

ABSTRACT

Transportation service provider, PT KAI is part of the State-Owned Enterprises (BUMN) in the land transportation sector. PT KAI's business processes are supported by the integration of the SAP system since 2012 until the current post-pandemic situation, several problems were found in implementation, namely a decrease in the performance value of employees using SAP at PT KAI during the implementation of the hybrid work method which was the impact of the COVID-19 pandemic. It is necessary to know the factors that affect the decline in performance in implementation so that it can be concluded that this implementation is included in the category of success or failure. Based on these problems, this research focuses on analyzing the success of SAP implementation as seen from the attitude of users in accepting SAP implementation through the Unified Theory of Acceptance and Use of Technology (UTAUT-3) model with the variables Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Habit, Price Value, Behavioral Intention, Use Behavior, and Innovation. The relationship between variables needs to be known to see the perceptions and behavior of users in accepting the use of SAP implementation in the post-pandemic period. The research was conducted on 20 respondents using SAP at PT KAI who were processed using the SmartPLS 3.3.9 application through the SEM-PLS method. Analysis of respondents' results was carried out and it was found that the Price Value variable had a positive, significant, and strong effect on Behavioral Intention, then the Innovation and Behavioral Intention variables had a positive, significant, and strong effect on Use Behavior. The variables of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, and Hedonic Motivation have a negative, insignificant, and weak effect on Behavioral Intention, and the Habit variable has a negative, insignificant, and weak effect on Use Behavior.

Keywords: *UTAUT-3, SAP, SEM-PLS*