

ABSTRACT

The Effect of Subjective Norm, Perceived Enjoyment, and the Technology Acceptance Model on Intention to Use ERP System with Culture as a Moderator Variable

ERP system is a complex system for integrating all business processes within a company. Implementation of ERP systems will not work effectively and billions of investment dollars will be wasted. Failure or delay of successful implementation of ERP systems is generally caused by human factors. The purpose of this study was to examine and analyze subjective norm, perceived enjoyment, perceived usefulness, and perceived ease of use on intention to use ERP system with culture as a moderator variable. Research design was non-experimental and type of research was an explanatory research or a hypothesis testing for causal studies. Dimension of time was a cross sectional. Data collection techniques was closed questionnaire that distributed by email and be filled online on the website www.gracetpontoh.com/erp1. The respondents were the users of the companies who have adopted the ERP system in Indonesia with a sample of 153. The unit of analysis was the individual and the data were analyzed using *Analysis of Moment Structure* 18 software (AMOS 18).

The results of this study indicate that (1) subjective norm did not affect perceived ease of use. (2) subjective norm did not affect perceived usefulness. (3) subjective norm has a significant positive effect on the perceived enjoyment. (4) subjective norm has a significant positive effect on the intention to use ERP system. (5) Perceived enjoyment has a significant positive effect on the perceived ease of use. (6) Perceived enjoyment has a significant positive effect on the perceived usefulness. (7) Perceived enjoyment did not affect the intention to use ERP system. (8) The effect of perceived ease of use on perceived usefulness is moderated by uncertainty avoidance culture. (9) The effect of perceived ease of use on the perceived usefulness is moderated by masculinity/femininity culture. (10) The effect of perceived ease of use on intention to use ERP system is not moderated by uncertainty avoidance cultures. (11) The effect of perceived ease of use on intention to use ERP system is moderated by masculinity/femininity culture. (12) The effect of perceived usefulness on intentions to use ERP system is moderated by uncertainty avoidance culture. (13) The effect of perceived usefulness on the intention to use ERP system is moderated by masculinity/femininity culture.

Keywords: subjective norm, perceived enjoyment, technology acceptance model, intention to use ERP, culture