

**AN EXPLORATORY STUDY ON FACTORS THAT INFLUENCE THE ADOPTION
OF SELF-SERVICE FUEL STATIONS IN JOHANNESBURG: MOTORISTS'
PERSPECTIVE**

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The purpose of the present study was to determine motorists' perspectives on the adoption of self-service fuel stations (SSFS) in Johannesburg. The research was quantitative in nature and a five point likert scale questionnaire, based on the motor-vehicle type used was distributed to potential respondents who were Johannesburg motorists above the age of 18. The research focused on the adoption of these self-service fuel stations by assessing the general attitudes and perceptions of motorists on the innovation. Data was analysed using SPSS 22 and AMOS 22. Findings have revealed that motorists generally accept the adoption of such innovations provided that they understand the benefit from the functionality of adopting such innovations should they be introduced. Results from the study also revealed that motorists are more likely to consider adoption of Self-Service Fuel Stations provided they perceive such facilities to be useful and enhance their service experience at service-stations.