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Analysis of the Factors of Business Process Management in Felcra Berhad by Using Technology Adoption Model
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Abstract

This study aims to explain the factors influencing the technology acceptance model of Business Process Management technology services in FELCRA Berhad. By analyzing these factors, the research seeks to uncover the determinants that affect the acceptance of Business Process Management technology services within FELCRA Berhad, providing insights crucial for enhancing technological integration and operational efficiency. This research utilized a mixed methods approach, employing semi-structured interviews to explore user experiences and validate a modified UTAUT2 model, alongside a large-scale questionnaire survey to measure of Business Process Management technology services acceptance and identify influencing factors among FELCRA Berhad employees. This combined approach offered a comprehensive understanding of user acceptance within the organization. The study validates a modified of Business Process Management technology services acceptance model at FELCRA Berhad, emphasizing user familiarity, training, management support, and alignment with organizational goals. Findings align with the UTAUT2 model, showing that factors like performance expectancy, effort expectancy, social influence, facilitating conditions, and user experience are crucial for technology acceptance. The survey of 500 respondents confirms these factors significantly influence farmers' intention to accept of Business Process Management technology services, with familiarity moderating specific relationships, such as performance expectancy and social influence. These insights suggest strategies to enhance of Business Process Management technology services and operational efficiency at FELCRA Berhad. Our findings inform FELCRA Berhad farmers about the factors influencing their acceptance of Business Process Management technology services, as evaluated through the UTAUT2 model. This understanding can help them address UTAUT2-related factors that might hinder of Business Process Management technology services acceptance. By addressing these factors, FELCRA Berhad can improve farmers' familiarity with of Business Process Management technology services and their behavioral intention to use it in daily plantation work. This, in turn, can lead to higher acceptance levels, resulting in more efficient work processes and potentially increased yields. This research breaks new ground by applying an adapted UTAUT2 model to explore how FELCRA Berhad farmers accept Business Process Management technology services. The model incorporates Familiarity as a key factor influencing user acceptance and examines how familiarity moderates the influence of other UTAUT2 aspects on farmers' willingness to use Business Process Management technology services. This unique approach provides valuable insights to improve FELCRA Berhad's strategies for successful Business Process Management technology services implementation among their farmers. © (2024), (Elite Scientific Publications). All rights reserved.

Author Keywords

Business Process Management (BPM); FELCRA Berhad; Operational Efficiency; Technology Acceptance; Technology Services Familiarity; User Experience; UTAUT2 Model

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