

# Analisa faktor kerjasama dalam penerimaan ERP dengan pendekatan model TAM: studi kasus openbravo di PT L essential = Analysis of cooperation factor in acceptance of ERP with TAM model approach: openbravo case study at PT L essential

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## Abstrak

### **ABSTRAK**

Enterprise resource planning adalah software yang kompleks dan terintegrasi. Namun demikian, ERP diperlukan dalam mendukung strategi, operasional, analisa dan fungsi pengambilan keputusan. Openbravo adalah salah satu software ERP yang diimplementasikan di PT L rsquo;Essential. Kerjasama penggunaan Openbravo pada beberapa bagian seperti: gudang, production planning and control dan produksi masih kurang, sehingga data yang saling terkait seperti: stock, sales order dan delivery belum bisa digunakan secara langsung dalam proses pembuatan rencana produksi dan perhitungan kebutuhan bahan baku. Perusahaan perlu meneliti faktor-faktor kerjasama yang berpengaruh pada penerimaan dan pemahaman penggunaan sistem Openbravo yang dalam model TAM ditunjukkan dengan behavioral intention to use. Penelitian ini memperluas model TAM dengan penambahan faktor-faktor kerjasama. TAM terdiri dari perceived usefulness PU , perceived ease of use PEU , attitude toward use ATU dan behavioral intention to use BIU , sedangkan faktor - faktor kerjasama pada penelitian ini terdiri dari interdepartmental cooperation ICC , intradepartmental cooperation IC , implementation consultant IMC dan vendor support VS . Faktor-faktor kerjasama dipetakan ke dalam model TAM yang dihubungkan dengan PU dan PEU, PEU dihubungkan dengan PU, PEU dan PU dihubungkan dengan ATU, ATU dan PU dihubungkan dengan BIU. Data diolah dengan metode PLS-SEM menggunakan software smartPLS 3. Data didapat dari kuesioner yang disebarkan kepada pengguna sistem ERP di PT L rsquo;Essential yang berasal dari bagian purchasing, gudang, production planning and control dan lain-lain. Penelitian ini mendapatkan jumlah data responden sebanyak 55 dari 281 pengguna yang didaftarkan dalam sistem. Penelitian ini menggunakan tingkat signifikansi  $5\% = 0,05$  dengan nilai statistik  $t \geq 1,96$ . Hasil penelitian menunjukkan bahwa behavioral intention to use dipengaruhi oleh perceived usefulness. Perceived usefulness dipengaruhi oleh intradepartmental cooperation. Perceived ease of use dipengaruhi oleh interdepartmental cooperation dan intradepartmental cooperation. Attitude toward use dipengaruhi oleh perceived usefulness dan perceived ease of use. Faktor kerjasama intradepartmental cooperation terbukti mempunyai pengaruh positif terhadap penerimaan dan pemahaman penggunaan sistem Openbravo. Kata kunci: ERP, Openbravo, Cooperation, TAM, PLS-SEM

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### **ABSTRACT**

Enterprise resource planning is a complex and integrated software. However, ERP is needed in support of strategy, operations, analysis and decision-making functions. Openbravo is one of the ERP software implemented in PT L 39;Essential. Openbravo use cooperation in some parts such as: warehouse, production planning and control, and production is still lacking, so that interrelated data such as: stock, sales order and delivery can not be used directly in the process of making production plans and calculation of raw material needs. Companies need to examine the factors of cooperation that affect acceptance and understanding of

the use of Openbravo systems which in the TAM model is indicated by behavioral intention to use. This research extends the TAM model with the addition of cooperative factors. TAM consists of perceived usefulness PU , perceived ease of use PEU , attitude toward use ATU and behavioral intention to use BIU , while the factors of cooperation in this study consist of interdepartmental cooperation ICC , intradepartmental cooperation IC , implementation consultant IMC and vendor support VS . Cooperation factors are mapped into TAM models linked to PU and PEU, PEUs linked to PU, PEU and PU associated with ATU, ATU and PU connected to BIU. Data processed by PLS-SEM method using smartPLS 3 software. Data obtained from questionnaires distributed to users of ERP system in PT L 39;Essential derived from the purchasing, warehousing, production planning and control and others. This study obtained the number of respondents as much as 55 data out of 281 users registered in the system. This research uses 5 significance level  $\alpha = 0,05$  with statistic value  $t > 1,96$ . The results showed that behavioral intention to use was influenced by perceived usefulness. Perceived usefulness is influenced by intradepartmental cooperation. Perceived ease of use is influenced by interdepartmental cooperation and intradepartmental cooperation. Attitude toward use is affected by perceived usefulness and perceived ease of use. Intradepartmental cooperation factor has proven to have positive influence on acceptance and understanding of Openbravo system usage. Keywords: ERP, Openbravo, Cooperation, TAM, PLS-SEM