

## Analisis faktor yang mempengaruhi pengadopsian E-Commerce pada UMKM khususnya bisnis keluarga = Analysis of factors affecting the adoption of E-Commerce in particular sme family business

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### Abstrak

#### <b>ABSTRAK</b><br>

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi pengadopsian E-Commerce pada UMKM khususnya bisnis keluarga dan pengaruh moderasi family business's strategic orientations terhadap pengadopsian ECommerce. Teknik analisis data yang digunakan adalah Logistic Regression. Hasil penelitian menunjukkan external pressure dan perceived benefits memiliki pengaruh yang positif terhadap pengadopsian E-Commerce. Sedangkan organizational readiness tidak memiliki pengaruh yang positif terhadap pengadopsian E-Commerce. Family business's strategic orientations memiliki pengaruh secara moderasi antara external pressure, organizational readiness dan perceived benefits.

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#### <b>ABSTRACT</b><br>

This study aims to determine the factors that influence the adoption of E-Commerce on SMEs in particular family business's and moderating influence of family business strategic orientations towards the adoption E-Commerce. The data analysis technique used is the logistic regression. The results showed the external pressure and perceived benefits have positive influence on the adoption E-Commerce. While organizational readiness has no positive influence on the adoption E-Commerce. Family business's strategic orientations have moderating influence between external pressure,organizational readiness and perceived benefits on the adoption E-Commerce.