Abstract

Measurement readiness use of information technology is essential for every business entrepreneur especially those in MSMEs. It is noted that during this pandemic, sales are progressing through social media and e-commerce, but entrepreneurs are required to be able to operate technological devices. Even with technology entrepreneurs can improve the quality of products or services. Researchers use T-O-E (technology, organization, and environment) model to be able to understand the process of information technology adoption and the factors that can influence it. The object of this research is 70 MSMEs actors in Tegal City, precisely in West Tegal District by distributing questionnaires to MSME actors. This study uses a statistical technique of partial least squares (PLS) regression to process the data that has been collected. All of the proposed hypotheses are answered, H2 and H5 get the lowest p-values are 0.301 and 0.087, thus proving that the use of information technology (IT Usage) and government policies still needs to be improved to promote MSMEs in the city of Tegal.

Keywords: Information Technology Adoption; E-Readiness to use; Technology, Organization and Environment (TOE); Micro, Small and Medium Enterprises (MSME); Tegal City