However, only 59 responses (71%) are valid response because respondents met the screening questions.
- Data was analyzed by using Statistical Package for the Social Sciences (SPSS) Version 23 to analyze the mean, standard deviation, and correlation based on the dataset.

Results

Correlation Matrix

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>... are my priority to complete my registration process (1)</td>
<td>1.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>... are visually appealing. (2)</td>
<td>.363**</td>
<td>1.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have recommended...to others. (3)</td>
<td>.415**</td>
<td>.244</td>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>... save me a lot of time. (4)</td>
<td>.560**</td>
<td>.487**</td>
<td>.340**</td>
<td>1.00</td>
</tr>
</tbody>
</table>

Discussion

Respondents perceive SSK to be quick-response, reliable, and a high data security technology.

People feel comfortable using SSK.

People feel embarrassed when they have trouble using SSK while people are watching.