

Analysis of Interest in ERP Implementation Using the UTAUT Model in East Java MSMEs

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ABSTRACT

The development of information technology encourages micro, small and medium Enterprises (MSMEs) to implement an Enterprise Resource Planning (ERP) system to improve the efficiency of their business processes. However, the application of ERP among MSMEs is still relatively low, especially in East Java. Enterprise Resource Planning (ERP) is known as enterprise resource planning, which refers to managing various aspects of a company's business in an integrated manner. This study aims to determine the factors that influence interest in the use and behavior of using the ERP (Enterprise Resource Planning) system with the Unified Theory Of Acceptance And Use Of Technology (UTAUT) model. The UTAUT model has four independent variables, namely performance expectations, effort expectations, social influence, and facilitating conditions. The UTAUT model has two dependent variables, namely user interest and technology use behavior. In addition, this study adds one other variable, namely software security. In this study, a sample of 100 MSMEs was used. Data was obtained by distributing questionnaires and meeting with MSME owners in East Java. The data was then analyzed using SmartPLS 4.0 software. The test results indicate that the variables of performance expectations and facilitating conditions have a positive and significant effect on interest in using the ERP (Enterprise Resource Planning) system. Then, the hypotheses that were rejected, namely effort expectations, social influence, user interest and technology usage behavior.

Keywords: MSMEs in East Java, Enterprise Resource Planning (ERP), UTAUT, SmartPLS.

Keyword: Keyword1, Keyword2, Keyword3, **minimal 5 maximal 7.**

Article Info:

Article history:

Accepted: January 15, 2025

Revised: February 25, 2025

Approved: April 23, 2025

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1. INTRODUCTION

In the digital era of business, it is necessary to analyze supply chain management data based on Enterprise Resource Planning (ERP) to improve the operational performance of companies and MSMEs. Currently, many companies utilize Information Technology (IT) in their business processes, one of which is the implementation of enterprise resource

planning (ERP). ERP implementation is a complex business endeavor that requires an understanding of the process flow to overcome implementation challenges [1].

The ERP (enterprise resource planning) system functions to help companies manage various aspects of business operations, such as finance, manufacturing, supply chain, and human resources. ERP is not only applied in large companies, but small businesses such as MSMEs can implement it in managing their business. ERP implementation among MSMEs has the potential to provide great benefits, including increased operational efficiency, more effective business performance monitoring, and better decision-making capabilities. The role of micro, small, and medium enterprises (MSMEs) in the Indonesian economy is very important and a major factor in driving the country's economic growth [2]. The implementation of Enterprise Resource Planning (ERP) in the context of Micro, Small, and Medium Enterprises (MSMEs) has significant potential to provide benefits in improving operational efficiency and strengthening strategic decision making. Currently, the use of ERP technology in the MSME environment in Indonesia is still relatively low, one of which is in East Java Province. The number of ERP users in East Java MSMEs reaches around 500 users. Most MSME owners in East Java have not used technology to support their businesses. Most MSMEs feel that the cost of ERP implementation is too high, and lack of understanding of the long-term benefits going forward. Through this research, it can analyze the factors that influence interest in using ERP for MSMEs in East Java. The use of ERP technology in East Java is still relatively low [3].

The introduction of the concept of acceptance and use of information technology has become important in the business world and technological development. One model that is the basis for understanding the acceptance and use factors of information technology is the Unified Theory of Acceptance and Use of Technology (UTAUT). UTAUT is an approach to determine the acceptance of information technology that was first introduced by Wiswanath Venkatesh dkk [4]. According to Venkatesh, UTAUT aims to explain how a user's interest in using the system. Therefore, an important step to overcome this problem is to analyze the factors that influence interest in using ERP for MSMEs. The application of ERP in MSMEs has become a motivation to conduct research related to analyzing the factors that influence interest in using Enterprise Resource Planning (ERP) using the UTAUT model in the context of Micro, Small and Medium Enterprises (MSMEs) in East Java.

2. METHODS

This research uses a quantitative approach which aim to measure and analyzing variables which can be measured numerically, especially on factors that influence interest in using enterprise resource planning (ERP) in micro, small and medium enterprises (MSMEs) in East Java. The following are the research stages [5]:

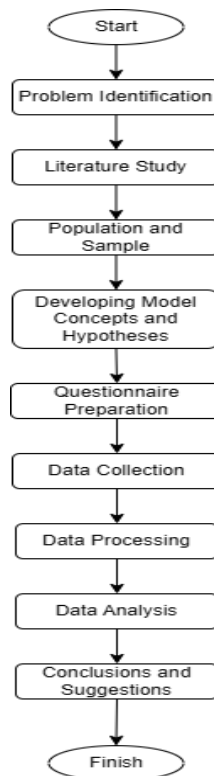


Figure 1. Research Stages

2.1 Problem Identification

Problem identification was carried out by gathering information from various sources related to issues in configuration management. The results include the problem formulation, research objectives, and relevant supporting data.

2.2 Literature Study

The literature review involved collecting and studying theories and concepts relevant to the research topic.

2.3 Population and Sample

The population in this study is MSMEs in East Java that use ERP systems. A non probability sampling method was used. Referring to Hair et al. (2011), the minimum sample size is 5 times the number of indicators. With 18 indicators, the required sample size is:

$$\begin{aligned}
 \text{Sample} &= n \times 5 \\
 &= 18 \times 5 \\
 &= 90
 \end{aligned}$$

Thus, the study requires at least 90 respondents.

2.4 Conceptual Model and Research Hypothesis

This study uses the UTAUT model, which includes four main variables: performance expectancy, effort expectancy, facilitating conditions, and social influence. To expand the analysis, the study adds another variable, namely software security, which refers to users' perception of how secure the system is. People are more likely to use technology they believe is safe and reliable. This additional variable helps explain the factors that influence the use of information technology in the context being studied. The research framework is shown below:

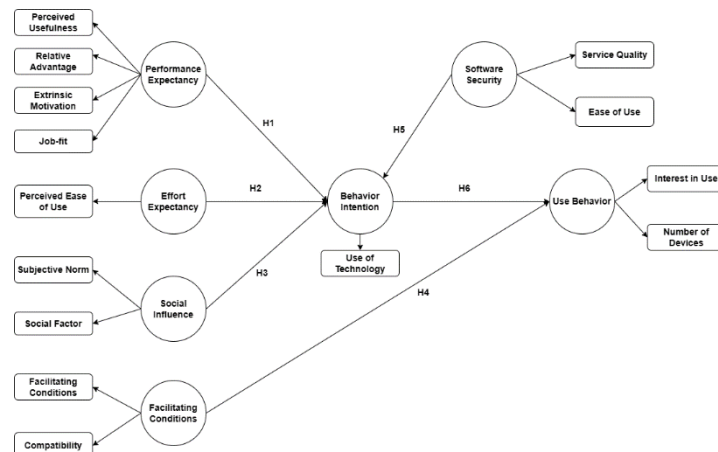


Figure. 2 Development of the conceptual model and hypotheses

Based on the conceptual framework that has been explained, the following is the formulation of the hypothesis in this research:

H1 : Performance Expectancy has a Significant Positive Effect on Behavioural Intention in Interest in Using the ERP System

Someone who has performance expectancy will affect behavior intentions in using a new system. The research shows a positive and significant impact of the Performance Expectancy construct on Behavioral Intention[6]. This happens if the system can increase customer expectations, there will be a direct influence on the intention to use the system.

H2 : Effort Expectancy has a Significant and Positive Effect on Behavioral Intention in Interest in Using the ERP System.

The research states that the moderator variable has a positive effect on user acceptance of the System Application and Product (SAP) in data processing within the Enterprise Resource Planning (ERP) system [7]. This is due to the existence of a user-friendly interface, and there is a quick help option so that it becomes a platform that is not too complicated to use.

H3 : Social Influence has a Significant Positive Effect on Behavioural Intention in Interest in Using the ERP System.

A person's interest in using technology can be influenced by other people to convince him to use a new system. With the influence of the surrounding environment, it will generate interest in a person. It states that Social Factors have a significant influence on IT Utilization Interest [8]. This occurs because stronger social factors tend to increase an individual's intention to adopt information technology.

H4 : Facilitating Conditions Have a Significant Positive Effect on Use Behavior in the Use of ERP Systems

According to the research, facilitating conditions have a significant effect on the adoption of information technology. The test results obtained evidence that facilitating conditions have a positive but in significant effect [8]. This is due to the fact that better facilitating conditions tend to lead to greater utilization of information technology.

H5 : Software Security has a Significant Positive Effect on Use Behavior in the Use of ERP Systems.

An individual's trust in the adoption of a technology can be influenced by technological security. According to research, perceived software security serves as a key determinant of individual behavioral intentions to use information systems [9]. Greater individual trust in device security is associated with increased acceptance of ERP software.

H6 : The effect of interest in using ERP has a Significant Positive Effect on ERP Usage Behavior

Behavioral intention refers to an individual's willingness to use information technology in pursuit of their personal goals. Research states that the successful use of ERP in companies is strongly influenced by user interest. The test results obtained empirical evidence that the effect of interest in ERP use on Technology Use Behavior has a significant effect. This indicates that a greater interest in utilizing technology tends to result in increased IT usage [10].

2.5 Questionnaire Preparation

Before compiling the questionnaire, the researcher first collected indicators of each research variable. The indicators in this research can be seen in the following table [10]:

Table 1. Questionnaire Preparation

Variable	Indicator	Code	Source
Performance Expectancy	Perceived Usefulness	PU1	Venkatesh et al., (2003),
	Relative advantage	RA1	
	Extrinsic motivation	EM1	
	Job-fit	JF1	
Effort Expectancy	Perceived ease of use	PE1	Jogiyanto (2007), Venkatesh et al., (2003)
		PE2	
Social Influence	Subjective Norm	NS1	Venkatesh et al., (2003)
	Social Factors	FS1	
Facilitating conditions	Facilitating Conditions	FC1	Venkatesh et al., (2003)
		FC3	
	Compatibility	KC2	
Software Security	Service Quality	KL1	McGraw, (2004)
	Ease Of Use	KP2	Venkatesh et al., 2003
Interest in Use	Use of Technology	PT1	Davis et al., (1989)
		PT2	
		PT3	
Technology Use Behavior	Interest in use	MP1	Thompson et al., (1991) dalam Pramudita (2010)
	Number of types of software used.	JP1	

After compiling the indicators for each variable, the researcher compiled statements for the questionnaire based on the indicators that had been compiled. The following is a statement of each indicator.

Table 2. Statement of Each Indicator

Code	Statement
PU1	I feel that using an ERP system can help in completing business processes properly.
RA1	I believe that the use of ERP can increase efficiency in the implementation of business tasks.
EM1	My ability to master the ERP system can provide benefits in developing my skills.
JF1	ERP system can improve job performance when facing difficulties in business management
PE1	I feel that the ERP system is easy to use, and can be easily understood in its application.
PE2	I can use the system without training.
NS1	I think the owner and coworkers are very important in supporting or using the ERP system.
FS1	I believe that influences from the environment, business partners or competitors can motivate to use the ERP system.
FC1	I think the existence of facilities such as computers and software is very necessary to use the ERP system.
FC3	I believe that the IT infrastructure in my business is ready to support the use of open source or cloudbased ERP.
KC2	I use the system according to the way of working in business operations.
KL1	SAP system can protect my work data
KP2	I believe that I can enter data correctly and use features in the ERP system appropriately.
PT1	I have a desire to use the ERP system in the future
PT2	I predict that I will use the ERP system in the future.
PT3	I plan to use the ERP system in the future
MP1	I use computer-based information systems in one day (related to my work) for more than 30 minutes.
JP1	I have several types of applications used for work (such as, microsoft word, microsoft excel, etc.).

The questionnaire is compiled based on the research indicators, using a Likert scale. According to the research, states that the Likert scale is a scale used to measure attitudes, opinions, and perceptions of a person regarding social phenomena. In this study, the score given for the Likert scale is between scores (1- 4) as follows [11]:

Table 3. Likert Scale

Assessment Criteria	Score
Strongly Agree	4
Agree	3
Disagree	2
Strongly Disagree	1

2.6 Data Collection and Processing data

Collecting data in this study, namely questionnaires distributed directly or via online, namely Google Form links that are distributed through social media applications. The preprocessing process aims to determine the validity and reliability of the data obtained. In this study, two preprocessing processes were carried out, namely missing values and data cleaning [5].

2.7 Data Analysis

This study employs the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, with data processing carried out using SmartPLS software. The analysis includes evaluation of the measurement model (outer model) and hypothesis testing through the structural model (inner model) [12] :

1. Measurement model (outer model)

The measurement model (outer model) is used to assess the validity and reliability of the model. The evaluation of the outer model involves several stages, including:

a. Convergent Validity

Convergent validity is achieved when indicators strongly correlate with their construct. It is considered valid if the AVE value above 0.50 or outer loading scores exceeding 0.60 indicate acceptable convergent validity

b. Discriminant Validity

Discriminant validity is confirmed when an indicator relates more to its own construct than to others, based on cross loading values.

c. Composite Reliability

Composite reliability shows internal consistency. A construct is reliable if the composite reliability exceeds 0.70.

2. Structural model (inner model)

The structural model (inner model) tests the causal relationship between latent variables. It uses bootstrapping to determine the significance of each hypothesis. This process includes several steps, starting with collinearity assessment, followed by inner model testing :

a. Path Coefficient

The PLS-SEM algorithm produces a standardized path coefficient value with a value range of -1 to +1. A path coefficient value close to +1 indicates a strong positive relationship while if the value is close to -1 it indicates a strong negative relationship.

b. Coefficient determination (R-Square)

Coefficient determination (R-Square) is used to measure how much endogenous variables are influenced by other variables. The R-Square value is divided into 3 criteria as follows:

Table 4. R-Square

R-Square value	Description
$>0,67$	Strong Influence
$0,33 - 0,67$	Moderate Influence
$>0,19 - <0,33$	Weak Influence

c. F-Square Test

The F-Square test aims to determine the extent to which the independent variable affects the dependent variable. The F-Square value is divided into 3 criteria as follows:

Table 5. F-Square

F-Square value	Effect Level
$0,35 - 1$	Large
$0,15 - 0,34$	Medium
$0 - 0,14$	Small

d. Partial Significance Test (t Statistical Test)

To test whether the independent variables have an influence on the dependent variable, the t test (partial hypothesis test) is used. Partial hypothesis testing is to test each independent variable regression coefficient whether it has an influence or not on the dependent variable. To conclude whether the hypothesis is accepted or rejected, the p-value at a significance of $\alpha = 5\%$ or 0.05 is used.

3. RESULTS AND DISCUSSION

3.1 General Description of Respondents

Respondent data was collected through questionnaires distributed from June 7 to June 19, 2023, involving 100 MSMEs. The demographic information includes business type, location, ERP application used, and duration of system implementation. Most respondents came from food (58), furniture/interior (21), manufacturing (8), handicraft (4), glassware (3), IT/gadget (3), fashion (2), and camera retail (1) industries. Their businesses are mainly located in Surabaya, Malang, Madiun, and Mojokerto. ERP systems used include Weberp, Odoo, Microsoft Dynamics, Zoho Inventory, Cloud Accounting, Open Bravo, and others like Zahir, Kledo, and Eagle Soft. Regarding usage duration, 8 have used ERP for under 1 year, 43 for 1–2 years, 4 for 2–3 years, and 45 for more than 3 years.

3.2 Data analysis

a) Measurement Model Test (Outer Model)

1. Convergent Validity

Indicators are considered valid if they have an AVE value above 0.5 or all outer loading variable dimensions have a loading value above 0.5. Variable indicator outer loading value above 0.60 and AVE value above 0.50.

Table 6. Outer Loading

Variable	Indicator	Item	Outer Loading
Performance Expectancy	Perceived Usefulness	PU1	0.719
	Relative Advantage	RA1	0.810
	Extrinsic Motivation	EM1	0.831
	Job-fit	JF1	0.711
Effort Expectancy	Perceived Ease	PE1	0.716
		PU2	0.672
Social Influence	Subjective Norm	NS1	0.872
	Social Factor	FS1	0.763
Facilitating conditions	Facilitating Conditions	FC1	0.693
		FC3	0.779
	Compatibility	KC2	0.813
Software Security	Service Quality	KL1	0.930
	Ease of Use	KP1	0.782
Behavior Intention	Use of Technology	PT1	0.731
		PT2	0.660
		PT3	0.809
Use Behavior	Interest in Use	MP1	0.845
	Number of Devices	JP1	0.711

Table 7. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Performance Expectancy	0.592
Effort Expectancy	0.500
Social Influence	0.671
Facilitating Conditions	0.583
Software Security	0.738
Behavioral Intention	0.542
Use Behavior	0.736

2. Discriminant Validity

Discriminant validity is tested by comparing the square root of AVE with latent variable correlations. Indicators are valid if the AVE square root is higher than the correlation between latent variables.

Table 8. Discriminant validity

	BI	EE	FC	PE	SI	SS	UB
BI	1.000	0.439	0.207	0.414	0.249	0.314	0.320
EE	0.439	1.000	0.104	0.252	0.264	0.271	0.261
FC	0.207	0.104	1.000	0.015	-0.107	-0.096	0.754
PE	0.414	0.252	0.015	1.000	0.546	0.409	0.008
SI	0.249	0.264	-0.107	0.546	1.000	0.596	-0.205
SS	0.314	0.271	-0.096	0.409	0.596	1.000	-0.170
UB	0.320	0.261	0.754	0.008	-0.205	-0.170	1.000

Table 9. The Result of Comparing $\sqrt{\text{AVE}}$ with Latent Variable Correlation

Variable	AVE	Square Root of AVE	Highest Correlation	Description
Performance Expectancy	0.592	0.770	0.546 (Social Influence)	Valid
Effort Expectancy	0.500	0.707	0.439 (Behavioral Intention)	Valid
Social Influence	0.671	0.819	0.596 (Software Security)	Valid
Facilitating Conditions	0.583	0.764	0.754 (Use Behavior)	Valid
Software Security	0.738	0.859	0.596 (Social Influence)	Valid
Behavioral Intention	0.542	0.736	0.439 (Effort Expectancy)	Valid
Use Behavior	0.736	0.858	0.754 (Facilitating Conditions)	Valid

3. Composite Reliability

The construct is said to be reliable if the composite reliability value is > 0.70 . In table 4.5, it meets the composite reliability requirements, namely each value is > 0.70 .

Table 10. Composite Reliability

Variable	Composite reliability
Performance Expectancy	0.853
Effort Expectancy	0.700
Social Influence	0.803
Facilitating Conditions	0.807
Software Security	0.848
Behavioral Intention	0.779
Use Behavior	0.848

b) Measurement Model Test (Inner Model)

1. Path Coefficient

Based on the path coefficient analysis, it is found that one variable (social influence on behavioral intention) does not show a significant impact, while the other five variables demonstrate significant relationships within the research model.

Table 11. Path Coefficient

Hypothesis	Path Coefficient	Description
Performance Expectancy has a significant positive effect on Behavioral Intention in using ERP Systems	0.325	Significant
Effort Expectancy has a significant positive effect on Behavioral Intention in using ERP Systems	0.344	Significant
Social Influence has a positive effect on Behavioral Intention in using ERP Systems	-0.111	Not Significant
Facilitating Conditions have a significant positive effect on ERP System Use Behavior	0.718	Significant
Software Security has a significant positive effect on Behavioral Intention in using ERP Systems	0.154	Significant
Behavioral Intention has a significant positive effect on ERP System Use Behavior	0.172	Significant

2. R-Square

The R-Square analysis indicates that the first variable, Behavioral Intention (BI), has an R-Square value of 0.306, which is considered moderate. The second variable, Use Behavior (UB) shows an R-Square value of 0.597, which is categorized as high.

Table 12. R-Square Value

Dependent Variable	R-Square	Description
BI	0.306	Medium
UB	0.597	Medium

3. F-Square

The F-Square results show that Facilitating Conditions have a high impact on Use Behavior (1.225), while Social Influence has a very low impact on Behavioral Intention (0.010).

Table 13. F-Square Value

Variable Relationship	F-Square Value	Influence Category
Behavioral Intention and Use Behavior	0.070	Small
Effort Expectancy and Behavioral Intention	0.154	Medium
Facilitating Conditions and Use Behavior	1.225	Large
Performance Expectancy and Behavioral Intention	0.104	Small
Social Influence and Behavioral Intention	0.010	Small
Software Security and Behavioral Intention	0.021	Small

4. Hypothesis Test

In this study, hypothesis testing was conducted using the bootstrapping technique in SmartPLS to evaluate the relationships between the variables in the proposed research model. A hypothesis is accepted if the p-value is below 0.05 and the t-statistic is greater than 1.96. Otherwise, the hypothesis is rejected. The results of the hypothesis testing are summarized in the following table:.

Table 14. Hypothesis Test

Hypothesis (H ₀)	T-Statistic	P-Value	Description
H1: Performance Expectancy does not significantly affect Behavioral Intention to use ERP systems	2.446	0.014	Accepted
H2: Effort Expectancy does not significantly affect Behavioral Intention to use ERP systems	1.733	0.083	Rejected
H3: Social Influence does not significantly affect Behavioral Intention to use ERP systems	0.387	0.699	Rejected
H4: Facilitating Conditions do not significantly affect Use Behavior in ERP system usage	10.669	0.000	Accepted
H5: Software Security does not significantly affect Behavioral Intention to use ERP systems	1.242	0.214	Rejected
H6: Behavioral Intention has a significant effect on Use Behavior in ERP system usage	1.273	0.203	Rejected

5. Discussion

This study explains the relationship and significance between research variables using P-Values and T-Statistics. Of six hypotheses, only H1 and H4 are accepted. H1 ($t = 2.446$; $p = 0.014$) shows that Performance Expectancy positively affects Behavioral Intention, supporting findings from previous studies. H4 ($t = 10.699$; $p = 0.000$) indicates that Facilitating Conditions significantly affect Use Behavior, which aligns with prior research confirming that sufficient resources support ERP usage. Meanwhile, H2, H3, H5, and H6 are rejected due to insignificant results. H2 ($t = 1.733$; $p = 0.083$) suggests Effort Expectancy has no significant impact, possibly due to ERP system complexity that hinders MSME adoption. H3 ($t = 0.387$; $p = 0.699$) indicates Social Influence does not affect intention to use ERP. Similarly, H5 ($t = 0.387$; $p = 0.699$) shows that Software Security is not well understood, so it does not directly impact system use. H6 ($t = 1.273$; $p = 0.203$) implies that Behavioral Intention has no significant effect on Use Behavior in this context.

4. CONCLUSION

Based on the above results, it can be concluded that the Performance Expectancy and Facilitating Conditions factors have a significant influence on interest in using ERP. This shows that the performance expectations generated by ERP use and adequate support to facilitate ERP use are important aspects in encouraging user interest. In contrast, the Effort Expectancy factor, Social Influence, Software Security, and the relationship between Behavioral Intention and Use Behavior do not have a significant effect. This means that these variables are not the main factors influencing ERP acceptance in the context of this study.

5. SUGGESTION

For MSMEs who want to implement an effective ERP system, it is recommended to choose a platform that is simple but has significant benefits, such as efficient stock management, accurate financial records, and integrated sales management. This system must be able to provide tangible results in the daily operations of MSMEs. In addition, MSMEs are advised to provide free training to their employees in the use of ERP systems, offer easily accessible technical support services, and provide practical guides that ease the implementation and use of the system. These steps will support the effective adoption of ERP systems in MSME business processes

6. ACKNOWLEDGEMENTS

The author would like to express sincere gratitude to herself and to her parents for their continuous support throughout this journey. Special thanks are also extended to Ms. Ghea Sekar Palupi, the supervising lecturer, for her guidance, patience, and encouragement. The author is also grateful to Universitas Negeri Surabaya for providing the opportunity to study, along with the knowledge and adequate facilities that supported the completion of this research.

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