

ABSTRAK

Abstract: *Indonesian people have started to adapt to the rapid growth of technology. In fact, technology has become one of the main human needs because it can act as a source of information, entertainment, method and payment. These conditions make companies have to innovate and be more responsive to market changes that are very fast and dynamic, effectiveness and efficiency which then support the development of companies, including coffee companies, namely Starbucks. Starbucks entered Indonesia for the first branch was located at Plaza Indonesia and was built on May 17 2002 and now there are 500 branches in Indonesia. In connection with technological developments, Starbucks has developed a loyalty card program. The program offers discounts to consumers after making transactions with a certain amount. To support this program, Starbucks has also developed the Starbucks ID application that consumers can use to buy without queuing, make non-cash payments, and earn points from the loyalty program for every purchase using the Starbucks ID. In this study whether the existence of self-service technology used by Starbucks can make consumers feel helped, with the Starbucks ID application consumers can feel enjoyment in transactions, the Starbucks ID application is easily used by Starbucks consumers. In this study. Convenience sampling technique was used in this study to collect data by distributing questionnaires, where the results of the questionnaire obtained 150 respondents who met the criteria. The partial least square method of structural equations modeling was used to analyze the collected data and test hypotheses. And result of this study indicate that usefulness has significantly affect tok willingness to use, ease of use has significantly affect toability to use, enjoyment hasn't significantly affect to willingness to use, technology anxiety hasn't significantly affect to ability to use, need for interaction can't explained to ability to use, and ability to use has significantly affect to willingness to use.*

Keywords: *Usefulness, Ease of Use, Enjoyment, Technology Anxiety, Need for Interaction, Willing to Use, Ability to Use, and Self ServiceTechnology*