

ABSTRACT

Information and Communication Technology (ICT) is a key element in revolutionizing the way businesses are conducted, especially thanks to the Internet as a medium combined with its applications. By utilizing technology such as e-commerce, Indonesian local products can enter the global market and enrich competition in the micro to macro sectors. adopting e-commerce is one way to utilize technology to develop MSMEs. Research related to e-commerce adoption of MSMEs in Indonesia has mixed results. Therefore, there is a need for research related to the influence of managerial characteristic variables, observability, relative advantage and customer pressure on e-commerce adoption in MSMEs.

This research was conducted using the Technology-Organization-Environment Theory approach and Diffusion of Innovation, Resource Based View Theory, External Contingency as supporting theories. The purpose of this study was to determine whether managerial characteristics, observability, relative advantage and customer pressure affect the adoption of e-commerce for MSME players assisted by Telkom BUMN Houses in Kutoarjo District. The method used in this research is descriptive quantitative with non-probability techniques with purposive sampling method.

The number of respondents in this study were 100 respondents, the data were collected using questionnaires distributed to MSMEs assisted by Telkom BUMN Houses in Kutuarjo District and analyzed using SEM PLS. The results of this study indicate that the managerial characteristics and customer pressure variables have a positive influence on the e-commerce adoption of MSMEs assisted by the Telkom BUMN House in Kutuarjo District. However, the observability and relative advantage variables do not have a positive influence on the e-commerce adoption of MSMEs assisted by the Telkom BUMN House in Kutuarjo District.

Keywords: adoption e-commerce, MSMEs, managerial characteristic, observability, relative advantage, customer pressure