

## **ABSTRACT**

*The rapid development of Information Technology has significantly changed business paradigms, especially in the hotel industry, which is the main focus of this research. With Information Technology becoming an essential part of decision-making, the implementation of Enterprise Resource Planning (ERP) systems has become crucial for improving hotel operational efficiency and effectiveness. In response, PT GuestPro Teknologi Indonesia offers cloud-based ERP services for the hotel industry, with a commitment to enhancing operational efficiency and productivity in Indonesia's tourism sector. However, the successful adoption of ERP systems is not always guaranteed due to the numerous challenges that end users face in accepting the technology. Therefore, the TOE (Technology, Organization, and Environment) model was chosen to evaluate the suitability of the model used and to identify factors that may influence the acceptance of implementation from the perspectives of technology, organization, environment, and individual end users. Additionally, PLS-SEM analysis and the R programming language in RStudio were used to provide more comprehensive insights. The research findings indicate that all 10 hypotheses were accepted, with the Technology, Organization, and Environment variables having a significant positive influence, while the two hypotheses related to the Individual variable showed a significant negative influence. This indicates that the TOE factors are effective in measuring and influencing ERP system acceptance by end users of PT GuestPro Teknologi Indonesia. Furthermore, the results also show that users are more likely to accept new technology if it is compatible, beneficial, advantageous, supported by organizational resources, and driven by environmental pressures, although resistance to change still exists.*

**Keywords:** *ERP, Hospitality Industry, PLS-SEM, PT GuestPro Teknologi Indonesia, RStudio, Technology Organization and Environment (TOE).*