

## **ABSTRACT**

# **DEVELOPMENT OF THE MEANS OF ENGAGEMENT (MOE) THEORY OF THE USE OF ENTERPRISE RESOURCE PLANNING (ERP) IN THE ADOPTION LEVEL**

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ERP helps a company streamline their business processes. This will ensure the workflow can run smoothly and communication between departments will be better. Automation functions in an ERP system ensure the flow of information is clearly conveyed and free of errors so that business processes become simpler and responsive. Best-organized practices in this system can provide better operational support and easier customization. Corporate culture refers both to the involvement of leadership support and accessibility in the project and recognition of the role of employees influences the success of ERP system implementation. Many ERP projects fail because employees are not aware of the needs, benefits of the project and are resistant to change.

For companies that implement ERP systems, the difficult and big problem faced is integrating separate systems in the company and most ERP system implementations cannot meet expectations. The failure in implementing an ERP system basically lies not in installation errors but in determining the right system to solve business problems and actual needs. In general, companies that use software have common characteristics that can disrupt business challenges, regulatory functions and applications used. The character of user usage is one of the factors that often causes IT products to fail is from the user side, therefore the company must be able to identify or understand the characters of the user and one of the concepts is Means of Engagement.

The existence of Means of Engagement is expected to be able to know the things that are appropriate in the business process of the company so that it can create a special framework for companies that allows user involvement to be more effective and efficient by considering four factors that can be considered by companies to implement the software. The four factors are acceptance, adoption, approval, and agreement. In the diffusion theory of innovation, there is an opportunity to observe a product and to find out relative advantages when seeing a product is good or not. And after we receive it it doesn't necessarily use it, because there are other phases before implementing the service. With the development of existing times, many claims that existing theories are no longer relevant because existing theories only discuss products that can be used.

In the calculation of modeling evaluation or measurement models using regression tests. Especially useful when we need to look at the influence and predict a set of

dependent variables from the size of the set of independent variables and predict variables and describe general structures.

This study aims to consider measuring the success of the adoption of a product that will be applied. In general, companies that use software have common characteristics, which can interfere with business challenges, regulatory functions and applications that are used to know things that are appropriate in the company's business processes so that we can create specific models for companies that enable more effective user involvement and efficient by considering several factors that can be considered by the company to implement the software.

Keywords: ERP, Failure, MOE, Regression, Adoption, Model.