

ABSTRACT

The development of information technology holds an influence on increasing operational efficiency in various industrial sectors including the hospitality industry. Enterprise Resource Planning (ERP) system is an integrated system that is relied upon to improve operational efficiency and optimize company resources. PT GuestPro Teknologi Indonesia, is one of the providers of SaaS-based ERP solutions for the hospitality industry. However, the ERP system solution provided does not provide certainty in the successful acceptance and implementation of each client. Thus, this study aims to analyze the acceptance of ERP systems in the hospitality industry by end-users using the Unified Theory of Acceptance and Use of Technology 3 (UTAUT 3) model and identify factors that influence acceptance. Quantitative method with questionnaire distribution was used to collect. Data analysis was conducted using SEM-PLS with R programming to test nine specified hypotheses. The results showed that Performance Expectancy, Social Influence, Hedonic Motivation, and Price Value have a positive and significant influence on Behavioral Intention. Meanwhile, Habit and Behavioral Intention also have a significant effect on Use Behavior. However, Effort Expectancy, Facilitating Conditions, and Personal Innovativeness did not show a significant effect. The results of this study shed light on the important factors that support end-users' motivational and behavioral intentions to use ERP systems, as well as the need for attention to factors that can reduce acceptance success in order to be used to design more effective implementation strategies.

Keywords: *Enterprise Resource Planning (ERP), PT GuestPro Teknologi Indonesia, UTAUT 3, SEM-PLS.*