

# Perancangan strategi adopsi teknologi E-commerce pada UMKM Indonesia menggunakan Model Decision-Makers, Technological, Organizational and Environmental (DTOE) = E-commerce technology adoption strategy design in Indonesian MSMEs using Decision-Makers, Technological, Organizational, and Environmental (DTOE) Model

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## Abstrak

Usaha Mikro, Kecil dan Menengah (UMKM) memegang peranan penting dalam perekonomian Indonesia. E-commerce dapat memberikan keunggulan kompetitif bagi UMKM dan diproyeksi akan menjadi kontributor terbesar ekonomi digital Indonesia di tahun 2030, namun baru 22% UMKM Indonesia yang mengadopsi e-commerce. Penelitian ini menyelidiki faktor-faktor yang mempengaruhi adopsi e-commerce pada UMKM Indonesia khususnya di industri ritel dan memilih strategi adopsi e-commerce terbaik dengan menggunakan model Decision-Makers, Technological, Organizational, and Environmental (DTOE) dan teori Diffusion of Innovation (DOI). Hasil diolah menggunakan metode Decision Making Trial and Evaluation Laboratory (DEMATEL) berbasis Analytic Network Process (ANP) untuk melihat pengaruh dan prioritas antar faktor. Strategi adopsi e-commerce direkomendasikan berdasarkan hasil penelitian menggunakan metode Complex Proportional Assessment (COPRAS). Hasil dari penelitian ini menunjukkan bahwa faktor Pengetahuan IT Pengambil Keputusan, Sikap Pengambil Keputusan Terhadap Inovasi dan Kompleksitas merupakan faktor penting dalam rangka adopsi teknologi e-commerce, sedangkan pengembangan atau pelatihan keterampilan Information Technology (IT) dan e-commerce merupakan prioritas strategi dalam rangka meningkatkan adopsi teknologi e-commerce di UMKM ritel.

.....Micro, Small, and Medium Enterprises (MSMEs) play a crucial role to Indonesia's economy. E-commerce can help MSMEs gain competitive advantage and is expected to be the largest contributor to Indonesia's digital economy by 2030, but only 22% of MSMEs in Indonesia have adopted e-commerce. The aim of this study is to investigate the criteria that influence e-commerce adoption in Indonesian MSMEs, particularly in the retail industry and select the best e-commerce adoption strategy using the Decision-Makers, Technological, Organizational, and Environmental (DTOE) model and the Diffusion of Innovation (DOI) theory. The influence and priorities between criteria were calculated using the Decision Making Trial and Evaluation Laboratory (DEMATEL) based Analytic Network Process (ANP) method, and an e-commerce adoption strategy was selected using the Complex Proportional Assessment (COPRAS) method. The findings of this study indicate that Decision Maker's IT Knowledge, Decision Maker's Attitude Towards Innovation, and Complexity are important criteria in the context of adopting e-commerce technology in retail MSMEs while the development or training of Information Technology (IT) and e-commerce skills was identified as the best strategy to increase adoption of e-commerce technology in retail MSMEs.