

## INTISARI

PT XYZ Oil and Gas Company, sebagai salah satu pemain kunci di sektor Badan Usaha Milik Negara (BUMN) di Indonesia, telah mengimplementasikan sistem *Digital Procurement* sebagai bagian dari strategi transformasi digitalnya. Meskipun demikian, Sub-Holding Upstream mengalami partisipasi yang rendah, di mana 41% Penyedia Barang dan Jasa (PBJ) gagal memenuhi persyaratan pengadaan tepat waktu. Penelitian ini bertujuan untuk mengidentifikasi variabel dan menganalisis hubungan antar variabel dan indikator yang memengaruhi penerimaan *Digital Procurement* di *Subholding* memberikan rekomendasi strategi untuk meningkatkan keterlibatan pengguna dan intensi penggunaan sistem secara berkelanjutan. Fokus penelitian ini pada 18 kelompok pembeli di seluruh Indonesia, dengan pengumpulan data kualitatif dari penyedia yang terlibat dalam proses *Digital Procurement* selama periode 2023-2024. Analisis menggunakan *Technology Acceptance Model* (TAM) dan *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa jalur utama yang mempengaruhi *Intention to Continuous Use* dimulai dari variabel *Usability*, yang secara signifikan memengaruhi *Perceived Ease of Use* dan *Attitude Toward Use*, baik secara langsung maupun tidak langsung melalui *Perceived Usefulness*. Hubungan terkuat ditemukan antara variabel *Attitude Toward Use* dan *Intention to Continuous Use* dengan nilai koefisien jalur sebesar 0.529, yang menunjukkan bahwa sikap positif pengguna sangat penting untuk keterlibatan berkelanjutan. Kesimpulan penelitian ini mengidentifikasi lima variabel eksternal, yaitu proses, konten, *usability*, pelatihan, dan profesionalisme yang memengaruhi penerimaan. *Usability* menjadi faktor yang paling berpengaruh dengan nilai koefisien jalur sebesar 0.462 antara *Usability* dan *Perceived Ease of Use*. Peningkatan pada aspek *usability*, seperti akses lintas perangkat, ketersediaan 24/7, serta penambahan fitur pelacakan, bersama dengan pelatihan yang terarah dan peningkatan profesionalisme, direkomendasikan untuk meningkatkan adopsi dan penggunaan sistem digital procurement secara berkelanjutan.

**Kata kunci :** *Technology Acceptance Model* (TAM), *Digital Procurement*, Perusahaan Minyak dan Gas, SEM PLS

## ABSTRACT

*PT XYZ Oil and Gas Company, a key player in Indonesia's State-Owned Enterprises (SOEs) or Badan Usaha Milik Negara (BUMN), has implemented a Digital Procurement system as part of its broader digital transformation strategy. Despite this, the Upstream Sub-Holding has seen low participation, with 41% of Goods and Services Providers failing to meet procurement requirements on time. This research aims to identify the variables and analyze the relationships between variables and indicators affecting the acceptance of Digital Procurement in the Sub-Holding and provide strategic recommendations to improve user engagement and the intention to use the system continuously. Focusing on 18 buyer groups across Indonesia, the study collects qualitative data from providers involved in the Digital Procurement process during 2023-2024. The analysis applies the Technology Acceptance Model (TAM) and Partial Least Squares Structural Equation Modeling (PLS-SEM). The results reveal that the main path influencing Intention to Continuous Use begins with Usability, which has a significant impact on Perceived Ease of Use and Attitude Toward Use, both directly and indirectly through Perceived Usefulness. The strongest relationship is between Attitude Toward Use and Intention to Continuous Use, with a path coefficient of 0.529, highlighting the importance of user attitudes for sustained engagement. The conclusion identifies five external variables—processing, content, usability, training, and professionalism—affecting acceptance. Usability stands out as the most influential factor, with a path coefficient of 0.462 between Usability and Perceived Ease of Use. Enhancing system usability, such as ensuring access across devices, 24/7 availability, and the inclusion of tracking features, along with targeted training and increased professionalism, are recommended to boost adoption and ongoing use of the digital procurement system.*

**Keywords:** *Technology Acceptance Model (TAM), Digital Procurement, Oil and Gas Company, SEM PLS*