

Investigating the Impact of Technology Application in Upstream Supply Chain through Vendor Satisfaction: An Empirical Study in Precast Concrete Business

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ABSTRACT

Objective – The use of Self-service technology (SST) has increased in the construction industry, as it enables vendors to complete transactions independently, reduce costs, and increase efficiency. This article aims to investigate the impact of SST adoption, which is known Vendor Self-Service (VVS) in Precast Concrete Business, on vendor satisfaction levels and vendor continued behavioral intention. **Methodology/Technique** - This article analyses how perceived of usefulness and perceived ease of use influence vendors continued behavioral intention and how vendor satisfaction mediates these relationships. The sample consist of 63 vendors who provided the main material for this company. A model developed using the structural equation modelling technique (SEM) is employed in this study. **Findings** - The results show that perceived of usefulness and perceived ease of use has a positive impact to vendor satisfaction and they also have a direct positive impact to continued behaviour intention. These findings indicate that improving perceived quality can lead to increased levels of vendor satisfaction and maintained behavior intention among Precast Concrete Business's vendors. **Novelty** - The study identified vendor continued behavioral intention factors using the VSS application, an original application developed by Precast Concrete Business.

Keywords: Self-Service Technology; Perceived of usefulness; perceived ease of use; Vendor satisfaction, continued behavioral intention.