

## **ABSTRACT**

*The use of information and communication technology in this era of rapid technological advancement has transformed the way we interact, work, and live on a daily basis. The Industry 4.0 revolution drives companies to operate more efficiently in order to compete in an increasingly competitive market. In this context, Enterprise Resource Planning (ERP) has become a popular and widely used integrated business management solution, including at PT. Glico Indonesia. This research aims to understand the level of ERP adoption at PT. Glico Indonesia based on the Means of Engagement (MOE) model, which includes agreement, acceptance, approval, and adoption. The focus of the research is to evaluate user satisfaction in interacting with the ERP system as a key factor influencing ERP adoption. The research adopts a quantitative method using a survey questionnaire, employing the Technology Acceptance Model (TAM) and the theory of Diffusion of Innovation to support the analysis and understanding of factors influencing the adoption of information system technology. Human Computer Interaction and Computer Mediated Communication are also the focal points of the research in analyzing user interactions with the ERP system. The findings of this research are expected to provide in-depth understanding of the factors influencing ERP adoption at PT. Glico Indonesia. Thus, this research is expected to contribute to the development of the Means of Engagement (MOE) concept, which can assist the company in designing effective strategies and maintaining ERP adoption effectively.*

**Keywords – ERP System Adoption, Means Of Engagement, Interaction, Computer Mediated Communication, SEM-PLS.**