ABSTRACT

This study aims to analyze the factors influencing the Actual Usage of the Oneflux Customer Relationship Management (CRM) system at PT Dayamitra Telekomunikasi Tbk (Mitratel) by developing an Innovation Resistance Theory (IRT) model. Oneflux was designed to enhance operational efficiency and infrastructure data management. However, the system's adoption rate remains low across various regions, with usage levels below 50%.

Employing a quantitative approach, the study used a sample of 100 Oneflux users, and the data was analyzed using a Partial Least Squares (PLS) model. The variables examined include functional barriers (Usage Barrier, Value Barrier, Risk Barrier), psychological barriers (Tradition Barrier, Image Barrier), and Technology Anxiety, all of which were tested for their effect on Innovation Resistance. The study also assessed the impact of Innovation Resistance on Actual Usage. The parameters used to measure the Actual Usage variable for the Oneflux system were voluntary system use, system utilization for data retrieval, and improvement in work quality.

The research findings indicate that Value Barrier, Risk Barrier, Tradition Barrier, and Technology Anxiety have a significant positive influence on Innovation Resistance, while Usage Barrier and Image Barrier do not show a significant effect. Furthermore, Innovation Resistance was found to have a significant negative effect on Actual Usage. The study's results show that the Actual Usage of the Oneflux system is quite low, with a value of only 2.07. the implication of this is that the company must focus on reducing Innovation Resistance through improving system functionality and design, strengthening data security and trust aspects, enhancing support services and responsive helpdesk, changing work culture, and adapting technology.

Keywords: Transformasi Digital, Innovation Resistance, Oneflux, dan Actual Usage