

ABSTRACT

Technology is developing very quickly, everything will be easier with the help of technology, this is marked by the increasing number of companies or organizations using and implementing it to support their business processes. Enterprise systems have been widely adopted to improve the overall competitiveness of companies because, enterprise systems function as systems for integrating data and processes in a company or organization. This study aims to analyze the acceptance of enterprise systems to SMEs assisted by the Bandung City Chamber of Commerce and Industry, based on the questionnaire that has been distributed. The approach method used is Technology Acceptance Model 3. The model consists of 15 variables. Based on the results of research using Technology Acceptance Model 3, the following results were obtained: (1) subjective norms have a positive effect on Perceived Usefulness, (2) subjective norms have a positive effect on behavior intention, (3) image has a negative effect on Perceived Usefulness, (4) job relevance has a positive effect on Perceived Usefulness, (5) output quality has a positive effect on Perceived Usefulness, (6) result of demonstrability has a positive effect on Perceived Usefulness, (7) computer self-efficacy has a negative effect on perceived ease of use, (8) perception of external control has a negative effect on perceived ease of use, (9) computer anxiety has a negative effect on perceived ease of use, (10) computer playfulness has a positive effect on perceived ease of use, (11) perceived enjoyment negatively affects perceived ease of use, (12) objective useability has a positive effect on perceived ease of use, (13) perceived ease of use has a negative effect on Perceived Usefulness, (14) perceived ease of use has a negative effect on behavioral intention, (15) perceived of usefulness has a negative effect on behavioral intention, (16) behavioral intention has a negative effect on use behavior, (17) and subjective norms have a positive effect on image.

Keywords : *Technology Acceptance Model 3, Enterprise Systems, UKM.*