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Investigating factors influencing passengers' intention to use self-service kiosks: A study of the immigration clearance process in Guyana

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ABSTRACT

This study examines influential factors towards a passenger's intention to use self-service technologies (SSTs) as part of the immigration clearance process when entering Guyana. For this study, a conceptual model was created by extending the Technology Acceptance Model (TAM) to account for a passenger's need for human interaction (HI), their previous experience (PE) and facilitating conditions (FC). Data for this study was collected using a distributed questionnaire and analysed using the partial least squares structural equation modeling (PLS-SEM) technique. Findings show that of the five tested constructs, facilitating conditions (FC) was the most impactful on a passenger's decision to engage with self-service kiosks as part of the immigration process. A passenger's need for human interaction (HI) was shown to have a negative correlation with their intention. Additionally, the constructs' perceived ease of use (PEU) and previous experience (PE) did not have a significant impact on a passenger's intention.

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1 Introduction

Self-service technologies have had an immense impact on the way customers have come to interact with an organisation's services [1]. Self-service technology (SST) is described as a technological system that allows customers to perform tasks or engage with services without the need for service employee intervention [2]. This technology has been implemented in many different ways, with some notable examples being ATMs, online interfaces, and self-checkout services [2, 3]. The adoption of these systems has provided distinctive advantages for both companies and their customers, increasing the acceptance and subsequent prominence of self-service systems as a fundamental element in organisation-customer interactions, either as the main method of engagement or as an available option alongside traditional service process.

In Guyana today, while there exist multiple facets of self-service technology, the rate of SST adoption and implementation has arguably been much slower and lower than in other parts of the world [4]. ATMs likely represent the oldest form of SST implementation and have become commonplace today. More recent implementations include the introduction of online banking, payment platforms mobile money and self-service kiosks. These have all provided customers with convenient alternative options for existing services with an obvious advantage - predominantly through timesaving. There remain areas where SST implementation can provide benefits to users. By understanding the user perspective, businesses can better align themselves to ensure smooth and successful implementations.

A particular domain that can benefit greatly from the implementation of SST are the international airports of Guyana, in particular its customs and immigration operations. Airports Council International (ACI) in its fourteenth quarterly assessment projected global passenger traffic to reach 9.4 billion passengers [4]. According to statistics compiled by the World Tourism Organization (UNWTO), there has been a consistent rise in tourist traffic over the past decade [5]. From a global perspective in the current year however, there has been a marked swift return to the pre-pandemic trend with the UNWTO World Tourism Barometer showing arrivals surpassing pre-pandemic levels within the first half of 2023[6]. This trend is reflected in the steady increase of passengers to Guyana over the past two years and is likely to continue with the increase of carriers adding Guyana as a destination. One of the means of meeting this growth in passenger volume has been the introduction of Automated Border Control systems in countries worldwide [7]. Automated Border Control (ABC) refers to a technological system that has the capability of verifying that a passenger is the legitimate holder of a machine-readable travel document for the purpose of crossing a border' [8]. ABC systems often take the form of self-service kiosks. While the implementation of such systems is not without its challenges, it provides the benefit of quickly and efficiently processing a higher number of passengers while maintaining border security and integrity[8].

Despite the existence of self-service kiosks and the successful adoption of said systems by other countries, passengers arriving in Guyana are still required to supply their immigration information by manually filling up an immigration form and having that information entered by an immigration officer. This contributes to a lengthy immigration process upon entry, exacerbating passenger frustration. Self-service kiosks are used in many countries today to assist with faster and smoother processing, and the implementation of the same or similar systems could provide comparable benefits for Guyana, especially with the recent economic growth and the likely associated uptick in incoming traffic to the country. Guyana, however, is unique and the parameters involved in the successful implementation in other countries may not apply here. Therefore, it is vital to understand the passenger's perspective, to ensure implementation of the system will be both smooth and beneficial. The introduction of a new system serves no purpose if the intended users decide not to engage with it. In this vein, the research is guided by the following research question: *"What are the key factors influencing passengers' willingness to engage with self-service kiosks during the immigration clearance process at airports in Guyana?"*

2 Method

2.1 Research Model

The Technology Acceptance Model (TAM) posits perceived ease of use and perceived usefulness as the key contributing factors in a user's attitude to technology and by extension their intention to use it [9] Its extensive use in research of various technological contexts has demonstrated its soundness as a scientific model [10] which has naturally made it perhaps one of the most prominent models in the literature surrounding self-service technology adoption [11]. From the reviewed literature, however, it appeared that TAM on its own fails to account for some factors relevant to engaging with self-service technology and as a result, is not sufficient as a means of completely determining a user's intention to engage with this technology. Rather it was used as more of a foundational guide. Suggesting that while the core constructs of TAM play a significant role, other important factors also need to be considered to more accurately determine a user's intention. In the reviewed literature, TAM is built upon, with studies each creating derived conceptual models to account for, test, and verify these relevant factors as additional constructs [10, 12, 13, 14]. This makes sense when the time of its creation and original aim are considered.

In the context of self-service technology, a user's need for human interaction can be quite an influential factor in determining their engagement with the technology, as a major aspect of self-service technology is removing the need for interacting with a service employee [1, 2]. This need for interaction describes the importance of human interaction to the user and as such a connection can be made to a user's Need for Interaction directly affecting their intention to use the system or not [12, 15]. Accordingly, this construct is studied in various forms across many of the papers reviewed. The Technology Acceptance Model (TAM) was found to be a prevalent model used as a foundation for the development of other conceptual models. These conceptual models are used as a means of researching influential factors for the adoption and use of self-service technologies in various contexts. This is likely due to the relevance the core constructs of Perceived Ease of Use and Perceived Usefulness were found to have on a user's likelihood to engage with the technology. In the literature reviewed, the Need for Human Interaction was found to be a reoccurring construct of study given the nature of self-service technologies. While the examination

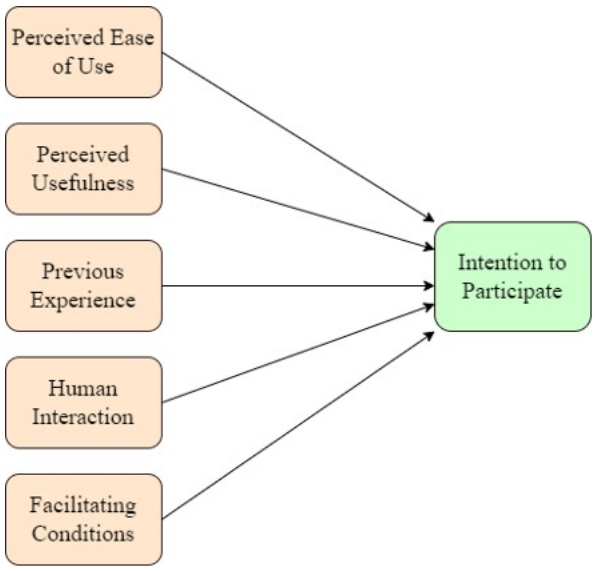

Figure 1: Conceptual Model of the study

of the Need for Human Interaction offered mixed results, these results could largely be dependent on the nature of the study being conducted [12].

A conceptual model was created for the purpose of this research, specifically for examination of first-time use of self-service technology introduced customer readiness as a means of determining the customer's inclination to engage with the technology. Figure 1 depicts the conceptual model of the study. While the past literature in the field covered a variety of self-service technologies in various contexts, a noticeable gap in research on self-service technology in an immigration setting was evident. The research papers found that explored self-service technology in an airport setting, predominantly focused on self-check-in kiosks. While they may share many similarities, there are factors unique to the immigration process that warrant being considered towards improving the acceptance and use of self-service technology for arriving passengers.

2.1.1 Perceived Ease of Use (PEU)

Perceived Ease of Use speaks to the amount of effort the user believes would be necessary to use a given system and is one of the major determinants of a user's intention to interact with a system in the Technology Acceptance Model (TAM) [9]. As part of TAM, it has been studied extensively as a construct for determining the intention to use and adopt new technology [11], with findings corroborating its importance as an identifying factor for user intention and adoption [10, 13, 14, 16]. In light of these findings, the following hypothesis was proposed:

H1: Perceived Ease of Use (PEU) has a positive and significant effect on Intention to use (IN).

2.1.2 Perceived Usefulness (PU)

Perceived Usefulness accounts for the degree to which a user thinks their performance will be enhanced by using the system for the required task [9]. Past findings corroborate the factor's importance towards user intention and adoption [10, 13, 14, 16]. In this regard, the following hypothesis was proposed:

H2: Perceived Usefulness (PU) has a positive and significant effect on Intention to use (IN).

2.1.3 Previous Experience (PE)

Referring to knowledge gained from previous engagement with the same or similar systems. Prior experience can be an important determinant of behaviour [17, 18]. Previous research on the relationship between past experience and IT usage has revealed notable variations in the relative weight of the factors influencing technology utilization based on experience. [19]. In this regard, the following hypothesis was proposed:

H3: Previous Experience (PE) has a positive and significant effect on Intention to use (IN).

2.1.4 Human Interaction (HI)

The need for interaction is a construct examined in many of the derived models for self-service technology adoption [13, 14, 15, 20, 21] This construct describes the importance of human interaction to the user. As such, a connection can be made to a user's need for interaction or lack thereof positively or negatively affecting the intention to engage with the technology [15, 21]. In this regard, the following hypothesis was proposed:

H4: Human Interaction (HI) has a negative and significant effect on Intention to use (IN).

2.1.5 Facilitating Conditions (FC)

This speaks to the range and nature of assistance offered to users that can affect their utilisation of the technology. These provisions can positively affect a user's intention to engage with a system with the understanding that systems have been put in place to support the use of the system [22]. The literature shows that facilitating conditions, as a human-to-human interaction factor, is especially more relevant in developing countries when examining the adoption of technology-facilitated services [23].

H5: Facilitating Conditions (FC) have a positive and significant effect on Intention to use (IN).

2.2 Data Collection

Data for this project was collected using a distributed questionnaire. The questionnaire comprised twenty-two (22) core questions to capture data on the constructs being tested, and six additional demographic-related questions. The core questions follow a five (5) point Likert scale with responses ranging from Strongly Disagree to Strongly Agree in response to statements associated with each construct. These questions were all inherited from previous studies and adjusted only slightly to match the context of this study's setting. Table 1 illustrates the questionnaire measurements items, as well as their supporting references.

Table 1: Sources of Measurements Items

Construct	Measurement Items	Supported by:
Perceived Ease of Use (PEU)	PEOU1: I would find it easy to enter the necessary information into a self-service kiosk PEOU2: It is easy to understand how a self-service kiosk works PEOU3: Interaction with a self-service kiosk would not require a lot of my mental effort	[9, 10, 14, 16, 22]
Perceived Usefulness (PU)	PU1: A self-service kiosk would enhance my effectiveness in completing the immigration clearance process PU2: A self-service kiosk would expedite the overall immigration clearance process on arrival into the country PU3: A self-service kiosk would reduce the need to interact with an immigration officer during the immigration clearance process PU4: I would save time using a self-service kiosk during the immigration clearance process	[9, 10, 14, 16, 22]
Previous Experience (PE)	PE1: I consider myself to be experienced in using self-service kiosks as part of the immigration clearance process PE2: My experience with self-service kiosks during the immigration clearance process has been positive PE3: I have the knowledge necessary to use a self-service kiosk as part of the immigration clearance process PE4: I have found using self-service kiosks for the immigration clearance process to be enjoyable	[17, 18, 19]
Human Interaction (HI)	HI1: I like interacting with a real person during the immigration clearance process HI2: Interacting with a real person during the immigration clearance process is important to me HI3: Having human interaction will make the process more enjoyable	[13, 14, 15, 20, 21]
Facilitating Conditions (FC)	FC1: To use a self-service kiosk, help must be available to assist with the process. FC2: It is important for clear instructions to be available for interaction with the self-service kiosk. FC3: Self-service kiosks should be positioned to allow easy interaction for all passengers. FC4: Airport policies should encourage the use of self-service kiosks as part of the immigration clearance process.	[22, 23]
Intention to Use (IN)	IN1: The likelihood that I would use a self-service kiosk as part of the immigration clearance process if implemented in Guyana is high IN2: Given the option to use a self-service kiosk for the immigration clearance process, I predict that I would use it frequently IN3: I plan to use self-service kiosks as part of the immigration clearance process in the future. IN4: If made available, I would also recommend the use of self-service kiosks as part of the immigration clearance process	[8, 9, 13, 15]

In keeping with the geographical context of the study, members of the Guyanese public were selected as the target population. Convenience sampling was selected as the method of participation selection. As participation was completely voluntary, this nonprobability method was used for its focus on practicality [24] towards reaching as wide a sample as possible. Participants were contacted primarily through email and the synchronous electronic communication platform, WhatsApp. Each participant was sent an invitation with a link to access the questionnaire.

In total, three hundred and fifty (350) responses to the distributed questionnaire were received from participants. The data was analysed using Partial Least Squares -Structural Equation Modelling (SEM). This approach was selected as it facilitates the analysis of constructs that cannot be directly observed or easily measured, referred to as latent variables [25]. This method allowed for the testing of the proposed hypotheses of the study as a means of better understanding the relationship between the selected constructs and a passenger's intention to engage with self-service kiosks during the immigration clearance process.

2.3 Data Analysis

The study used partial least squares structural equation modelling (PLS-SEM) for the analysis of the data collected. This method was selected for its effectiveness in the analysis of research using an exploratory or predictive-oriented model [26]. The model analysis was divided into two phases as recommended by past studies [27]. In the first phase, the outer model (measurement model) tests to ensure the reliability and validity of the chosen constructs. A measurement model specifying the individual constructs and their related indicators [28]was established and tested to ensure the reliability and validity of the proposed model. Any poor indicator-to-factor relationship discovered was addressed to ensure a reliable model fit.

Once validity and reliability are established, the second phase is carried out to test the inner model and evaluate the structural relationship between constructs [27]. A structural model specifying the relationships between the established constructs and the dependent variable [28] was tested to determine the effects of the established constructs on the dependent variable. The SmartPLS 4 software was used to conduct all required tests of the select PLS-SEM method.

3 RESULTS AND DISCUSSION

3.1 Demograpihcs

Various demographic information was captured as part of the distributed questionnaire. In our sample size, 57.1% of the participants were male while 42.6% were female. In terms of age, the majority of participants were between the ages of 16 to 40 years old. As per educational attainment, the majority of participants (88.2%) had tertiary-level education. Lastly, the data showed that a majority of the participants (87.1%) recently experienced the Guyanese immigration system. This information is presented in Table 2.

Table 2: Participants' Demographic Information

Demographic	Item	Result Percentage (%)
Gender	Male	57.1%
	Female	42.6%
	Not disclosed	0.3%
Age group	16 - 25 years old	35.5%
	26 - 40 years old	38.5%
	41 - 55 years old	20.6%
	56 - 65 years old	4.1%
	65 + years old	1.4%
Level of Education	Primary	0%
	Secondary	9.1%
	Tertiary	88.2%
	Not disclosed	2.7%
Employment Status	Employed	91.6%
	Unemployed	8.4%
Current Place of Residence	Demerara	67.2%
	Berbice	17.9%
	Essequibo	2.4%
	I live outside of Guyana	12.5%
Recent Experience with Guyancese Immigration clearance	Yes	87.1%
	No	12.9%

3.2 Measurement Model Analysis

The measurement model analysis involved a series of tests to assess and determine the overall quality of the constructs being tested. These tests include an assessment of each construct's factor loadings, an analysis of construct reliability, and tests of convergent and discriminant validity of the model. The results of these are presented in the following sub-sections.

3.2.1 Factor Loadings

According to past studies, the range of factor loadings is -1.0 to +1.0, where greater absolute values signify a stronger association between the item and the underlying factor [29]. General literature in the social and behavioural sciences holds 0.30 as a minimum threshold for accepting an item belonging to the factor and a value of 0.50 or greater for denoting the item's practical significance [30]. Of all the items tested, only one had a factor loading less than the recommended value of 0.50 [29]. As a result, it was removed from the model. Factor loadings are presented in Table 3.

Table 3: Factor Loading Scores

Construct	Measurement Items	Supported by:
Perceived Ease of Use (PEU)	PEOU1	0.916
	PEOU2	0.940
	PEOU3	0.871
Perceived Usefulness	PU1	0.914
	PU2	0.911
	PU3	0.853
	PU4	0.916
Previous Experience	PE1	0.879
	PE2	0.910
	PE3	0.889
	PE4	0.899
Human Interaction	HI1	0.887
	HI2	0.836
	HI3	0.907
Facilitating Conditions	FC1	0.659
	FC2	0.882
	FC3	0.888
	FC4	0.854
Intention to Use	IN1	0.933
	IN2	0.925
	IN3	0.950
	IN4	0.944

3.2.2 Reliability Analysis

As guided by past studies, the reliability of the constructs in the model was evaluated using Cronbach Alpha and Composite Reliability (CR) [31][31]hreshold of 0.7 [32]. Therefore, establishing construct reliability. The results of this study showed that the Cronbach's Alpha values ranged from 0.843 to 0.955 while Composite Reliability ones ranged from 0.895 to 0.967, thus establishing construct reliability of the model.

Table 4: Construct Reliability Analysis

Constructs	Cronbach's Alpha	Composite Reliability
Perceived Usefulness	0.896	0.935
	0.921	0.944
Previous Experience	0.917	0.941
Human Interactions	0.851	0.909
Facilitating Conditions	0.843	0.895
Intention to Use	0.955	0.967

3.2.3 Convergent Validity Analysis

Convergent validity is the extent to which several indicators are in alignment when attempted to assess the same idea [18]. Convergent validity is established when the AVE value is greater than or equal to the suggested value of 0.50, indicating that the items converge to assess the underlying concept. [33]. In this study, the the average variance extracted (AVE) statistics of the selected constructs met the recommended value of being greater than 0.50. Therefore, the convergent validity of the model was established. Table 5 shows the AVE values of the variables in the model.

Table 5: Construct Convergent Validity Analysis

Constructs	Average Variance Extracted (AVE)
Perceived Ease of Use	0.827
Perceived Usefulness	0.808
Previous Experience	0.800
Human Interactions	0.770
Facilitating Conditions	0.683
Intention to Use	0.880

3.2.4 Discriminant Validity Analysis

Discriminant validity is tested to ensure the indicators of the study are not highly correlated i.e. they are measuring different constructs. To determine the discriminant validity of the model, two tests were conducted Fornell and Larcker Criterion and Heterotrait-Monotrait (HTMT) [34]. The results for both tests are presented below.

3.2.4.1 Fornell and Larcker Criterion

When a construct's square root of AVE is higher than its correlation with every other construct, that construct satisfies the Fornell and Larcker condition. [33]. The results of this study shows that square root value of AVE for a construct was higher than its association with other constructs. (see Table 6). Therefore, the Fornell & Larcker criterion was met.

Table 6: Heterotrait-Monotrait Scores

Constructs	Perceived Ease of Use	Perceived Usefulness	Previous Experience	Human Interaction	Facilitating Conditions	Intention to Use
Perceived Ease of Use	***0.910***					
Perceived Usefulness	0.746	***0.899***				
Previous Experience	0.716	0.682	***0.894***			
Human Interaction	-0.408	-0.361	-0.376	***0.877***		
Facilitating Conditions	0.634	0.716	0.529	-0.178	***0.826***	
Intention to Use	0.676	0.742	0.568	-0.388	0.769	***0.938***

Note: Bold and Italics represent the square root of AVE

3.2.4.2 Heterotrait-Monotrait (HTMT) Criterion

HTMT refers to an assessment of the association among the constructs of the study. Past studies suggests a HTMT threshold value of 0.9 or less [35]. As shown in Table 7, the HTMT value for all constructs is lower than the threshold value of 0.90, thereby satisying the crtierion.

Both tests for discriminant validity, Fornell & Larcker Criterion and Heterotrait-Monotrait, returned positive results in support of the discriminant validity of the model.

3.3 Structural Model Analysis

Construct reliability and validity established through the measurement model assessment, allowed for the analysis of the structural path. The structural model analysis involved testing the proposed hypotheses of the study by analysing the relationships between each construct and a passenger's intention through the evaluation of the path coefficients. The R-square value of the dependent variable (IN) and F-square values of the independent variables were also assessed to evaluate the explanatory power of the model and finally, the Q-square value of the dependent variable (IN) was assessed to determine the predictive relevance of the construct and model. The results of these tests are presented in the subsections below. The degree to which change in the dependent variable (IN) can be accounted for by one or more of the independent variables tested is represented by the R-square value. The R2 value represents the variance explained in the dependent variable and is a measure of the model's explanatory power [35]. Ranging from 0 to 1, higher values indicated a greater explanatory power. The results of this study (Table 8) show the R2 value for IN is greater than 0.26, suggesting that the explanatory power of the model is substantial [36]. The Q2 value for Intention to Use (IN) was greater than 0, thus suggesting the predictive relevance of the model.

Table 7: Fornell & Larcker Criterion Scores

Constructs	Perceived Ease of Use	Perceived Usefulness	Previous Experience	Human Interaction	Facilitating Conditions	INTENTION TO USE
Perceived Ease of Use						
Perceived Usefulness	0.817					
Previous Experience	0.782	0.734				
Human Interaction	0.452	0.400	0.406			
Facilitating Conditions	0.720	0.798	0.595	0.219		
Intention to Use	0.727	0.785	0.602	0.423	0.833	

Table 8: Explanatory Power and Predictive Relevance

Outcomes	R-Square	Q-Square
Intention to Use (IN)	0.702	0.676

3.3.1 Hypothess Test Results

Hypothesis H1 evaluated whether Perceived Ease of Use (PEU) positively and significantly affects a passenger's intention (IN). The results revealed that Perceived Ease of Use has a positive but insignificant effect on passenger intention (B = 0.117, t = 1.337, p = 0.091). Therefore, Hypothesis H1 was rejected. The Hypothesis H2 evaluated whether Perceived Usefulness (PU) positively and significantly affects a passenger's intention (IN). The results revealed that PU has a positive and significant impact on IN (B = 0.248, t = 2.924, p = 0.002). Therefore, Hypothesis H2 was supported. The Hypothesis H3 evaluates whether Previous Experience (PE) positively and significantly affects a passenger's intention (IN). The results revealed that PE has an insignificant impact on IN (B = -0.008, t = 0.140, p = 0.444). Therefore, Hypothesis H3 was rejected. The Hypothesis H4 evaluated whether Human Interaction (HI) has a negative and significant impact on a passenger's intention (IN). The results revealed that H4 has a positive and significant impact on IN (B = -0.167, t = 3.144, p = 0.001). Therefore, Hypothesis H4 was supported. Lastly, the Hypothesis H5 evaluated whether Facilitating Conditions (FC) positively and significantly affect a passenger's intention (IN). The results revealed that FC has a positive and significant impact on IN (B = 0.492, t = 6.668, p = <0.001). Therefore, Hypothesis H5 was supported. A summary of the hypothesis testing results is presented in Table 9 and illustrated in Figure 2.

3.4 Discussion

The objective of this study was to investigate influential factors affecting passengers' intention to use self-service kiosks as part of the immigration clearance process in Guyana. It was found that of the factors examined, facilitating conditions, human interaction and perceived usefulness were all influential towards a passenger's intention to engage with self-service kiosks. Whereas its perceived ease of use and previous experience were not.

Table 9: Path Analysis Results

HYPOTHESIS	PROPOSED RELATIONSHIP	Path Coefficient	Standard deviation	T-Statistics	P-Value	Supported
H1	PEU -> IN	0.117	0.087	1.337	0.091	Not Supported
H2	PU -> IN	0.248	0.085	2.924	0.002	Supported
H3	PE -> IN	-0.008	0.055	0.140	0.444	Not Supported
H4	HI -> IN	-0.167	0.053	3.144	0.001	Supported
H5	FC -> IN	0.492	0.074	6.668	0.000	Supported

Note: B = Beta Coefficient, SE = Standard Error, T = t-Statistics, P = Probability (P) value, *Relationships are significant at P < 0.001

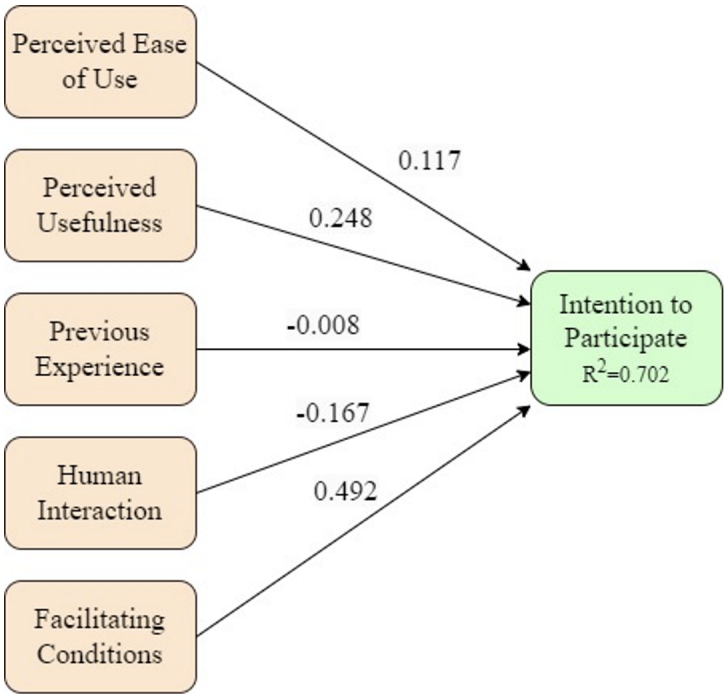

Figure 2: Structural Model Results

Facilitating Conditions (FC) was shown to be the most influential factor examined, aligning with previous studies which posit the availability of provisions and resources contributes to a positive attitude towards the use of new systems [37, 22, 23]. These results suggest the importance of having adequate provisions in place to encourage the use of the system. These findings have practical implications for the acceptance of self-service kiosks in Guyana and should be taken into account when considering potential implementation. Human Interaction (HI) or the need for human interaction is a common recurring factor of study with regard to self-service technology engagement [1, 20]. The results of this study build on the existing evidence of the significance of a user's desire for human interaction and their attitude toward self-service technology [16, 38, 39].

The negative correlation established between the factor of human interaction and user intention can be seen as reflecting the Guyanese culture that to date relies or favours predominantly social 'face-to-face' interactions for most service transactions. Respondent's Previous Experience (PE) not having a significant impact on intention suggests its poor predictive power as a determinant. However, a more plausible explanation is likely the stronger influence of the other examined factors, in particular that of the user's perceived usefulness of the self-service kiosks [[19].

Perceived Usefulness (PU) and Perceived Ease of Use (PEU) as the core constructs of the Technology Acceptance Model are well supported as factors for understanding technology acceptance and adoption [10, 13, 14, 16]. However, while perceived usefulness (PU) was found to be an influential determinant, perceived ease of use (PEU) was not. The data suggests a stronger appreciation or understanding of the potential benefits self-service kiosks may provide for the immigration clearance process regardless of their ease of use.

4 CONCLUSION

As the volume of arrivals to Guyana continues to grow, self-service kiosks present a tested measure for improving processing times. Therefore, it is important to identify and understand influential factors that would encourage or discourage its use, unique to the Guyanese environment, by testing factors found to be influential in other settings. This study provides contextual insight into influential factors affecting persons' intention to engage with self-service technology as part of the immigration clearance process in Guyana. Of the five factors tested, perceived usefulness, human interaction and facilitating conditions were found to have a significant influence on persons' intention, while previous experience and perceived ease of use did not. These results have strong implications for any potential implementation and should be strongly considered to improve the likelihood of success. Similar studies conducted in the future can potentially reflect different results as the country continues to develop and exposure to self-service technology increases.

4.1 Future Work

This study was a high-level look at key influential factors found in previous research applied in the Guyanese context. The simplicity of the conceptual model and the limited number of factors explored, while beneficial, does not completely account for all factors affecting someone's intention, nor does it account for any moderating or mediating factors on the explored factors. Future research should seek to address these gaps to further understand the unique context of Guyana.

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