

ABSTRACT

USER ACCEPTANCE ANALYSIS OF ENTERPRISE RESOURCE PLANNING SYSTEM BY USING TECHNOLOGY ACCEPTANCE MODEL 2 FOR PT BIO FARMA

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The increasingly complex business processes in the company engaged in manufacturing, made PT Bio Farma since 2014 started implementing the ERP system in the company. Since implementing the system, PT Bio Farma has never researched related users acceptance of the system implementation. Furthermore, PT Bio Farma also plans to upgrade the latest version of Microsoft Dynamic AX application. That is what makes PT Bio Farma want to know, about whether their users have accepted the system or not and any factors that will make the user more accept using the system that will be a factor that would be optimized. The purpose of knowing these factors, so that the results of using the system can produce more competitive advantages for the company. In this study a theoretical model was built that explains user acceptance of the ERP system. The model used in this study is an adaptation of the TAM 2 model. Variables used are Subjective Norm, Image, Job Relevance, Output Quality, Result Demonstrability, Experience, Voluntariness, Perceived Usefulness, Perceived Ease of Use, Intention to Use, and Usage Behavior. Then, the questionnaire was distributed to 68 respondents who were ERP system users at PT Bio Farma. Data collected from the questionnaire is used to test hypotheses using descriptive analysis stages, classical assumption tests, and Structural Equation Modelling tests. Based on the results of the study it can be concluded that the way to analyze user acceptance is to determine in advance the method used, conduct a data analysis test, and confirm the results of the data with the research object. Furthermore, the results obtained that the user has accepted the use of the system because it is influenced by several factors that have proven to have a positive and significant correlation, namely Subjective Norm on Image, Result Demonstrability on Perceived Usefulness, and also Perceived Ease of Use on Intention to Use. Positive results indicate that the direction of the relationship of the hypothesis made is in the same direction or the higher the independent variable, the higher the dependent variable. Then, the significant result shows that the respondent's data is able to represent the population and is able to prove the relationship between variables. It is hoped that with this analysis, PT Bio Farma can get optimal results from the use of the ERP system that has been implemented.

Keywords: ERP, User Acceptance, PT Bio Farma, TAM 2