

DAFTAR PUSTAKA

- Abdillah, W. (2018). Metode Penelitian Terpadu Sistem Informasi - Pemodelan Teoritis, Pengukuran, dan Pengujian Statistis (R. I. Utami (ed.); 1st ed.). Penerbit ANDI (Anggota IKAPI)
- Adjei, J., Adams, S. H., & Mamattah, L. (2021). Cloud Computing Adoption in Ghana; Accounting for Institutional Factors. *Technology in Society*, 65, 101583. <https://doi.org/10.1016/j.techsoc.2021.101583>
- Afifah, A. N., Najib, M., Sarma, M., & Leong, Y. C. (2018). Digital Marketing Adoption and The Influences Towards Business Successes of Msmes Creative Sector in Indonesia and Malaysia. *Jurnal Aplikasi Manajemen*, 16(3), 377–386. <https://doi.org/10.21776/ub.jam.2018.016.03.01>
- Aggelidis, P., & Chatzoglou. (2009). Using A Modified Technology Acceptance Model in Hospitals Medicine. *Computer Science, Business: International Journal of Medical*, 78 (2), 115-126. <https://doi.org/10.1016/j.ijmedinf.2008.06.006>
- Ahdiat, A. (2022). Banyak UMKM Belum Bisa Bisnis Online, Ini Kendala Utamanya. [online]. <https://databoks.katadata.co.id/ekonomi-makro/statistik/e212973eac08562/banyak-umkm-belum-bisa-bisnis-online-ini-kendala-utamanya> [16 Desember 2024]
- Ahearne, M., Srinivasan, N., & Weinstein, L. (2004). Effect of Technology on Sales Performance: Progressing from Technology Acceptance to Technology Usage and Consequence *Journal of Personal Selling and Sales Management*, Vol. 24, No. 4, pp. 297-310, 2004. Available at SSRN: <https://ssrn.com/abstract=1584765>
- Ahmad, S. Z., Abu Bakar, A. R., & Ahmad, N. (2019). Social Media Adoption and Its Impact on Firm Performance: the Case Of The Uae. *International Journal Entrepreneur Behavior*, 201925, 84–111. <https://doi.org/10.1108/IJEBr-08-2017-0299>
- Ahmed, A., & Mat, N. (2024). Exploring Digital Marketing Adoption Dynamics in Pakistani Startups Through the Technology-Organization-Environment (TOE)

- Framework. *Journal of Developmental Entrepreneurship*, 29(3), 2450020. <https://doi.org/10.1142/S1084946724500201>
- Ahn, S. J., & Lee, S. H. (2020). Cost Assessment Model for Sustainable Health And Safety Management of High-Rise Residential Buildings In Korea.
- AL Rahbi, H. S. A. (2017). *Factors Influencing Social Media Adoption in Small and Medium Enterprises (SMEs)*. Brunel University London.
- Alford, P., & Page, S. J. (2015). Marketing Technology for Adoption by Small Business. *The Service Industries Journal*, 35, 655-669. <https://doi.org/10.1080/02642069.2015.1062884>
- Ali Abbasi, G. A., Rahim, N. F. A., Wu, H., Iranmanesh, M., & Ng Chee Keong, B. (2022). Determinants of SMEs' social media marketing adoption: Competitive industry as a moderator. *SAGE Open*, 12(1), 1-19. <https://doi.org/10.1177/21582440211067220>
- American Marketing Association. (2013). *The Definition of Marketing*. Tersedia: <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Amoah, J., Bruce, E., Shurong, Z., Bankuoru Egala, S., & Kwarteng, K. (2023). Social Media Adoption in Smes Sustainability: Evidence from An Emerging Economy. *Cogent Business & Management*, 10(1), 2183573. <https://dx.doi.org/10.1080/23311975.2023.2183573>
- Anoraga, P. (2016). *Manajemen Bisnis* (2nd ed). Rineka Cipta: Jakarta.
- Antara News. (2024). Peningkatan jumlah UMKM dalam Ekosistem Digital. [online]. <https://www.antaranews.com/infografik/4123635/peningkatan-jumlah-umkm-dalam-ekosistem-digital> [23 Desember, 2024]
- Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). (2024). Survei Penetrasi Internet Indonesia 2024. Asosiasi Penyelenggara Jasa Internet Indonesia (APJII). [online]. www.survei.apjii.or.id [15 Januari 2025]
- Awa, H. O., Ojiabo, O. U., & Orokor, L. E. (2017). Integrated Technology-Organization-Environment (T-O-E) Taxonomies for Technology Adoption. *Journal of Enterprise Information Management*, Vol. 30 No. 6, pp. 893-921. <https://doi.org/10.1108/JEIM-03-2016-0079>

- Baiyere, A., Salmela, H., & Tapanainen, T. (2020). Digital Transformation and The New Logics of Business Process Management. *European. Journal Information Systems*, 29 (3), 238–259. <https://doi.org/10.1080/0960085X.2020.1718007>
- Bangun, C. S., & Purnama, S. (2022). Optimalisasi Pemanfaatan Digital Marketing untuk UMKM (Usaha Mikro, Kecil dan Menengah). *ADI Pengabdian Kepada Masyarakat*, 3(2), 89–98. <https://doi.org/10.34306/adimas.v3i2.826>
- Barang Adane, M. (2018). Cloud Computing Adoption: Strategies for Sub-Saharan Africa Smes for Enhancing Competitiveness. *African Journal of Science*, 15 (8). <https://doi.org/10.1080/20421338.2018.1439288>
- Bello, S. A., Oyedele, L. O., Akinadé, O. O., Bilal, M., Delgado, J. M. D., Akanbi, L., Ajayi, A., & Owolabi, H. A. (2020). Cloud Computing in Construction Industry: Use Cases, Benefits and Challenges. *Automation in Construction*, 122, 103441. <https://doi.org/10.1016/j.autcon.2020.103441>
- Benbasat, I., & Moore, G. C. (1992). Development Of Measures for Studying Emerging Technologies. *Proceedings of the Twenty-Fifth Hawaii International Conference on System Sciences*, iv, 315-324 vol.4.
- Bening, S. A., Dachyar, M., Pratama, N.R., Park, J., & Chang, Y. (2023). E-Commerce Technologies Adoption Strategy Selection in Indonesian SMEs Using the Decision-Makers, Technological, Organizational and Environmental (DTOE) Framework. *Sustainability*, 15, 9361. <https://doi.org/10.3390/su15129361>.
- Bharati, P., Zhang, W., & Chaudhury, A. (2015). Better Knowledge with Social Media? Exploring The Roles of Social Capital and Organizational Knowledge Management. *Journal of Knowledge Management*, 19 (3), 456-475. <https://doi.org/10.1108/JKM-11-2014-0467>
- Bramley, R. G. V., & Ouzman, J. (2019). Farmer Attitudes To The Use Of Sensors And Automation In Fertilizer Decision-Making: Nitrogen Fertilization In The Australian Grains Sector. *Precision Agric* 20, 157–175. <https://doi.org/10.1007/s11119-018-9589-y>

- Buvár, Á., & Gáti, M. (2023). Digital Marketing Adoption of Microenterprises in A Technology Acceptance Approach. *Management & Marketing*, 18(2), 127-144. <https://doi.org/10.2478/mmcks-2023-0008>
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing (7th Edition). London: Pearson
- Chaffey., Dave., & Paul Russell Smith. (2013). E-Marketing Excellence: Planning and Optimizing Your Digital Marketing. *Routledge*.
<https://doi.org/10.4324/9780203082812>
- Chakraborti, J., Dutta, A., & Jana, B. (2022). An Empirical Investigation into Why Startups Resist Use of Digital Marketing. *Journal of Content, Community and Communication*, 15(8), 69–83. <https://doi.org/10.31620/jccc.06.22/06>
- Chatterjee, S., Chaudhuri, R., Vrontis, D., Thrassou, A., & Ghosh, S. K. (2021) Adoption of artificial intelligence-integrated CRM systems in agile organizations in India. *Technological Forecasting and Social Change*, 168:120783.
<https://doi.org/10.1016/j.techfore.2021.120783>
- Chatterjee, S., & Kar, K. A. (2020). Why Do Small and Medium Enterprises Use Social Media Marketing and What Is the Impact: Empirical Insights From India. *International Journal of Information Management*, 53, 102103.
<https://doi.org/10.1016/j.ijinfomgt.2020.102103>
- Chen, Chih-Hung. (2023). Extending the Technology Acceptance Model: A New Perspective on the Adoption of Blockchain Technology. *Human Behavior and Emerging Technologies*. <https://doi.org/10.1155/2023/4835896>
- Chen, J., & Tajdini, S. (2024). A Moderated Model Of Artificial Intelligence Adoption in Firms and Its Effects on Their Performance. *Information Technology and Management*. <https://doi.org/10.1007/s10799-024-00422-5>
- Chen, J., & Zhou, W. (2022). Drivers of Salespeople’s AI Acceptance: What Do Managers Think? *Journal of Personal Selling & Sales Management*, 42(2), 107–120.
<https://doi.org/10.1080/08853134.2021.2016058>

- Chong, J. L., & Olesen, K. (2017). A Technology-Organization-Environment Perspective on Eco-effectiveness: A Meta-analysis. *Australasian Journal of Information Systems*, 21. <https://doi.org/10.3127/ajis.v21i0.1441>
- Chung-Jen Fu., Silalahi, A. D. K., Yang, L.-W., & Eunike, I. J. (2024). Advancing SME Performance: A Novel Application of The Technological-Organizational-Environment Framework in Social Media Marketing Adoption. *Cogent Business & Management*, 11(1), 2360509. <https://doi.org/10.1080/23311975.2024.2360509>
- Collado-Agudo, J., Herrero-Crespo, Á., & San Martín-Gutiérrez, H. (2023). The Adoption of A Smart Destinatio by Tourism Companies: An Ecosystem Approach. *Journal of Destination Marketing & Management*, 28, 100783. <https://doi.org/10.1016/j.jdmm.2023.100783>
- Costa, C., Lages, L. F., & Hortinha, P. (2015). The Bright annd Dark Side of CSR in Export Markets: Its Impact on Innovation and Performance. *International Business Review*, 24, 749–757. <https://doi.org/10.1016/j.ibusrev.2015.01.008>
- Crittenden, A. B., Crittenden, V. L., & Crittenden, W. F. (2019). The Digitalization Triumvirate: How Incumbents Survive. *Business Horizons*. <http://doi.org/10.1016/j.bushor.2018.11.005>
- Darmanto, S., & Yuliari, G. (2018). Mediating Role of Entrepreneurial Self-Efficacy in Developing Entrepreneurial Behavior of Entrepreneur Students. *Academy of Entrepreneurship Journal*, 24, 1-14.
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>
- Deng, N., Shi, Y., & Wang, J. et al. (2022). Testing the adoption of Blockchain Technology in Supply Chain Management among MSMEs in China. *Annals of Operation Research*. <https://doi.org/10.1007/s10479-022-04856-4>
- Derham, R., Cragg, P., & Morrish, S. (2011). Creating Value: An SME and Social Media. PACIS 2011 Proceedings, 53.

- Djaali, H. (2022). *Metodologi Penelitian Kuantitatif* (ed 2). Jakarta, Indonesia: Bumi Aksara.
- East Venture. (2024). Digital Competitiveness Index 2024 Realizing Indonesia's Digital Sovereignty. [Online]. <https://east.vc/reports/east-ventures-digital-competitiveness-index-2024/> [15 Januari 2025]
- 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>
- Eze, S. C., Chinedu-Eze, V. C., & Awa, H. O. (2021). Key Success Factors (Ksfs) Underlying Social Media Marketing Technology Adoption. *Sage Open*, 11(2). <https://doi.org/10.1177/21582440211006695>
- Gangwar, H., Date, H., & Ramaswamy, R. (2015). Understanding Determinants of Cloud Computing Adoption Using An Integrated TAM-TOE Model. *Journal of Enterprise Information Management*, 28 (1), 107–130. <https://doi.org/10.1108/JEIM-08-2013-0065>
- Gao, J., Siddik, A. B., Khawar Abbas, S., Hamayun, M., Masukujjaman, M., & Alam, S. S. (2023). Impact of E-Commerce and Digital Marketing Adoption on the Financial and Sustainability Performance of MSMEs during the COVID-19 Pandemic: An Empirical Study. *Sustainability (Switzerland)*, 15(2). <https://doi.org/10.3390/su15021594>
- Ghobakhloo, M., Hong, T. S., Sabouri, M. S., & Zulkifli, N. (2012). Strategies for Successful Information Technology Adoption in Small and Medium-sized Enterprises. *Information*, 3(1), 36-67. <https://doi.org/10.3390/info3010036>
- Ghobakhloo, Morteza & Sabouri, Mohammad & Tang, Sai Hong & Hong, & Zulkifli, Norzima. (2011). Information Technology Adoption in Small and Medium-sized Enterprises; An Appraisal of Two Decades Literature. *Interdisciplinary Journal of Research in Business*. 1. 53-80.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26* (10th ed.). Badan Penerbit Universitas Diponegoro.

- Gusmiarti, I. (2024). 27 Juta UMKM Telah Go Digital Hingga 2023. [online]. <https://data.goodstats.id/statistic/27-juta-umkm-telah-go-digital-hingga-2023-gXpaM> [23 Desember 2024]
- Guzana, M., & Msosa, S. K. (2022). The Challenges in Employing Digital Marketing to Improve Sales at Selected Retail Stores in The Transkei Region. *EUREKA: Social and Humanities*, 3, 3–12. <https://doi.org/10.21303/2504-5571.2022.002389>
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Los Angeles, CA: Sage Publications.
- Hair Jr, J. F., Page, M., Brunsveld, N., Merkle, A., & Cleton, N. (2023). *Essential of Business Research Methods*. Third Avenue, New York, NY: Routledge, Taylor & Francis.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd edition). SAGE Publication.
- Hair, J. F., Ortinau, D. J., & Harrison, D. E. (2021). *Essentials of marketing research*. McGraw-Hill Education.
- Heller Baird, C., & Parasnis, G. (2011). From Social Media to Social Customer Relationship Management. *Strategy Leadership*, 39 (5), 30–37. <https://doi.org/10.1108/10878571111161507>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science*, 43(1), 115-135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hsu, C., Lu, H. and Hsu, H. (2007). Adoption of The Mobile Internet: An Empirical Study of Multimedia Message Services (MMS). *The International Journal of Management Science*, 35 (6), 715-726. <https://doi.org/10.1016/j.omega.2006.03.005>
- Hung, W. H., Chang, L. M., Lin, C. P., & Hsiao C-H. (2014). E-Readiness of Website Acceptance and Implementation In SMES. *Computers in Human Behavior*, 40, 44–55. <https://doi.org/10.1016/j.chb.2014.07.046>

- Ifinedo, P. (2011). An Empirical Analysis of Factors Influencing Internet/E-Business Technologies Adoption by Smes in Canada. *International Journal of Information Technology & Decision Making*, 10(4), 731–766. <https://doi.org/10.1142/S0219622011004543>
- Indrawati, & Putri, D. A. (2018). Analyzing factors influencing continuance Intention of E-payment Adoption Using Modified UTAUT 2 Model: A case study of Go-Pay from Indonesia. *Proceedings of the 6th International Conference on Information and Communication Technology (ICoICT)*, 167-173. <https://doi.org/10.1109/ICoICT.2018.8528890>
- Indrawati., Khoirunnisa, A., Ariyanti, M., & Muthaiyah, S. (2023). Comparison of Adoption Factors toward Instant Messenger Applications in Indonesia and Malaysia us-ing the Extended UTAUT Model 2. *International Conference on Advancement in Data Science, E-learning and Information System (ICADEIS)*, Bali, Indonesia, 2023, pp. 1-6, doi: 10.1109/ICADEIS58666.2023.10271063.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: PT Refika Aditama.
- Institute for Development of Economics & Finance (INDEF). (2024). Peran Platform Digital Terhadap Pengembangan UMKM di Indonesia: Dorong Omzet Naik dan Ciptakan Lapangan Kerja Baru. Tersedia: <https://indef.or.id/wp-content/uploads/2024/01/Laporan-Final-Peran-Platform-Digital-Terhadap-Pengembangan-UMKM-di-Indonesia-INDEF.pdf> [15 Januari 2025]
- Jo, H., & Bang, Y. (2023). Analyzing ChatGPT adoption drivers with the TOEK framework. *Scientific Reports*, 13, 22606. <https://doi.org/10.1038/s41598-023-49710-0>
- Jogiyanto. (2007). *Sistem Informasi Keperilakuan*. Yogyakarta: Andi
- Kannan, P.K., & Li, H.A. (2017). Digital Marketing: A Framework, Review and Research Agenda. *International Journal Research in Marketing*, 34 (1), 22–45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>
- Kasmir. (2022). *Pengantar Metodologi Penelitian untuk Ilmu Manajemen Akuntansi dan Bisnis* (ed 1). Depok, Indonesia: Rajawali Pers.

- Kementerian Koperasi dan Usaha Kecil dan Menengah. (2022). Laporan Statistik UKM 2022. Jakarta: Kemenkop UKM. Tersedia: <https://www.kemenkopukm.go.id> [18 Oktober 2024]
- Kementrian Komunikasi dan Informatika. (2023). Laporan Kinerja Kementerian Kominfo Tahun 2023. Jakarta: Kominfo. Tersedia: https://eppid.kominfo.go.id/informasi_publik/Informasi%20Publik%20Secara%20Berkala/detail/266 [15 Januari 2025]
- Kim, C., Chang, C., Cheng, H., & Fang, Y. (2019). Determinants of Customer Repurchase Intention in Online Shopping. *Online Information Review*, 33 (4), 761-784. <https://doi.org/10.1108/14684520910985710>
- Kim, C., Chiu, C., Fang, Y., & Huang, H. (2011). Understanding Customers' Repeat Purchase Intentions in B2C E-Commerce: The Roles of Utilitarian Value, Hedonic Value and Perceived Risk. *Information Systems Journal*, 24 (1), 85-114, <https://doi.org/10.1111/j.1365-2575.2012.00407.x>
- Kirakosyan, K. (2014). Social Media Usage in Banking Industry And Its Managerial View: Case Study for Mexican Banking System. *Journal of Economic and Social Development*, 2 (1), 34-43.
- Kuo, R., & Lee, G. (2011). Knowledge Management System Adoption: Exploring The Effects of Empowering Leadership, Task-Technology Fit and Compatibility. *Behaviour & Information Technology*, 30, 113 - 129.
- Kuo, Y. F., & Yen, S. N. (2009). Towards An Understanding of The Behavioral Intention to Use 3G Mobile Value-Added Services. *Computers in Human Behavior*, 25 (1), pp. 103-110. <https://doi.org/10.1016/j.chb.2008.07.007>
- Li, L., Su, F., Zhang, W., & Mao, J.Y. (2018). Digital Transformation by SME Entrepreneurs : A Capability Perspective. *Information Systems Journal*, 28 (6), 1129-1157. <https://doi.org/10.1111/isj.12153>
- Lin, Y. R., Keegan, B., Margolin, D., & Lazer, D. (2014). Rising Tides or Rising Stars? ; Dynamics of Shared Attention on Twitter During Media Events. *PloS one*, 9(5), e94093. <https://doi.org/10.1371/journal.pone.0094093>

- Lippert, S. K., & Forman, H. (2005). Utilization of Information Technology: Examining Cognitive and Experiential Factors of Post-Adoption Behavior. *IEEE Transactions on Engineering Management*, 52 (3), 363-381. <https://doi.org/10.1109/TEM.2005.851273>
- 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>
- Miller, D. (1983). The Correlates of Entrepreneurship in Three Types of Firms. *Management Science*, 29, 770–791. <https://doi.org/10.1287/mnsc.29.7.770>
- Moorhead, S.A., Hazlett, D.E., Harrison, L., Carroll, J.K., Irwin, A., & Hoving, C. (2013). A New Dimension of Health Care: Systematic Review of The Uses, Benefits, and Limitations of Social Media for Health Communication. *Journal of Medical Internet Research*, 15 (4), e85. <https://doi.org/10.2196/jmir.1933>
- Mujalli, A., Khan, T., & Almgrashi, A. (2022). University Accounting Students and Faculty Members Using the Blackboard Platform during COVID-19; Proposed Modification of the UTAUT Model and an Empirical Study. *Sustainability*, 14(4), 2360. <https://doi.org/10.3390/su14042360>
- Mujali, A., Wani, J. G M., Almgrashi, A., Khormi, T., & Qahtani, M. (2024). Investigating the factors affecting the adoption of cloud accounting in Saudi Arabia's small and medium-sized enterprises (SMEs). *Journal of open innovation : technology, market, and complexity*, 10(2). <https://doi.org/10.1016/j.joitmc.2024.100314>
- Mustafa, M.B., Saleem, I., & Dost, M. (2021). A Strategic Entrepreneurship Framework for An Emerging Economy: Reconciling Dynamic Capabilities and Entrepreneurial Orientation. *Journal Entrepreneur in Emerging Economic*, 14 (6), 1244-1264. <https://doi.org/10.1108/JEEE-03-2021-0119>
- Newhart, M., & Patten, M. L. (2023). *Understanding Research Methods An Overview of the Essentials (11th ed)*. Third Avenue, New York, NY: Routledge, Taylor & Francis.
- Nguyen, T. H., Le, X. C., & Vu, T. H. L. (2022). An extended technology-organization-environment (TOE) framework for online retailing utilization in digital transformation:

- Empirical evidence from Vietnam. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(4), 200. <https://doi.org/10.3390/joitmc8040200>
- Nordqvist, M., Habbershon, T.G., & Melin, L. (2008). Transgenerational entrepreneurship: exploring entrepreneurial orientation in family firms. in Landström, H., Crijns, H., Laveren, E. and Smallbone, D. (Eds), *Entrepreneurship, Sustainable Growth and Performance: frontiers in European Entrepreneurship Research*, Edward Elgar, Cheltenham.
- Nuraisyah, Haryono, D., & Lutfiani. (2023). Digital Marketing Strategy Training for Micro Small and Medium Enterprises (Msmes) in Sarjo District (Forming and Supporting the Development of Young and Beginning Entrepreneurs). *SiKemas Journal*, 2(2), 63–78. <https://doi.org/https://doi.org/10.47353/sikemas.v2i2.1285>
- Pahlawan Digital UMKM. (2023). Pengaruh Digitalisasi bagi UMKM di Indonesia. [online]. <https://www.instagram.com/pahlawandigitalumkm/p/CzOFIeTyT8x/> [16 Desember 2024]
- Park, J. H., & Kim, Y. B. (2019). Factors Activating Big Data Adoption by Korean Firms. *Journal of Computer Information Systems*, 61(3), 285–293. <https://doi.org/10.1080/08874417.2019.1631133>
- Parvaiz, M., Bashir, G. S., Imtiaz, N. S., & Bae, J. (2022). Students' Key Determinant Structure Towards Educational Technology Acceptance at Universities, During COVID 19 Lockdown: Pakistani Perspective. *Cogent Education*, 9(1). <https://doi.org/10.1080/2331186X.2022.2039088>
- Peraturan Pemerintah No. 7. (2021). Usaha Mikro, Kecil dan Menengah (UKM). Jakarta: Kementrian koperasi dan UKM.
- Powell, C.D. (2011). You Already Have Zero Privacy, get over It-Would Warren and Brandeis Argue for Privacy for Social Networking. *Pace Law Review*, 31, 146. <https://doi.org/10.58948/2331-3528.1768>
- Pradifera, A.L., Prasilowati, S.L., & Ahmadi, S. (2022). The Role of The Use of Social Media in Analyzing The Impact of Organizations Using The Toe Framework on

- MSMES in Indonesia. *Academy of Entrepreneurship Journal*, 28(S1), 1-11. ISSN 1087-9595
- Premkumar, G., & Roberts, M. (1999). Adoption of New Information Technologies in Rural Small Businesses. *Omega* 27, 467–484. ISSN 0305-0483. [https://doi.org/10.1016/S0305-0483\(98\)00071-1](https://doi.org/10.1016/S0305-0483(98)00071-1)
- Purnomo, M., Permana, E., Qosasi, A., Miftahuddin, A., & Febrian, A. F. (2019). Entrepreneurial Orientation in Micro and Small Enterprises of Traditional Food Centers in Bandung, West Java. *Binus Business Review*. <http://dx.doi.org/10.21512/bbr.v10i3.5611>
- Purwantini, A. H., & Anisa, F. (2018). Antecedents of the Utilization of Social media and its Impact on Micro and Small Enterprises Performances. <https://doi.org/10.21009/JPEB.007.2.3>
- Putri, A. Y. D., & Ghina, A. (2025). Adopting Online Tax Systems: Analyzing Factors Affecting User Intentions at PHRI's Online Tax System Using SEM PLS Techniques. In: Hamdan, R.K. (eds) *Tech Fusion in Business and Society. Studies in Systems, Decision and Control*, vol 233. Springer, Cham. doi: 10.1007/978-3-031-84628-1_25
- Putri, A. P., Hetami, A. A., Fourqoniah, F., Andriana, A. N., Ardiyani, M., Salsabila, Muniroh, T. U., Riandani, R., Mulyani, E., Yasshyka, A., Listiana, A. P., & Indah, S. R., (2022). Pelatihan Digital Marketing untuk Mencapai Optimalisasi Strategi Pemasaran pada UMKM. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, 3(2), 828–839. <https://ejournal.sisfokomtek.org/index.php/jpkm/article/view/451>
- Qalati, S. A., Ostic, D., Bait Ali Sulaiman, M. A., Gopang, A. A., & Khan, A. (2022). Social media and SMEs' performance in developing countries: Effects of technological-organizational-environmental factors on the adoption of social media. *SAGE Open*, 12(2), 1-13. <https://doi.org/10.1177/21582440221094594>
- Qalati, S. A., Yuan, L. W., Khan, M. A. S., & Anwar, F. (2021). A Mediated Model on The Adoption of Social Media And SMES' Performance In Developing Countries. *Technology in Society*, 64, 101513. <https://doi.org/10.1016/j.tech-soc.2020.101513>

- 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>
- 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*, Vol. 20 No. 4, pp. 735-753. <https://doi.org/10.1108/JSBED-12-2011-0035>
- Ritz, W., Wolf, M., & McQuitty, S. (2019). Digital Marketing Adoption and Success for Small Businesses: The Application of The Do-It-Yourself and Technology Acceptance Models. *Journal of Research in Interactive Marketing*, Vol. 13 No. 2, pp. 179-203. <https://doi.org/10.1108/JRIM-04-2018-0062>
- Robul, Yuriy & Lytovchenko, Iryna & Tchon, Li & Nagorny, Yeugene & Khanova, Olena & Omelianenko, Olena. (2020). Digital Marketing Tools in The Value Chain of An Innovative Product. *International Journal of Scientific & Technology Research*, 9. 158-165.
- Rogers, E. M. (1995). *Diffusion of Innovations* (Vol 12). New York, NY, USA: Simon and Schuster
- Rogers, E. (2003). *Diffusion of innovations* (5th ed.). Free Press
- Rupeika-Apoga, R., Petrovska, K., & Bule, L. (2022). The Effect of Digital Orientation and Digital Capability on Digital Transformation of SMEs during the COVID-19 Pandemic. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(2), 669-685. <https://doi.org/10.3390/jtaer17020035>
- Sarwono, J. (2022). *Metodologi Penelitian Kuantitatif Menggunakan SPSS* (ed 1). Yogyakarta, Indonesia: Penerbit Gava Media.
- Setiyani, Y., & Rostiani, Y. (2021). Analysis of E-Commerce Adoption by SMEs Using the Technology-Organization-Environment (TOE) Model: A Case Study in Karawang, Indonesia. <https://doi.org/10.46729/ijstm.v2i4.246>

- Setkute, J., & Dibb, S. (2022). “Old boys’ club”: Barriers to Digital Marketing in Small B2B firms.” *Industrial Marketing Management*, 102, 266–279.
<https://doi.org/10.1016/j.indmarman.2022.01.022>
- Seven Media Technology. (2022). Menuju 30 Juta UKM Go Digital. Seven Media Technology.
<https://www.facebook.com/photo.php?fbid=544681014335181&id=100063798600408&set=a.371638441639440> [18 Oktober 2024]
- Shah, S. M. A., El-Gohary, H., & Hussain, J. G. (2015). An Investigation of Market Orientation (MO) and Tourism Small and Medium-Sized Enterprises’ (SMEs) Performance in Developing Countries: A Review of the Literature. *Journal of Travel & Tourism Marketing*, 32(8), 990–1022.
<https://doi.org/10.1080/10548408.2014.957372>
- Sleep, S., & Hulland, J. (2018). Is Big Data Driving Cooperation in The C-Suite? the Evolving Relationship Between the Chief Marketing Officer and Chief Information Officer. *Journal of Strategic Marketing*, 27(8), 666–678.
<https://doi.org/10.1080/0965254X.2018.1464496>
- Smith, A. N., Fischer, E., & Yongjian, C. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? *Journal Interactive Marketing*, 26, 102–113. <https://doi.org/10.1016/j.intmar.2012.01.002>
- Soni, R., Saluja, R., & Vardia, S. (2018). Awareness and Adoption of Cloud Accounting Software: An Empirical Research. *IUP Journal of Accounting Research & Audit Practices*, 17(2).
- Steven, H., & Hotlan, S. (2022). The influence of IT capability on operational performance through internal and external integration: Evidence from Indonesia. *Organization and Markets in Emerging Economic*, 13 (1), 71–95.
<https://doi.org/10.15388/omee.2022.13.71>
- Tatik, T., & Setiawan, D. (2024). Does social media marketing important for MSMEs performance in Indonesia? *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-01-2024-0090>

- Tawfik, O. I., Durrah, O., Hussainey, K., & Elmaasrawy, H.E. (2022). Factors Influencing the Implementation of Cloud Accounting: Evidence from Small and Medium Enterprises in Oman. *Journal of Science and Technology Policy Management*. <https://doi.org/10.1108/JSTPM-08-2021-0114>
- Telukdarie, A., Matjuta, P., Dube, T., & Philbin, S. P. (2023). The Opportunities and Challenges of Digitalization for SME's. *Procedia Computer Science*, 217(6), 689-698. <https://doi.org/10.1016/j.procs.2022.12.265>
- Thomas, S., & Sooknanan, P. (2019). Citizen journalism and civil society: attitudes of mainstream journalists to user-generated content (ugc) on social media. *Journal of Eastern Caribbean Studies (JECS)*, 44, 115–155.
- 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>
- Ullah, I., Khan, M., Rakhmonov, D. A., Bakhritdinovich, K. M., Jacquemod, J., & Bae, J. (2023). Factors Affecting Digital Marketing Adoption in Pakistani Small and Medium Enterprises. *Logistics*, 7(41). <https://doi.org/10.3390/logistics7030041>
- Venkatesh, V., & Davis, F. D. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*, 46(2), 186–204. <http://www.jstor.org/stable/2634758>
- Venkatesh, V., Thong, J., Y.L., & Xu, X. (2012). Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology. *MIS Quarterly*, Vol. 36, No. 1, pp. 157-178, Available at SSRN: <https://ssrn.com/abstract=2002388>
- Venkatesh, Viswanath, Morris, Michael G., Davis, Gordon B., Davis, & Fred D. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly*, Vol. 27, No. 3, pp. 425-478. Available at SSRN: <https://ssrn.com/abstract=3375136>

- Wang, H., Yang, X., & Ou, X. (2010). A Study on Future Energy Consumption and Carbon Emissions of China's Transportation Sector. *Low Carbon Economy*, 5 (4), 133-138. <https://doi.org/10.4236/lce.2014.54014>
- Wang, Yn., Jin, L. & Mao, H. (2019). Farmer Cooperatives' Intention to Adopt Agricultural Information Technology—Mediating Effects of Attitude. *Information Systems Frontiers*, 21, 565–580 <https://doi.org/10.1007/s10796-019-09909-x>
- Wanyoike, D. M., Mukulu, E., & Waititu, A. G. (2012). ICT Attributes as Determinants of E-Commerce Adoption by Formal Small Enterprises in Urban Kenya. *International Journal of Business and Social Science*, 3(23), 65–74. DOI: 10.30845/ijbss
- Wu, K., Zhao, Y., Zhu, Q., Tan, X., & Zheng, H. (2011). A Meta-Analysis of the Impact of Trust on Technology Acceptance Model: Investigation of Moderating Influence of Subject and Context Type. *International Journal of Information Management*, 31(6): 572-81. <https://doi.org/10.1016/j.ijinfomgt.2011.03.004>
- Yang, Z., Sun J., Zhang Y., & Wang Y. (2015). Understanding Saas Adoption from The Perspective of Organizational Users: A Tripod Readiness Model. *Computers in Human Behavior*, 45, 254–264. <https://doi.org/10.1016/j.chb.2014.12.022>
- Yaniawati, P, R., & Indrawan, R. (2024). *Metodologi Penelitian: Konsep Teknik dan Aplikasi (1st ed)*. Bandung, Indonesia: PT Refika Aditama.