ABSTRACT

ANALYSIS OF ENTERPRISE SYSTEM ACCEPTANCE USING THE UTAUT MODEL WITH SEM-PLS METHOD IN SMEs fostered by KADIN BANDUNG CITY

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The current development of increasingly sophisticated technology gives influence from various industrial sectors. With the development of an increasingly competitive industry, companies globally can use enterprise systems as their main strategic tool. Developing SMEs need a strategy in carrying out operational business processes and data management for their business. Currently, SMEs can use information technology such as enterprise systems to carry out their business processes. For this reason, the level of acceptance of the SME enterprise system under the guidance of the Bandung Chamber of Commerce and Industry can be measured by one of the theoretical models that can describe the level of acceptance of UTAUT technology. In the UTAUT model, the researcher uses 6 variables to know the reactions and perceptions of users towards information technology and influence their behavior in accepting the use of technology. The researcher analyzed the acceptance of the enterprise system in SMEs assisted by Kadin in Bandung with the UTAUT model approach which would be processed using the SmartPLS application through the SEM-PLS method for calculations. Meanwhile, the results of the acceptance analysis are needed to determine whether the acceptance of the enterprise system is feasible to be accepted or rejected by the SME Kadin assisted by the City of Bandung. Based on the results of research using the UTAUT model on SMEs assisted by Kadin in Bandung, it is known that the accepted variables are the performance expectancy and social influence variables, while the variables that are not accepted or rejected are the effort expectancy, behavioral intentions, and use behavior variables.

Keywords: UKM, Enterprise System, UTAUT, SEM-PLS, SmartPLS