

ABSTRACT

In the midst of today's global market competition, there is an understanding in society that the key to achieving organizational success is a sustainable competitive advantage. Enterprise System (ES) has become an important tool for the sustainability of all businesses in a competitive business environment. Currently, there are many business fields that apply information technology to run their business, one of which is Small and Medium Enterprises (SMEs) in Indonesia. In this study, an analysis of the acceptance of the enterprise system in SMEs assisted by Kadin City of Bandung was carried out. The modeling used in this research is the theory of planned behavior (TPB). The variables used are: attitude toward behavior, subjective norm, perceived behavioral control, behavioral intention, and behavior. Collecting data using a questionnaire, while the respondents in this study were SMEs assisted by the Bandung City Chamber of Commerce as many as 100 respondents. Data processing using the SEM-PLS method using the smartPLS 3.0 software. The hypothesis test uses a significant level of 0.1. The results obtained from this study that perceived behavioral control and subjective norm have a positive and significant effect on behavioral intention to use the enterprise system. However, attitude toward behavior has a negative and significant effect on behavioral intention. In addition, behavioral intention has a positive and significant effect on behavior to use the enterprise system.

Keywords: Enterprise System, Small and Medium Enterprises, Theory of Planned Behaviour, smartPLS