

ABSTRACT

Enterprise Resource Planning (ERP) System is an integrated set of programs and help different parts of the organization share data and knowledge, reduce costs, and improve business process management. This thesis aims to analyze how the end-user acceptance of ERP is implemented by PT Telekomunikasi Selular.

The Unified Theory of Acceptance and Use of Technology (UTAUT) model from Venkatesh et al. (2003) with modifications made as a model in this study. In the UTAUT model there are three variables that directly influence Behavioral Intention, namely Performance Expectancy, Effort Expectancy, and Social Influence, and there are two factors that directly influence Use Behavior, namely Behavioral Intention and Facilitating Conditions. In the UTAUT model there are also four moderator variables that have a significant influence, namely Experience, Voluntariness of Use, Gender, and Age. But in this study the construct of behavioral intention and use behavior was replaced by construct symbolic adoption because it was considered more suitable for measuring end-user acceptance in an ERP system. Three constructs: shared belief, training, and project communication describe the construct of facilitating condition. The moderate variable voluntariness of use and experience were excluded from this research model, adding a new moderate variable namely working unit in the research. The analysis technique used to interpret and analyze data in the research is the Partial Least Square (PLS) technique - Structural Equation Model (SEM).

Based on data processing, it was found that project communication (PC), performance expectancy (PE), training (TR), and social influence (SI) having a positive effect on symbolic adoption (SA).

This research resulted in factors that influence the success of ERP implementation in PT Telekomunikasi Selular. Effective communication to employees (end-users) regarding the ongoing ERP system implementation by using communication media owned by the company especially regarding the benefits of what will be gained from the ERP system related to performance which increases when using SAP S/4 Hana. Telkomsel also needs to conduct complete training for its employees so that the level of understanding of employees can be fulfilled, as well as a strong commitment from the management regarding the implementation of the ERP system carried out.

Keywords: *ERP, Implementation, System, End-user Acceptance, UTAUT*