

ABSTRACT

PT Kereta Api Indonesia (Persero) is a State-Owned Enterprise (BUMN) which has the main business process to provide, manage, and regulate rail services in Indonesia. SAP is one of the software used to support the company's business processes. SAP implementation has been carried out since 2012 until now. In implementing a system, success or failure can be assessed on non-technical aspects, namely the user can accept and operate SAP properly. Thus, this study will analyze the success of SAP implementation, namely how the attitude of the user in accepting the use of SAP at PT Kereta Api Indonesia (Persero) using the theory of planned behavior (TPB) model. The variables used are attitude, subjective norm, perceived behavioral control, behavioral intention, and behavior. In this study, behavioral intention and behavior explain how a person uses SAP. Meanwhile, attitude, subjective norm, perceived behavioral control affect a person's intention to use SAP and behavior is influenced by behavioral intention. Data were collected using a questionnaire with a total of 20 SAP users at PT Kereta Api Indonesia (Persero). Data processing using smartPLS 3.3.9 software with partial least square (PLS) approach. Hypothesis testing was carried out with a significance level of 0.05 and the results obtained were attitude had a positive and significant effect on behavioral intention, behavioral intention had a positive and significant effect on behavior, subjective norm and perceived behavioral control had a negative effect. on behavioral intentions in using SAP.

Keywords— Theory of planned behavior, semPLS, SAP