ABSTRACT

ERP system user engagement with adoption has various models used to explain its success, but does not provide a complete explanation such as Means of Engagement (MOE) by describing adoption as a dynamic process. One of the main factors for the success of ERP system implementation and ERP system adoption is Subscription. There is a need to identify the factors that influence user subscription and the relationship between user subscription and the level of user engagement. The purpose of this study is to identify the relationship between ERP system user subscription and user engagement factors with the ERP system at the levels of the Means of Engagement (MOE) concept and develop the Means of Engagement (MOE) concept in the relationship domain, especially the subscription factor at PT Glico Indonesia. The analysis method used to test the structural model that describes the relevant variables in the study, namely loyalty, convenience, personalization, curation, subscription, and engagement using the SmartPLS 4 application and SEM-PLS analysis. The test results prove that loyalty, convenience, personalization do not prove significant to subscription. While subscription is proven to significantly affect engagement. The results of this study are that it is hoped that PT. Glico Indonesia will ensure user subscription factors for the ERP system used to help increase and maintain adoptions.

Keywords : Means of Engagement, Subscription, ERP System Adoption, SEM-PLS