

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) play a very important role in the national economy, as well as the Go Digital 2024 program launched by the government. The Covid-19 pandemic factor that poses a big challenge for MSMEs to immediately digitize, plus the potential that is expected in the future from digitizing MSMEs. While the government is intensively socializing MSMEs for digitization, MSME actors in the food sector in Garut Regency still feel that they do not have sufficient knowledge and have difficulty understanding the benefits of using e-commerce. This study bridges by integrating the two models to determine the factors that influence MSMEs to adopt e-commerce.

To examine the factors that influence the adoption of e-commerce, the study was conducted by collecting data from MSMEs in the food sector in Garut Regency using an online survey. The sample size is 130 MSME respondents who have adopted e-commerce. The data collected were analyzed using structural equation modeling (SEM) and analyzed by LISREL.

The results of this study indicate that usage behavior is significantly and positively influenced by Behavioral Intention, E-commerce Knowledge, and Social Influence. In addition, this study shows that behavioral intentions are not significantly influenced by Performance Expectancy, Effort Expectancy, Hedonic Motivation, Price Value, Social Influence, Facilitating Condition, and E-commerce Knowledge. This study is also expected to provide tangible benefits both theoretically and practically in effective e-commerce adoption. Furthermore, the limitations of the study and suggestions for future research will be discussed further in the last section.

Keywords: Micro Small and Medium Enterprises (MSMEs), Go Digital, Covid-19, E-commerce Adoption.