

## **ABSTRACT**

*The E-Commerce booming with its various models has significantly altered the business landscape and market patterns. The logistics sector and supply chain management are important in the complex E-Commerce business operations. The use of IT in logistics management can improve efficiency, reduce costs and improve responsiveness to customers and can process information centrally and quickly. The complex and lengthy logistics processes can be automated by E-Logistics by providing visibility in the supply chain.*

*Indonesia is an archipelagic country, consisting of more than 13 million islands, the fulfillment of E-Commerce logistics services will be very crucial. The size of the population and the wide area became the reason for E-Commerce in Indonesia to search E-Logistics. However, as is common in most developing countries, E-Commerce adoption in Indonesia is still lagging behind in developed countries.*

*This study aims to determine the factors of E-Logistic adoption in E-Commerce industry in Indonesia. Using TOE Framework, with three independent variables Technology-Organization-Environment and also a dependent variable, E\_logistics Adoption, on companies that are members of IdEA included in category / Classified Ads, Marketplace, Online Retail and Logistics.*

*Data analysis and processing techniques in this study are Covariance Based SEM (CBSEM) or Partial Least Square (PLS) using SmartPLS software version 3.0. Sampling technique in this research is census or total sampling with 194 companies as analysis unit. Data were collected using questionnaires containing 41 statements related to variables affecting E-Logistics adoption in the form of scores on Likert scale.*

*The results of the analysis show that the three factors, Technology-Organization-Environment, with those twelve indicators proved acceptable with 0.873 R-Square. This study uses 95% significance level, that each independent variable has a Tvalue > T - table value with the overall path coefficient. Thus it can be concluded that there are twelve dependent variables significantly.*

**Keywords:** *E-Commerce, E-Logistics, TOE Framework, Adoption*