

## **ABSTRACT**

*Small and Medium Enterprises (SMEs) are very important pillars for the Indonesian economy in the face of the Asean Economic Community era. The large population of Indonesia and the majority of people with low education make SMEs one of the forms of economic development in Indonesia, so that SMEs activities are being promoted by the government for the welfare of the Indonesian people. As an effort to strengthen the competitiveness of SMEs to be able to penetrate regional and global markets, SMEs must continue to be encouraged to increase their creativity in producing innovative products that are highly competitive. Innovation is the key to success in increasing business competitiveness. In addition to the innovation of SMEs, they must be able to take advantage of developments in information technology. It is undeniable that currently technology is not just a lifestyle but it is an essential part of SMEs.*

*This study aims to determine the conditions of relative advantage, competitive pressure, and e-commerce adoption. As well as an analysis of the effect of relative advantage, competitive pressure, on the adoption of e-commerce in the textile SMEs in the Cigondewah area of Bandung.*

*The method used in this research is quantitative method. The sampling technique used in this study is probability sampling. The sample in this study amounted to 176 respondents who are textile shop owners in Cigondewah, Bandung. Data collection is done by questionnaire and interview. Data analysis techniques used in this study began with descriptive analysis, classic assumption test, multiple linear regression analysis, coefficient of determination test, and partial hypothesis testing (T test) and simultaneous (F test).*

*The results of this study indicate that relative advantage partially has a positive and significant effect on e-commerce adoption, competitive pressure partially has a positive and significant effect on e-commerce adoption, relative advantage and competitive pressure simultaneously have a significant effect on e-adoption commerce. Based on the results of the coefficient of determination test, the results obtained that the relative advantage and competitive has an influence of 12.2%. While the remaining 87.8% is influenced by other variables not used in this study.*

*Keyword : SMES, Relative Advantage, Competitive Pressure, Adoption E-commerce*