ABSTRACT

ANALYSIS OF SUCCESS AND ACCEPTANCE OF IMPLEMENTATION OF ENTERPRISE RESOURCE PLANNING (ERP) HUMAN RESOURCE MODULE USING UTAUT MODELS IN CEMENT INDUSTRY (CASE STUDY: PT. SEMEN PADANG)

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PT. Semen Padang is one of the leading cement producers in Indonesia. This company was first established on March 18, 1910, which was then called NV Nederlandsch Indische Portland Cement Maatschppij (NV NIPCM), which was the first cement factory in Indonesia since the Dutch occupation. In 2011, PT. Semen Padang has started implementing an Enterprise Resource Planning (ERP) system to support company operations, followed by the implementation of the Human Resources Information System (HRIS) as part of the implementation of the Human Capital Master Plan (HCMP). The model used in this study is the UTAUT Model (Viswanath Venkatesh, 2003) using several variables, namely Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Condition. The analysis process uses SmartPLS 3 as a data processing application. The results of this analysis process are recommendations submitted for the SAP application in terms of system services and user satisfaction in using the system to make it better in the future. Based on the results of research using the UTAUT model at PT. Semen Padang, it is known that the variables that have a positive and significant influence are the Performance Expectancy and Social Influence variables, while the variables that have a negative but significant effect are the Effort Expectancy, Facilitating Conditions, and Behavioral Intention variables.

Keywords **:** PT. Semen Padang, ERP, *Human Resource,* SAP, UTAUT, SmartPLS