ABSTRACT

This study was conducted to analyze the relationship between a specific learning style in the Enterprise Resource Planning (ERP) course and the readiness to use ERP technology among undergraduate Accounting students at the Faculty of Economics and Business, Diponegoro University, Semarang. The study employs Kolb's Experiential Learning Theory by Kolb (1984), which consists of four dimensions: Concrete Experience (CE), Reflective Observation (RO), Abstract Conceptualization (AC), and Active Experimentation (AE), as well as the Technology Readiness Index 2.0 (TRI 2.0) developed by parasuraman and Colby (2015), which includes four dimensions: Optimism (OPTM), Innovativeness (INV), Discomfort (DISC), and Insecurity (INSC).

The population in this study comprises active undergraduate Accounting students at Diponegoro University who have taken and passed the ERP course. A total of 180 respondents were obtained as the sample. Data collection was carried out through an online survey consisting of 32 questions representing the four dimensions of Kolb's Experiential Learning Theory and the four dimensions of the Technology readexperienceness Index 2.0, The collected data was processed and analyzed using the PLS-SEM (Partial Least Squares–Structural Equation Modeling) method with SmartPLS 4.0 software.

The results of this study indicate that one hypothesis was accepted, namely Reflective Observation (RO) in Kolb's Experiential Learning Theory has a positive effect on students' Technology Readiness Index 2.0 (TRI) scores. Meanwhile, three hypotheses were rejected: Concrete Experience (CE), Abstract Conceptualization (AC), and Active Experimentation (AE) did not have a significant effect on students' Technology Readiness Index 2.0 (TRI) scores. Another finding of the study is that the majority of students have a preference for the Concrete Experience (CE) learning style in studying ERP, and most students exhibit high levels of Optimism and innovativeness as well as low levels of Discomfort and Insecurity toward using ERP when measured with the Technology Readiness Index 2.0,

Keywords: Kolb's Experiential Learning Theory, Technology Readiness Index, Concrete Experience, Reflective Observation, Abstract Conceptualization, Active Experimentation, Optimism, Innovativeness, Discomfort, Insecurity, Enterprise Resource Planning (ERP), Odoo, Converger, Diverger, Accommodator, Assimilator, Pioneer, Laggard, Skeptic, Explorer.