

Title

(The title should be clear, brief, and informative, and written in English with a maximum of 12 words. Abbreviation and formula should be avoided, Times new roman 14 bold).

Author 1¹, Author 2², Author 3³ *(Times new roman 12 Bold, 6 author max)*

¹Department of Management, Universitas Negeri Jakarta, Indonesia

²Department of Management, Universiti Malaysia Sabah

³School of Evaluation and Research, Thaksin Universit, Thailand.

Abstract *(Times new roman, 12 Bold)*

The abstract is a shortened of the paper and should contain what the purpose of the research was, how the research was conducted, what the results were, and the significance of the results. Nonstandard abbreviation should be avoided. This section should not exceed 200-250 words.

Keyword: green; promotion; attitude; TPB; body care; brand

(3-6 keyword, Times new roman 12pt)

1. Introduction

In recent years, the rapid advancement of technology has created a significant demand for integrated systems. As a result, Enterprise Resource Planning (ERP) has become an indispensable component within business organizations (Caison et al., 2008; Madan & Yadav, 2018). ERP is a comprehensive management information system that aids management in decision-making. The presence of this technology enables companies to acquire information rapidly and with precision. Modern ERP technology has the capability to generate various data points during each operational process, empowering users to access fresh insights for decision-making purposes (Adjei et al., 2021; Jang et al., 2021). Additionally, ERP systems can effectively oversee all facets of business units, thereby enhancing the efficiency of business processes.

2. Literature Review

2.1 Theory

The rapid pace of technological advancement has led to a heightened demand for integrated systems. Consequently, Enterprise Resource Planning (ERP) has become an indispensable component of business organizations (Caison et al., 2008; Madan & Yadav, 2018). ERP is defined as an integrated management information system that aids decision-making within management. This technology's presence enables companies to

access information swiftly and accurately. Furthermore, modern ERP technology can generate various pieces of information during each process, empowering users to obtain fresh insights for decision-making purposes (Adjei et al., 2021; Jang et al., 2021). ERP also possesses the capability to oversee all facets of business units, ultimately enhancing the efficiency of business processes.

2.2 Theory 2

After compiling the research instrument, the next step is to distribute the questionnaire form online through social media. After obtaining the number of samples, the data was analyzed using SEM PLS using the help of smart pls 3.0.

3. Material and Method

The method should provide detailed information to allow the experiments to be repeated by others. In sum, this section provides all the methodological details that other researchers need to duplicate your work in the future. Please specify the research design, samples, research instruments, procedures, and data analysis in brief.

3.1 Design Study

This section outlines the process of collecting and employing data to address the hypotheses put forth. The study focuses on individuals belonging to the millennial generation in Indonesia who use digital banking services. Those eligible to complete the questionnaire are individuals who actively utilize digital banking channels, including but not limited to mobile banking, internet banking, or other digital platforms.

3.2 Data Analysis

After compiling the research instrument, the next step is to distribute the questionnaire form online through social media. After obtaining the number of samples, the data was analyzed using SEM PLS using the help of smart pls 3.0.

Figure 1. Research Model

(Times new roman 12pts)

4. Result

There are 3 stages in the measurement model, and the first is to analyze internal consistency. Second, evaluate the validity of the construct. Furthermore, the final step is to determine discriminant validity. The internal consistency value is obtained by assessing Cronbach alpha (CA) and Composite Reliability (CR) values, as shown in Table 2. The recommended value to meet good reliability is above 0.7.

Table 1. Fornell-Larcker Criterion

	DBA	DSC M	INNV	INSC	INTD B	OPT M	PEUE	PU
DBA	0,903							
DSCM	0,659	0,825						
INNV	0,715	0,706	0,846					
INSC	0,773	0,751	0,725	0,806				
INTDB	0,835	0,660	0,692	0,742	0,849			
OPTM	0,753	0,630	0,720	0,740	0,724	0,871		
PEOU	0,880	0,715	0,738	0,825	0,823	0,746	0,881	
PU	0,869	0,647	0,676	0,739	0,877	0,763	0,827	0,912

Table 2. R Square

	R Square	R Square Adjusted	Criteria
DBA	0,697	0,697	Moderate
INTDB	0,800	0,799	Substantial
PEOU	0,744	0,742	Moderate
PU	0,660	0,657	Moderate

5. Discussion

This study demonstrates that the enhancement of online learning adoption and satisfaction through Gamification is shaped by various factors that reinforce the acceptance model, particularly the perception of ease of use. Earlier research has indicated that the PEOU (perceived ease of use) construct is indeed the most influential factor in acceptance, not only in the education sector but also in other sectors such as business and public administration.

6. Conclusion, Implication, and Recommendation

This study makes a significant theoretical contribution, particularly within the realm of the technology acceptance model. The findings of this research provide evidence that, within the context of continuing to use ERP Gamification for learning, the TAM model, with a

specific focus on perceived ease of use, plays the most substantial role in influencing an individual's intention. Nonetheless, it's worth noting an important aspect of this research's contribution, which is that perceived usefulness does not positively impact this intention.

7. References (Times new roman, 12pt, bold)

Please use APA 7 reference guide (<https://apastyle.apa.org/>) when preparing your paper. The examples of reference format are:

Article Journal

Adjei, J. K., Adams, S., & Mamattah, L. (2021). Cloud computing adoption in Ghana; accounting for institutional factors. *Technology in Society*, 65, 101583. <https://doi.org/10.1016/J.TECHSOC.2021.101583>

Caison, A. L., Bulman, D., Pai, S., & Neville, D. (2008). Exploring the technology readiness of nursing and medical students at a Canadian University. *Journal of Interprofessional Care*, 22(3), 283–294. <https://doi.org/10.1080/13561820802061809>

Jang, M., Aavakare, M., Nikou, S., & Kim, S. (2021). The impact of literacy on intention to use digital technology for learning: A comparative study of Korea and Finland. *Telecommunications Policy*, 45(7), 102154. <https://doi.org/10.1016/J.TELPOL.2021.102154>

Madan, K., & Yadav, R. (2018). Understanding and predicting antecedents of mobile shopping adoption: A developing country perspective. *Asia Pacific Journal of Marketing and Logistics*, 30(1), 139–162. <https://doi.org/10.1108/APJML-02-2017-0023>