

ABSTRACT

The SMEs industry is one of the economic sectors that has developed quite rapidly and has a major influence on the country's economic growth. Digitalization in this sector is developing quite rapidly along with the increasing competition. The adoption of e-commerce in SMEs business activities is one way to develop and maintain business in the tight competition in the SMEs sector.

This study aims to determine whether Managerial Characteristics, Observability, Relative Advantage, and Customer Pressure have an effect on E-commerce Adoption of SMEs units in Bogor City. The population in this study is SMEs in Bogor City.

The sample taken in this study used the non-probability sampling method with incidental techniques. To draw conclusions, a data analysis test was carried out with SEM-PLS on the Smart-PLS 4.0 application. The number of respondents in this study was 100 respondents, with data collected using a questionnaire and distributed to SMEs in Bogor City.

The results of this study indicate that the Managerial Characteristics and Observability variables have a positive influence on E-commerce Adoption in SMEs in Bogor City. The Customer Pressure variable has a negative influence on E-commerce Adoption in SMEs in Bogor City. The Relative Advantage variable has no influence on E-commerce Adoption in SMEs in Bogor City.

Keywords: *SMEs, E-commerce, Managerial Characteristics, Observability, Relative Advantage, Customer Pressure*