

ABSTRACT

PT Aplikanusa Lintasarta is a company engaged in data communication, Internet, and IT services. Lintasarta was founded in April 1988 and has become an important part of Indonesia's business dynamics, providing reliable data communications, business information, and Internet services to remote areas in Indonesia. PT Aplikanusa Lintasarta has products or services in various business fields such as Data Communications, Internet Services, Data Center, Security, Managed Services, Owlexa Healthcare and Smart City. So, to simplify business processes and include customers from Lintasarta, it adopts an information technology system, namely the CRM system.

In this study, an analysis of the factors that influence the acceptance of the use of the CRM system on employee performance will be carried out using the Technology Acceptance Model 3 (TAM 3) using 17 variables from the TAM model. The data obtained will be processed using the Structural Equation Modelling (SEM) method with the SmartPLS application. From the results of the analysis, it was found that encouragement or support from other people, the linkage or relationship of the system to work, the ease of understanding and using the system, the intention or desire to use the CRM system affected the acceptance of the use of the CRM system at PT Aplikanusa Lintasarta.

keywords: Customer Relationship Management (CRM), Technology Acceptance Model (TAM), Structural Equation Modeling (SEM), PT Aplikanusa Lintasarta.