ABSTRACT

Information Technology plays a crucial role in the hospitality industry's ability to efficiently manage business processes. Enterprise Resource Planning (ERP) is an information system that integrates and automates business operations in hospitality companies. However, ERP implementation often faces failures due to high costs, complexity, and the need for deep technical expertise. This study addresses the issue of task fit and user satisfaction with the ERP system from PT GuestPro Teknologi Indonesia in the hospitality industry based on the TTF-ECT model using a PLS-SEM approach. This study uses PT GuestPro Teknologi Indonesia as the ERP system provider and focuses on end users at the company's clients. A quantitative method was used by distributing questionnaires. Data analysis was performed using the R programming language and PLS-SEM techniques to test 9 hypotheses. The results show that 6 hypotheses are accepted with positive and significant effects, namely the influence of Perceived Task Fit (PTF) on Utilization (UT), Continuance Intention (CI), and Satisfaction (SF). Then Confirmation (CF) on Perceived Task Fit (PTF). Lastly Service Quality (SQ) on Satisfaction (SF) and Confirmation (CF). However, 3 other hypotheses, namely the influence of Utilization (UT) on Continuance Intention (CI), Confirmation (CF) on Satisfaction (SF), and Satisfaction (SF) on Continuance Intention (CI), are not significant in influencing ERP system acceptance in the hospitality industry. This study concludes that most factors significantly influence ERP system acceptance in terms of user satisfaction, continuous intention, and task fit. However, there are some insignificant factors, indicating the need for improvements in certain aspects of the ERP system.

Keywords*: Enterprise Resource Planning (ERP), PT GuestPro Teknologi Indonesia, TTF-ECT, PLS-SEM*