

ABSTRACT

Enterprise Resource Planning (ERP) is software that can be integrated in various organizational functions to improve real-time enterprise resource planning, but its implementation is faced with various challenges, such as whether the ERP system is acceptable or not. PT GuestPro Teknologi Indonesia has become a leader in providing cloud-based ERP solutions in Indonesia and wants to know whether the ERP system provided to clients is well received. This research uses the Technology Acceptance Model 3 (TAM 3) approach which focuses on the perceived usefulness and ease of use of technology in various fields. The data is processed using the SEM-PLS approach and the R programming language to obtain the analysis results. Of the 17 hypotheses tested using TAM 3, 9 hypotheses were accepted, namely: Subjective Norm affects Image, Perceived Usefulness, and Behavioral Intention; Job Relevance affects Perceived Usefulness; Output Quality affects Perceived Usefulness; Computer Self-efficacy affects Perceived Ease of Use; Objective Usability affects Perceived Ease of Use; Perceived Usefulness affects Behavioral Intention; Behavioral Intention affects Use Behavior. Meanwhile, 8 other hypotheses were rejected, namely: Image affects Perceived Usefulness; Result Demonstrability affects Perceived Usefulness; Perception of External Control affects Perceived Ease of Use; Computer Anxiety affects Perceived Ease of Use; Computer Playfulness affects Perceived Ease of Use; Perceived Enjoyment affects Perceived Ease of Use; Perceived Ease of Use affects Perceived Usefulness; and Perceived Ease of Use affects Behavioral Intention.

Keywords: Enterprise Resource Planning (ERP), PT GuestPro Teknologi Indonesia, TAM 3, RStudio, SEM-PLS