

DAFTAR PUSTAKA

- Abdillah, W. (2018). *Metode Penelitian Terpadu Sistem Informasi - Pemodelan Teoritis, Pengukuran, dan Pengujian Statistik* (R. I. Utami (ed.); 1st ed.). Penerbit ANDI (Anggota IKAPI).
- Agrawal, K. P. (2015). Investigating the Determinants of Big Data Analytics (BDA) Adoption in Asian Emerging Economies. *Academy of Management Proceedings*, 2015(1), 11290–11290.
- Ahmad, S. Z., Abu Bakar, A. R., Faziharudean, T. M., & Mohamad Zaki, K. A. (2015). An Empirical Study of Factors Affecting e-Commerce Adoption among Small- and Medium-Sized Enterprises in a Developing Country: Evidence from Malaysia. *Information Technology for Development*, 21(4), 555–572. <https://doi.org/10.1080/02681102.2014.899961>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Al-Qirim, N. (2005). An Empirical Investigation of an e-commerce Adoption-Capability Model in Small Businesses in New Zealand. *Electronic Markets*, 15(4), 418–437. <https://doi.org/10.1080/10196780500303136>
- Al-Qirim, N. (2007). The adoption of eCommerce communications and applications technologies in small businesses in New Zealand. *Electronic Commerce Research and Applications*, 6(4), 462–473. <https://doi.org/10.1016/j.elerap.2007.02.012>
- Al-Qirim, N. A. Y. (2003). E-Commerce in the Aerial Mapping Industry: A New Zealand Case Study. *Journal of Systems & Information Technology*, 7, 67–92.
- AL-Shboul, M. A. (2019). Towards better understanding of determinants logistical factors in SMEs for cloud ERP adoption in developing economies. *Business Process Management Journal*, 25(5), 887–907. <https://doi.org/10.1108/BPMJ-01-2018-0004>
- AL Rahbi, H. S. A. (2017). *Factors Influencing Social Media Adoption in Small and Medium Enterprises (SMEs)*. Brunel University London.
- Ali, O., Soar, J., McClymont, H., Yong, J., Biswas, J., & Benefits, A. (2015). Anticipated Benefits of Cloud Computing Adoption in Australian Regional Municipal

- Governments: An Exploratory Study. *IEEE 19th International Conference on Computer Supported Cooperative Work in Design (CSCWD)*, 540–548. <http://aisel.aisnet.org/pacis2015/209>
- Ali, O., Soar, J., & Shrestha, A. (2018). Perceived potential for value creation from cloud computing: a study of the Australian regional government sector. *Behaviour and Information Technology*, 37(12), 1157–1176. <https://doi.org/10.1080/0144929X.2018.1488991>
- Alkhalil, A., Sahandi, R., & John, D. (2017). An exploration of the determinants for decision to migrate existing resources to cloud computing using an integrated TOE-DOI model. *Journal of Cloud Computing*, 6(1), 1–20. <https://doi.org/10.1186/s13677-016-0072-x>
- Alshamaila, Y., Papagiannidis, S., & Li, F. (2013). Cloud computing adoption by SMEs in the north east of England: A multi-perspective framework. *Journal of Enterprise Information Management*, 26(3), 250–275. <https://doi.org/10.1108/17410391311325225>
- Alshamaileh, Y. Y. (2013). *An Empirical Investigation of Factors Affecting Cloud Computing Adoption Among SMEs in the North East of England*. Newcastle University Business School.
- Amini, M. (2014). *The Factors That Influence on Adoption of Cloud Computing For Small and Medium Enterprises* [Universiti Teknologi Malaysia]. <http://ssrn.com/abstract=2635479>
- Amini, M., & Bakri, A. (2015). Cloud Computing Adoption by SMEs in the Malaysia: A Multi-Perspective Frameworkbased on DOI Theory and TOE Framework. *Journal of Information Technology & Information Systems Research (JITISR)*, 9(2), 121–135.
- André, J.-C. (2019). *Industry 4.0 : Paradoxes and Conflicts* (1st ed.). ISTE Ltd and John Wiley & Sons, Inc.
- Antony, J., Sony, M., & McDermott, O. (2021). Conceptualizing Industry 4.0 readiness model dimensions: an exploratory sequential mixed-method study. *TQM Journal*. <https://doi.org/10.1108/TQM-06-2021-0180>
- Ardyan, E., Kurniawan, D., Istiatin, I., & Luhgiatno, L. (2021). Does customers' attitude toward negative eWOM affect their panic buying activity in purchasing products?

Customers satisfaction during COVID-19 pandemic in Indonesia. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1952827>

Awa, H. O., Ojiabo, O. U., & Emecheta, B. C. (2015). Integrating TAM, TPB and TOE frameworks and expanding their characteristic constructs for e-commerce adoption by SMEs. *Journal of Science and Technology Policy Management*, 6(1), 76–94. <https://doi.org/10.1108/JSTPM-04-2014-0012>

Awiajah, R., Kang, J., & Lim, J. I. (2016). Factors affecting e-commerce adoption among SMEs in Ghana. *Information Development*, 32(4), 1–22. <https://doi.org/10.1177/0266666915571427>

Badan Pusat Statistik Indonesia. (2016). *Hasil Pendaftaran Usaha/Perusahaan Sensus Ekonomi 2016* (Sensus Ekonomi). Sensus Ekonomi.

Baker, J. (2012). The Technology–Organization–Environment Framework. *Information Systems Theory*, 231–245. https://doi.org/10.1007/978-1-4419-6108-2_12

Bakos, Y. (1998). The Emerging Role of Electronic Marketplaces on the Internet. *Communications of the ACM*, 41(8), 35–42. www.broadvision.com

Bangkit dari Pandemi, Ribuan Pedagang Pasar Baru Bandung Ekspansi ke Digital Market. (n.d.). Retrieved December 1, 2021, from <https://www.idxchannel.com/inspirator/bangkit-dari-pandemi-ribuan-pedagang-pasar-baru-bandung-ekspansi-ke-digital-market>

Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99–120.

Baru 475 Pasar Tradisional di RI yang Manfaatkan Layanan Digital. (n.d.). Retrieved January 22, 2022, from <https://www.idxchannel.com/economics/baru-475-pasar-tradisional-di-ri-yang-manfaatkan-layanan-digital>

Bharati, P., & Chaudhury, A. (2015). SMEs and Competitiveness: The Role of Information Systems. *International Journal of E-Business Research*, 5(1), i–ix. http://scholarworks.umb.edu/msis_faculty_pubshttp://scholarworks.umb.edu/msis_faculty_pubs/15

Boateng, R., Heeks, R., Molla, A., & Hinson, R. (2011). Advancing E-Commerce Beyond Readiness in a Developing Country: Experiences of Ghanaian Firms. *Journal of Electronic Commerce in Organizations*, 9(1), 1–16.

<https://doi.org/10.4018/jeco.2011010104>

- Caldeira, M. M., & Ward, J. M. (2003). Using resource-based theory to interpret the successful adoption and use of information systems and technology in manufacturing small and medium-sized enterprises. *European Journal of Information Systems*, 12(2), 127–141. <https://doi.org/10.1057/palgrave.ejis.3000454>
- Carcary, M., Doherty, E., & Conway, G. (2014). The Adoption of Cloud Computing by Irish SMEs – an Exploratory Study. *Electronic Journal of Information Systems Evaluation*, 17(1), 3–14. www.ejise.com
- Chatzoglou, P., & Chatzoudes, D. (2016). Factors affecting e-business adoption in SMEs: an empirical research. *Journal of Enterprise Information Management*, 29(3), 327–358. <https://doi.org/10.1108/JEIM-03-2014-0033>
- Chen, W., & Hirschheim, R. (2004). A paradigmatic and methodological examination of information systems research from 1991 to 2001. In *Information Systems Journal* (Vol. 14, Issue 3, pp. 197–235). <https://doi.org/10.1111/j.1365-2575.2004.00173.x>
- Chong, J. L. L., & Olesen, K. (2017). A Technology-Organization-Environment Perspective on Eco-effectiveness: A Meta-analysis. *Australasian Journal of Information Systems Chong & Olesen*, 21, 1–26.
- Christiaanse, E., & Markus, M. L. (2002). Business-to-Business Electronic Marketplaces and the Structure of Channel Relationships. *Twety-Third International Conference on Information System*, 237–245. <http://aisel.aisnet.org/icis2002/21>
- Cortina, J. M. (1993). What Is Coefficient Alpha? An Examination of Theory and Applications. *Journal of Applied Psychology*, 78(1), 98–104.
- Dachlan, U. (2014). *Panduan Lengkap Structural Equation Modeling* (1st ed.). LENTERA ILMU.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–349. <http://www.jstor.org/stable/249008>
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*, 35(8), 982–1003. <https://doi.org/10.1287/mnsc.35.8.982>

- Delone, W. H. (1981). Firm Size and the Characteristics of Computer Use Computer Usage Firm Size and the Characteristics of Computer Use. *MIS Quarterly*, 5(4), 65–77.
- Dhewanto, W., Nur Rizqi R, V., Yunita, F., Azzahra, S., & Adrian, D. (2019). *INTERNASIONALISASI UKM: Usaha Kecil dan Mikro Menuju Pasar Global* (A. A. Christian (Ed.); 1st ed.). Penerbit ANDI (Anggota IKAPI).
- Dinas Kebudayaan dan Pariwisata Kota Bandung*. (n.d.). Retrieved November 24, 2021, from https://disbudpar.bandung.go.id/c_home/blog_detail/38
- Drost, E. A. (2011). Validity and Reliability in Social Science Research. *Education Research and Perspectives*, 38(1), 105–123.
- Durbhakula, V. V. K., & Kim, D. J. (2011). E-business for nations: A study of national level e-business adoption factors using country characteristics-business-technology-government framework. In *Journal of Theoretical and Applied Electronic Commerce Research* (Vol. 6, Issue 3, pp. 1–12). <https://doi.org/10.4067/S0718-18762011000300002>
- Effendi, M. I., Sugandini, D., & Istanto, Y. (2020). Social Media Adoption in SMEs Impacted by COVID-19: The TOE Model*. *Journal of Asian Finance, Economics and Business*, 7(11), 915–925. <https://doi.org/10.13106/jafeb.2020.vol7.no11.915>
- El-Gohary, H. (2012). Factors affecting E-Marketing adoption and implementation in tourism firms: An empirical investigation of Egyptian small tourism organisations. *Tourism Management*, 33(5), 1256–1269. <https://doi.org/10.1016/j.tourman.2011.10.013>
- Elghdban, M. G., Azmy, N., Zulkiple, A., & Al-Sharafi, M. A. (2020). Factors Affecting the Adoption of Advanced IT with Specific Emphasis on Building Information Modeling Based on TOE Framework: A Systematic Review. *International Journal of Advanced Science and Technology*, 29(4), 3314–3333. <https://www.researchgate.net/publication/344104374>
- Etapasbar.id. (2019). *COMPANY PROFILE*. www.etapasbar.id
- Ghobakhloo, M., Arias-Aranda, D., & Benitez-Amado, J. (2011). Adoption of e-commerce applications in SMEs. *Industrial Management and Data Systems*, 111(8), 1238–1269. <https://doi.org/10.1108/02635571111170785>

- Ghobakhloo, M., & Tang, S. H. (2013). The role of owner/manager in adoption of electronic commerce in small businesses: The case of developing countries. *Journal of Small Business and Enterprise Development*, 20(4), 754–787. <https://doi.org/10.1108/JSBED-12-2011-0037>
- Gibbs, J. L., & Kraemer, K. L. (2004). A Cross-Country Investigation of the Determinants of Scope of E-commerce Use: An Institutional Approach. *Electronic Markets*, 14(2), 124–137. <https://doi.org/10.1080/10196780410001675077>
- Gliem, J. A., & Gliem, R. R. (2003). Calculating, interpreting, and reporting Cronbach's alpha reliability coefficient for Likert-type scales. *Midwest Research-to-Practice Conference in Adult, Continuing, and Community Education*, 82–88.
- Goswami, A., & Dutta, S. (2017). E-Commerce Adoption by Women Entrepreneurs in India: An Application of the UTAUT Model. *Business and Economic Research*, 6(2), 440–454. <https://doi.org/10.5296/ber.v6i2.10560>
- Gulledge, T. (2002). B2B eMarketplaces and small- and medium-sized enterprises. *Computers in Industryx*, 49, 47–58. <http://www.eep.gmu.edu>
- Hastuti, P., Nurrofik, A., Purnomo, A., Hasibuan, A., Aribowo, H., Faried, A. I., Tasnim, Sudarso, A., Soetijono, I. K., Saputra, D. H., & Simarmata, J. (2020). *Kewirausahaan dan UMKM* (A. Rikki (Ed.)). Yayasan Kita Menulis. <https://www.researchgate.net/publication/348945167>
- Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence-Based Nursing*, 18(3), 66–67. <https://doi.org/10.1136/eb-2015-102129>
- Houache, H., Abd Rahim, N. H. Bi., & Shah, A. (2019). Analysis of models for e-commerce adoption factors in developing countries. *Journal on Perceptive and Cognitive Computing*, 5(2), 72–80.
- Hsu, P. F., Kraemer, K. L., & Dunkle, D. (2006). Determinants of e-business use in U.S. firms. In *International Journal of Electronic Commerce* (Vol. 10, Issue 4, pp. 9–45). <https://doi.org/10.2753/JEC1086-4415100401>
- Hsu, P. F., Ray, S., & Li-Hsieh, Y. Y. (2014). Examining cloud computing adoption intention, pricing mechanism, and deployment model. *International Journal of Information Management*, 34(4), 474–488. <https://doi.org/10.1016/j.ijinfomgt.2014.04.006>

- Humphrey, J., Mansell, R., Paré, D., Schmitz, H., Morris, M., Moodley, S., & Velia, M. (2003). *The Reality of E-commerce with Developing Countries*. www.gapresearch.org/production/
- Husnurrosyidah, P. I. (2019). E-Marketplace UMKM Menghadapi Revolusi Industri 4.0 dalam Perspektif Islam. *EQUILIBRIUM: Jurnal Ekonomi Syariah*, 7(2), 224–239.
- Huy, L. Van, Rowe, F., Truex, D., & Huynh, M. Q. (2012). An empirical study of determinants of E-Commerce adoption in SMEs in Vietnam: An Economy in Transition. *Journal of Global Information Management*, 20(3), 23–54. <https://doi.org/10.4018/jgim.2012070102>
- Idris, A., Edwards, H., & McDonald, S. (2017). E-commerce adoption in Developing Countries SMEs: What Do the Prevailing Theoretical Models Offer Us? *International Conference on E-Commerce*, 1–8.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi* (D. Sumayyah (Ed.); 1st ed.). PT. Refika Aditama.
- Irjayanti, M., & Azis, A. M. (2012). Barrier Factors and Potential Solutions for Indonesian SMEs. *Procedia Economics and Finance*, 4, 3–12. [https://doi.org/10.1016/s2212-5671\(12\)00315-2](https://doi.org/10.1016/s2212-5671(12)00315-2)
- Jeon, B. N., Han, K. S., & Lee, M. J. (2006). Determining factors for the adoption of e-business: The case of SMEs in Korea. *Applied Economics*, 38(16), 1905–1916. <https://doi.org/10.1080/00036840500427262>
- Kagermann, H., Helbig, J., Hellinger, A., & Wahlster, W. (2013). *Recommendations for Implementing the Strategic Initiative INDUSTRIE 4.0: Securing the Future of German Manufacturing Industry*. Forschungsunion.
- Kembali Dibuka, Pasar Baru Bandung Masih Sepi Pengunjung.* (n.d.). Retrieved November 24, 2021, from <https://news.detik.com/berita-jawa-barat/d-5665066/kembali-dibuka-pasar-baru-bandung-masih-sepi-pengunjung>
- Kementerian Koperasi dan UKM Indonesia. (2021, June 1). PATEN: Menutup Celah Cross-Border, Melindungi UMKM. *Kemenkop & UKM Indonesia*.
- Kendall, J. D., Tung, L. L., Chua, K. H., Hong, C., Ng, D., & Meng Tan, S. (2001). Receptivity of Singapore's SMEs to electronic commerce adoption. *The Journal of Strategic Information Systems*, 10(3), 223–242. www.elsevier.com/locate/jsis

- Kimberlin, C. L., & Winterstein, A. G. (2008). Validity and reliability of measurement instruments used in research. In *American Journal of Health-System Pharmacy* (Vol. 65, Issue 23, pp. 2276–2284). American Society of Health-Systems Pharmacy. <https://doi.org/10.2146/ajhp070364>
- Latan, H. (2012). *Structural Euation Modeling: Konsep dan Aplikasi Menggunakan Program LISREL 8.80* (2nd ed.). ALFABETA, CV.
- Lawrence, J. (2010). The Factors that Influence Adoption and Usage Decision in SMEs: Evaluating Interpretive Case Study Research in Information Systems. *The Electronic Journal of Business Research Methods*, 8(1), 13–24. www.ejbrm.com
- Lee, Y., Kozar, K. A., & Larsen, K. R. T. (2003). The Technology Acceptance Model: Past, Present, and Future. *Communications of the Association for Information Systems*, 12(1), 752–780. <https://doi.org/10.17705/1cais.01250>
- Lesjak, D., & Vehovar, V. (2005). Factors affecting evaluation of e-business projects. *Industrial Management & Data Systems*, 105(4), 409–428. <https://doi.org/10.1108/02635570510592334>
- LPEM FEB UI. (2020). *Impact of COVID-19 Pandemic on MSMEs in Indonesia*.
- Lutfi, A. (2020). Investigating the moderating role of environmental uncertainty between institutional pressures and ERP adoption in Jordanian SMEs. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(3), 1–19. <https://doi.org/10.3390/JOITMC6030091>
- Machado, C., & Paulo Davim, J. (2020). *Industry 4.0 : Challenges, Trends, and Solutions in Management and Engineering*. CRC Press Taylor & Francis Group, LLC. <https://www.crcpress.com/>
- Madden, T. J., Ellen, P. S., & Ajzen, I. (1992). A Comparison of the Theory of Planned Behavior and the Theory of Reasoned Action. *Personality and Social Psychology Bulletin*, 18(1), 3–9. <https://doi.org/10.1177/0146167292181001>
- Maduku, D. K., Mpinganjira, M., & Duh, H. (2016). Understanding mobile marketing adoption intention by South African SMEs: A multi-perspective framework. *International Journal of Information Management*, 36(5), 711–723. <https://doi.org/10.1016/j.ijinfomgt.2016.04.018>
- Market Place / Etalase Pasar Baru. (n.d.). Retrieved December 8, 2021, from

http://etapasbar.id/en_US/

- Michell, J. (2003). Pragmatism, Positivism and the Quantitative Imperative. *Theory & Psychology*, 13(1), 45–52. <https://doi.org/10.1177/0959354303013001761>
- Moore, G. C., & Bensabat, I. (1991). Development of an Instrument to Measure the Perceptions of Adopting an Information Technology Innovation. *Information Systems Research*, 2(3), 192–222.
- Morgan, D. L. (2007). Paradigms Lost and Pragmatism Regained: Methodological Implications of Combining Qualitative and Quantitative Methods. *Journal of Mixed Methods Research*, 1(1), 48–76. <https://doi.org/10.1177/2345678906292462>
- Murillo Montes De Oca, A., & Nistor, N. (2014). Non-significant intention-behavior effects in educational technology acceptance: A case of competing cognitive scripts? *Computers in Human Behavior*, 34, 333–338. <https://doi.org/10.1016/j.chb.2014.01.026>
- Nasution, M. D. T. P., Rafiki, A., Lubis, A., & Rossanty, Y. (2021). Entrepreneurial orientation, knowledge management, dynamic capabilities towards e-commerce adoption of SMEs in Indonesia. *Journal of Science and Technology Policy Management*, 12(2), 256–282. <https://doi.org/10.1108/JSTPM-03-2020-0060>
- Ndayizigamiye, P. (2012). A unified approach towards e-commerce adoption by SMMEs In South Africa. *International Journal of Information Technology and Business Management*, 16(1), 92–101. www.jitbm.com
- Ndou, V., Vecchio, P. Del, & Schina, L. (2009). Digital Marketplace for Developing Countries. *International Conference on E-Business*, 159–166. <https://doi.org/10.5220/0002219601590166>
- Nguyen, T. H. (2009). Information Technology Adoption in SMEs: An Integrated Framework. *International Journal of Entrepreneurial Behavior & Research*, 162–186.
- Nidikara, A. D., & Kusliansjah, Y. K. (2020). Dynamic of changes, transformation and permanency in environment of Pasar Baru Bandung from 1906 - 2019. *ARTEKS : Jurnal Teknik Arsitektur*, 5(1), 27–38. <https://doi.org/10.30822/arteks.v5i1.82>
- Ocloo, C. E., Xuhua, H., Akaba, S., Shi, J., & Worwui-Brown, D. K. (2020). The Determinant Factors of Business to Business (B2B) E-Commerce Adoption in Small-

and Medium-Sized Manufacturing Enterprises. *Journal of Global Information Technology Management*, 23(3), 191–216.
<https://doi.org/10.1080/1097198X.2020.1792229>

Oliveira, T., & Fraga Martins, M. (2011). Literature Review of Information Technology Adoption Models at Firm Level. *The Electronic Journal Information Systems Evaluation*, 14(1), 110–121.

Oliveira, T., & Martins, M. F. (2010). Understanding e-business adoption across industries in European countries. *Industrial Management and Data Systems*, 110(9), 1337–1354. <https://doi.org/10.1108/02635571011087428>

Oliveira, T., & Martins, M. F. (2011). Literature Review of Information Technology Adoption Models at Firm Level. *The Electronic Journal Information Systems Evaluation*, 14(1), 110–121.

Omset Turun 90 Persen akibat Pandemi Covid, Pedagang Pasar Baru Bandung Menjerit - Bagian 2. (n.d.). Retrieved November 21, 2021, from <https://jabar.inews.id/berita/omset-turun-90-persen-akibat-pandemi-covid-pedagang-pasar-baru-bandung-menjerit/2>

Omzet Pasar Baru Rp 5 Miliar Per Hari Halaman all - Kompas.com. (n.d.). Retrieved November 19, 2021, from <https://ekonomi.kompas.com/read/2010/12/16/05565439/omzet.pasar.baru.rp.5.miliar.per.hari?page=all>

PACIFIC CROSS. (2020). Covid-19-StayAtHome. *PT INTERNATIONAL SERVICES PACIFIC CROSS*, 2–3.

Papazafeiropoulou, A., & Pouloudi, A. (2000). The Government's Role in Improving Electronic Commerce Adoption. The Government's Role in Improving Electronic Commerce Adoption. *European Conference on Information System (ECIS)*. <https://www.researchgate.net/publication/221409051>

Parker, C. M., & Castleman, T. (2009). Small firm e-business adoption: A critical analysis of theory. *Journal of Enterprise Information Management*, 22(1–2), 167–182. <https://doi.org/10.1108/17410390910932812>

Perkin, N., & Abraham, P. (2020). *Transformasi Digital demi Kelincahan Bisnis* (A. F. Susanto (Ed.); 1st ed.). PT. Gramdia Widiasarana Indonesia.

- Poorangi, M. M., Khin, E. W. S., Nikoonejad, S., & Kardevani, A. (2013). E-commerce adoption in Malaysian small and medium enterprises practitioner firms: A revisit on Rogers' model. *Anais Da Academia Brasileira de Ciencias*, 85(4), 1593–1604. <https://doi.org/10.1590/0001-37652013103512>
- Porter, C. E., & Donthu, N. (2006). Using the technology acceptance model to explain how attitudes determine Internet usage: The role of perceived access barriers and demographics. *Journal of Business Research*, 59(9), 999–1007. <https://doi.org/10.1016/j.jbusres.2006.06.003>
- Premkumar, G., & Roberts, M. (1999). Adoption of new information technologies in rural small businesses. *Omega*, 27(4), 467–484.
- Prensky, M. (2001). Digital Natives, Digital Immigrants Part II: Do They Really Think Differently? *On the Horizon*, 9(5).
- Priyono, A., Moin, A., & Putri, V. N. A. O. (2020). Identifying digital transformation paths in the business model of smes during the covid-19 pandemic. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 1–22. <https://doi.org/10.3390/joitmc6040104>
- Puklavec, B., Oliveira, T., & Popović, A. (2018). Understanding the determinants of business intelligence system adoption stages an empirical study of SMEs. *Industrial Management and Data Systems*, 118(1), 236–261. <https://doi.org/10.1108/IMDS-05-2017-0170>
- Purwandari, B., Otmen, B., & Kumaralalita, L. (2019). Adoption factors of e-marketplace and instagram for micro, small, and medium enterprises (MSMEs) in Indonesia. *2nd International Conference on Data Science and Information Technology*, 111–116. <https://doi.org/10.1145/3352411.3352453>
- Rabie, M. H. (2013). *The Adoption of E-commerce in SMEs: An Empirical Investigation in Egypt*.
- Rahayu, R., & Day, J. (2015). Determinant Factors of E-commerce Adoption by SMEs in Developing Country: Evidence from Indonesia. *Procedia - Social and Behavioral Sciences*, 195, 142–150. <https://doi.org/10.1016/j.sbspro.2015.06.423>
- Rakhmawati, N. A., Permana, A. E., Reyhan, A. M., & Rafli, H. (2021). ANALISA TRANSAKSI BELANJA ONLINE PADA MASA PANDEMI COVID-19. *Jurnal*

Teknoinfo, 15(1), 32. <https://doi.org/10.33365/jti.v15i1.868>

- Ramdani, B., Chevers, D., & Williams, D. A. (2013). SMEs' adoption of enterprise applications: A technology-organisation-environment model. *Journal of Small Business and Enterprise Development*, 20(4), 735–753. <https://doi.org/10.1108/JSBED-12-2011-0035>
- Ramdani, B., Kawalek, P., & Lorenzo, O. (2009). Predicting SMEs' adoption of enterprise systems. *Journal of Enterprise Information Management*, 22, 10–24. <https://doi.org/10.1108/17410390910922796>
- Ravichandran, T., & Lertwongsatien, C. (2005). Effect of Information Systems Resources and Capabilities on Firm Performance: A Resource-Based Perspective. *Journal of Management Information Systems*, 21(4), 237–276.
- Ray, A. W., & Ray, J. J. (2006). Strategic benefits to SMEs from third party web services: An action research analysis. *Journal of Strategic Information Systems*, 15(4), 273–291. <https://doi.org/10.1016/j.jsis.2006.07.001>
- Riduwan, & Kuncoro, E. A. (2012). *Cara Menggunakan dan Memaknai Path Analysis (Analisis Jalur)* (B. Alma (Ed.); 4th ed.). ALFABETA, Bandung.
- Rivard, S., Raymond, L., & Verreault, D. (2006). Resource-based view and competitive strategy: An integrated model of the contribution of information technology to firm performance. *Journal of Strategic Information Systems*, 15(1), 29–50. <https://doi.org/10.1016/j.jsis.2005.06.003>
- Rogers, D. L. (2016). *The Digital Transformation Playbook: Rethink Your Business For The Digital Age*. Columbia University Press.
- Rogers, E. M. (2003). *Diffusion of Innovations*, 5th Edition (5th Edition). Simon & Schuster, Inc.
- Rohayati, D. (2018). “Saudagar Bandoeng”, 1906-1930-an. *Lembaran Sejarah*, 14(1), 98–111.
- Samsu. (2017). *Metode Penelitian: Teori dan Aplikasi Penelitian Kualitatif, Kuantitatif, Mixed Methods, serta Research Development* (Dr. Rusmini (Ed.); 1st ed.). Pusat Studi Agama dan Kemasyarakatan (PUSAKA).
- Sandjojo, N. (2011). *Metode Analisis Jalur (Path Analysis) dan Aplikasinya* (1st ed.).

Pustaka Sinar Harapan.

- Senarathna, I., Wilkin, C., Warren, M., Yeoh, W., & Salzman, S. (2018). Factors That Influence Adoption of Cloud Computing: An Empirical Study of Australian SMEs. *Australasian Journal of Information Systems* Senarathna, 22, 1–31.
- Septarida, H. (2010). Perkembangan pasar baru Kota Bandung 1998-2008. In *Doctoral dissertation, UIN Sunan Gunung Djati Bandung*.
- Sharma, S. (2000). Managerial interpretations and organizational context as predictors of corporate choice of environmental strategy. *Academy of Management Journal*, 43(4), 681–697. <https://doi.org/10.2307/1556361>
- Silalahi, U. (2009). *Metode Penelitian Sosial*. Refika Aditama.
- Silalahi, U. (2019). *Metode Penelitian Sosial Kuantitatif* (N. F. Atil (Ed.); 4th ed.). PT Refika Aditama.
- SIRCLO. (2020). *NAVIGATING INDONESIA'S E-COMMERCE: COVID-19 Impact & The Rise of Social Commerce*. www.theravenry.com
- Souder, W. E., Sherman, J. D., & Davies-Cooper, R. (1998). Environmental Uncertainty, Organizational Integration, and New Product Development Effectiveness: A Test of Contingency Theory. *Journal of Product Innovation Management: An International Publication of the Product Development Management Association*, 15(6), 520–533.
- Subawa, N. S., & Mimaki, C. A. (2019). An empirical study of e-marketplace acceptance by MSMEs in Bali using TOE model. *2nd International Conference on E-Business, Information Management and Computer Science*, 1–5. <https://doi.org/10.1145/3377817.3377837>
- Subdirektorat Pengembangan Model Statistik. (2009). *SENSUS EKONOMI 2006 Evaluasi Terhadap Kriteria UMK-UMB Hasil SE06-SS* (S. Baidowi & A. Marzuki (Eds.)). Badan Pusat Statistik.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods)* (Sutopo (Ed.); 2nd ed.). Penerbit Alfabeta, Bandung.
- Sugiyono. (2018a). *Metode Penelitian Kuantitatif* (Setiyawami (Ed.); 1st ed.). ALFABETA, CV.
- Sugiyono. (2018b). *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods)* (Sutopo (Ed.); 2nd ed.). Penerbit Alfabeta, Bandung.

- Methods)* (Sutopo (Ed.); 10th ed.). Penerbit Alfabeta, Bandung.
- Sujarweni, V. W. (2018). *Panduan Mudah Olah Data Structural Equation Modelling (SEM) Dengan LISREL*. PUSTAKA BARU PRESS.
- Sumadhinata, Y. E., Kuswara, G. B., Rianti, B., Purwaningdyah, U., Hendayana, W., & Dyahrini, W. (2021). How Pasar Baru Bandung Survive in The Middle of Pandemic Covid 19. *Review of International Geographical Education (RIGEO)*, 11(6), 277–290. <https://doi.org/10.48047/rigeo.11.06.33>
- Suryana, & Perdana, Y. (2020). *Bisnis Digital: Cara Mudah Bisnis di Era Industri 4.0* (E. S. Suharsi (Ed.); Vol. 1). Salemba Empat. <http://www.penerbitsalemba.com>
- Syarief, F. (2020). *PENGEMBANGAN DAN PEMBERDAYAANUSAHA MIKRO, KECIL DAN MENENGAH(UMKM)* (1st ed.). Penerbit Yayasan Barcode.
- Tambunan, T. (2008a). SME development, economic growth, and government intervention in a developing country: The Indonesian story. *Journal of International Entrepreneurship*, 6(4), 147–167. <https://doi.org/10.1007/s10843-008-0025-7>
- Tambunan, T. (2008b). SMEs DEVELOPMENT IN INDONESIA: DO ECONOMIC GROWTH AND GOVERNMENT SUPPORT MATTER? In *IJAPS* (Vol. 4, Issue 2).
- Tambunan, T. (2020). *Pasar Tradisional dan Peran UMKM*. PT Penerbit IPB Press.
- Taruté, A., & Gatautis, R. (2014). ICT Impact on SMEs Performance. *Procedia - Social and Behavioral Sciences*, 110, 1218–1225. <https://doi.org/10.1016/j.sbspro.2013.12.968>
- Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. In *International journal of medical education* (Vol. 2, pp. 53–55). <https://doi.org/10.5116/ijme.4dfb.8fdf>
- Thong, J. Y. L. (1999). An integrated model of information systems adoption in small businesses. *Journal of Management Information Systems*, 15(4), 187–214.
- Thong, J. Y. L., & Yap, C. S. (1995). CEO characteristics, organizational characteristics and information technology adoption in small businesses. *Omega - International Journal of Management Science*, 23(4), 429–442.
- Thong, J. Y. L., Yap, C. S., & Raman, K. S. (1996). Top Management Support, External Expertise and Information Systems Implementation in Small Businesses. *Information*

Systems Research, 7(2), 248–267. <https://doi.org/10.1287/isre.7.2.248>

TNP2K. (2020). *The Mechanism of Micro, Small, and Medium Enterprise's Data Integration in Indonesia for Targeting Social Assistance and Empowerment Programs.*

Tom, A. M., Virgyanti, W., & Rozaini, W. (2019). Understanding the Determinants of Infrastructure-as-a Service-Based E-Learning Adoption Using an Integrated TOE-DOI Model: A Nigerian Perspective. *6th International Conference on Research and Innovation in Information Systems (ICRIIS)*, 1–6.

Tornatzky, L. G., & Fleischer, M. (1990). *The Processes of Technological Innovation*. Lexington Books.

Tornatzky, L. G., & Klein, K. J. (1982). Innovation characteristics and innovation adoption-implementation: A meta-analysis of findings. *IEEE Transactions on Engineering Management*, 1, 28–45.

Turban, E., King, D., Lee, J., & Viehland, D. (2004). *Electronic Commerce 2004: A Managerial Perspective* (R. Horan (Ed.); International Ed). Pearson Prentice Hall.

Turner, M., Kitchenham, B., Brereton, P., Charters, S., & Budgen, D. (2010). Does the technology acceptance model predict actual use? A systematic literature review. *Information and Software Technology*, 52(5), 463–479. <https://doi.org/10.1016/j.infsof.2009.11.005>

Ukoha, O., Awa, H. O., Nwuche, C. A., & Asiegbu, I. F. (2011). Analysis of Explanatory and Predictive Architectures and the Relevance in Explaining the Adoption of IT in SMEs. In *Interdisciplinary Journal of Information, Knowledge, and Management* (Vol. 6).

UMKM Jabar Masuk di Marketplace Meningkat 34 Persen - Website Resmi Pemerintah Daerah Provinsi Jawa Barat. (n.d.). Retrieved November 24, 2021, from <https://jabarprov.go.id/index.php/news/44068/2021/09/25/UMKM-Jabar-Masuk-di-Marketplace-Meningkat-34-Persen>

Uzoka, F.-M. E., Shemi, A. P., & Seleka, G. G. (2007). Behavioral Influences on E-commerce Adoption in a Developing Country Context. *The Electronic Journal of Information System in Developing Countries*, 31(1), 1–15. <http://www.ejisdc.org>

Van Huy, L., Rowe, F., Truex, D., & Huynh, M. Q. (2012). An empirical study of

- determinants of E-Commerce adoption in SMEs in Vietnam: An Economy in Transition. *Journal of Global Information Management*, 20(3), 23–54. <https://doi.org/10.4018/jgim.2012070102>
- Vasseur, V., & Kemp, R. (2015). The adoption of PV in the Netherlands: A statistical analysis of adoption factors. In *Renewable and Sustainable Energy Reviews* (Vol. 41, pp. 483–494). Elsevier Ltd. <https://doi.org/10.1016/j.rser.2014.08.020>
- Venkatesh, V., Brown, S. A., Maruping, L. M., & Bala, H. (2008). Predicting Different Conceptualizations of System Use: The Competing Roles of Behavioral Intention, Facilitating Conditions, and Behavioral Expectation. *MIS Quarterly*, 32(3), 483–502.
- Venkatesh, V., Smith, R. H., Morris, M. G., Davis, G. B., Davis, F. D., & Walton, S. M. (2003). User Acceptance of Information Technology: Toward A Unified View. *MIS Quarterly*, 27(3), 425–478.
- Vidal, N. G., Bull, G. Q., & Kozak, R. A. (2010). Diffusion of corporate responsibility practices to companies: The experience of the forest sector. *Journal of Business Ethics*, 94(4), 553–567. <https://doi.org/10.1007/s10551-009-0281-z>
- Vijayasarathy, L. R. (2004). Predicting consumer intentions to use on-line shopping: The case for an augmented technology acceptance model. *Information and Management*, 41(6), 747–762. <https://doi.org/10.1016/j.im.2003.08.011>
- Wang, R., Duan, Y., & Fu, Z. (2011). Understanding ICTs Adoption from an Evolutionary Process Perspective. *International Conference on Management and Service Science*, 1–4.
- Wang, S., & Archer, N. P. (2007). Electronic marketplace definition and classification: Literature review and clarifications. *Enterprise Information Systems*, 1(1), 89–112. <https://doi.org/10.1080/17517570601088380>
- Warsame, A. A. (2020). The Impacts of COVID 19 on Small and Medium Enterprises (SMEs) in Somalia. *European Journal of Business and Management*, 12(25), 96–105. <https://doi.org/10.7176/EJBM/12-25-11>
- Wei, J., Lowry, P. B., & Seedorf, S. (2015). The assimilation of RFID technology by Chinese companies: A technology diffusion perspective. *Information and Management*, 52(6), 628–642. <https://doi.org/10.1016/j.im.2015.05.001>
- Weill, P., & Vitale, M. (2008). What IT Infrastructure Capabilities are Needed to

Implement E-What IT Infrastructure Capabilities are Needed to Implement E-Business Models? Business Models? *MIS Quarterly Executive*, 1, 17–34.
<https://aisel.aisnet.org/misqe>

Wheelen, T. L., David Hunger, • J, Hoffman, A. N., & Bamford, C. E. (2018). *Strategic Management and Business Policy: Globalization, Innovation and Sustainability* (N. Bhalla, I. Sinha, P. Banerjee, & L. S. Albelli (Eds.); 15th ed.). Pearson Education.

Wicks, A. C., & Freeman, R. E. (1998). Organization Studies and the New Pragmatism: Positivism, Anti-positivism, and the Search for Ethics. *Organization Science*, 9(2), 123–140.

Wietrzyk, V., Wietrzyk, I., & Grosky, B. (2005). Web Based Electronic Marketplaces: Trading Through Collaboration. *16th International Workshop on Database and Expert Systems Applications*, 616–620.

Wright, J., Hagi Julian Wright, A., & Hagi, A. (2015). Multi-Sided Platforms. *International Journal of Industrial Organization*, 1–31.
<http://www.sciencedirect.com/science/article/pii/S0167718715000363>

Yap, C. S. (1989). Issues in Managing Information Technology. *Journal of the Operational Research Society*, 40(7), 649–658. www.jstor.org

Yeboah-Boateng, E. O., & Essandoh, K. A. (2014). Factors influencing the adoption of cloud computing by small and medium enterprises in developing economies. *International Journal of Emerging Science and Engineering*, 2(4), 13–20.

Yeh, C.-H., Lee, G.-G., & Pai, J.-C. (2015). Using a technology-organization-environment framework to investigate the factors influencing e-business information technology capabilities. *Information Development*, 31(5), 435–450.
<https://doi.org/10.1177/026666913516027>

Zhao, J., Vincent Huang, W., & Zhu, Z. (2008). An empirical study of E-business implementation process in China. *IEEE Transactions on Engineering Management*, 55(1), 134–147. <https://doi.org/10.1109/TEM.2007.912930>