

ABSTRACT

MSMEs in Indonesia must face the ASEAN Economic Community (MEA), which is contrary to the current situation that the people of Indonesia have not used the internet as a means to support their business. This can be caused by the unpreparedness of Indonesian society in the use of increasingly sophisticated technology. Whereas by using the internet, MSMEs in Indonesia can find information, price competitors, cheap raw materials, and others.

The purpose of this research is to know the ability of internet access owned by UMKM business actor in Bandung, using four sub variables from internet access that is motivational access, material access, skill access, and usage access.

This research uses quantitative method by using descriptive and correlation statistic test. The sample is set using probability sampling with simple random sampling technique, by spreading the questionnaire for data collection, and using IBM SPSS Statistic 22 for windows to test validity, reliability, correlation and automatic data processing to know the result between sub variable of internet access.

Based on the results of data processing, it can be seen that the sub variable of motivational access has the highest analysis value that is 81,92% with good category and followed by three sub variables lainnya in a row that is, usage access, skill access, and material access. The three sub-variables are 81,72%, 77,88%, 75,44%, and all of them are categorized well. So get the result that internet access on business actor SMEs Bandung is in good category. In addition, the results of the relationship of each sub-variable where the relationship between skill access and usage access has the highest correlation with the value of 0.576 with a moderate level of relationship, while the relationship of motivation access and skill access has the lowest relation with the value of 0.264 with a low level of relationship.

Based on the results of the research, to improve the ability of internet access, UMKM business actors need to pay attention and develop these four factors. First of the material access factors that have the lowest analysis value. Further improve and develop the ability to correct the deficiencies that exist in all three other factors. Keywords: Entrepreneurship, SMEs, Internet, Internet Access.