

ABSTRACT

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**Factors Influencing The Acceptance of Software As A Service Model, toward
Sales Force Automation System, on Pharmaceutical Company in Indonesia.**

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Key Word : *cloud computing, SFA, SaaS, acceptance model.*

One of the business models of Cloud Computing that provides internet-based applications, the so-called Software as a Service (SaaS), allows users to get an easy way because the infrastructure has already been provided by the application vendor. The many uses of SaaS model among others is on Sales Force Automation (SFA) application, which is widely used by companies to monitor the performance of the mobile team serving in the field in order to increase sales/service, and another one which is the focus of this thesis is the one used in pharmaceutical companies. However, the acceptance of SFA system with SaaS model on pharmaceutical companies in Indonesia is not too encouraging. Therefore, this study investigated factors that influence the SFA system with SaaS model on pharmaceutical companies in Indonesia, using the Technology Acceptance Model (TAM). The variables studied were Perception of Usefulness, Perception of Ease to Use, Perception of Risk, Perception of Price, Visibility, and Social Influence against the Attitude towards Using SFA System with SaaS Model. The study took

samples from the decision makers of pharmaceutical companies in the Greater Jakarta and Bandung, with the number of valid questionnaires of 50 respondents. The results obtained with multiple regression is that the significant factors influencing the acceptance of SFA system with SaaS model is the Perception of Price factor and the Social Influence factor, with each test value for p-value Significant coefficients of 0001 and 0 (p-value <0.05). The test results also suggested that other factors studied do not significantly influence the attitude towards the use of the SFA system with SaaS model.