

ABSTRACT

The SMEs or Micro, Small and Medium Enterprises are an important part of the economic sector that is experiencing positive developments and contributing significantly to the economic growth of a country. Digitalization in this sector is advancing rapidly in line with the increasingly intense business competition that is present. The application of e-business in SMEs business activities is one way to develop and maintain business in the midst of intense competition in the SMEs sector.

This study aims to determine whether Managerial Characteristics, Organizational Readiness, Relative Advantage, Cost, Managers Innovativeness, Organizational Factors ICT, Government Support, Customer Pressure, Direct Competitors, Complexity of The Country, Ease of Use, Compatibility, Observability, and Perceived Risk affect the adoption of E-commerce in SMEs units in Garut Regency, which is one of the regions with the largest number of MSMEs in West Java. The population in this study were SMEs located in Garut Regency.

The sample taken in this study used non-probability sampling method with purposive technique. Researchers took a further sample by selecting 140 SMEs that were registered in the active SMEs data in Garut Regency. This research uses the Technology-Organization-Environment (TOE) Theory approach, which integrates technological, organizational, and environmental aspects to understand the factors that influence e-commerce adoption.

The results of the research conducted show that the variables of Costs, Ease of Use, Observability and Relative Advantage have a positive influence on E-commerce Adoption in SMEs in Garut Regency. The variables of Complexity of the Country, Customer Pressure, Compatibility, Direct Competitors, Government Support, Managerial Characteristic, Manager Innovativeness, Organizational Factors ICT, Organizational Readiness, and Perceived Risk have no influence on the Adoption of E-commerce in SMEs in Garut Regency.

Keywords: *SMEs, E-commerce, Managerial Characteristics, Organisational Readiness, Relative Advantage, Cost, Managers Innovativeness, Organisational Factors ICT, Government Support, Customer Pressure, Direct Competitors, Complexity of The Country, Ease of Use, Compatibility, Observability, Perceived Risk, Garut*