

Pengaruh Critical Success Factors terhadap Kemampuan E-commerce Adoption: Studi pada Usaha Mikro Sektor Makanan dan Minuman di DKI Jakarta = The Influence of Critical Success Factors on E-commerce Adoption Capability: A Study on Micro Enterprises in the Food and Beverage Sector in DKI Jakarta

Humaira Nur Syamsiah, author

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Abstrak

Penelitian ini bertujuan untuk mengkaji pengaruh critical success factors terhadap kemampuan e-commerce adoption pada usaha mikro sektor makanan dan minuman di DKI Jakarta. Penelitian dilakukan dengan menyebarkan kuesioner melalui Google Form kepada 100 responden yang merupakan pemilik atau manajemen usaha mikro sektor makanan dan minuman di DKI Jakarta yang telah menggunakan e-commerce pada proses bisnisnya selama minimal satu tahun dan berusia 18-64 tahun. Pendekatan kuantitatif digunakan pada penelitian ini dengan mengumpulkan data penelitian melalui survei yang menggunakan teknik purposive sampling. Data penelitian diolah menggunakan perangkat lunak SPSS. Penelitian ini menemukan bahwa terdapat pengaruh positif yang signifikan antara critical success factors terhadap kemampuan e-commerce adoption. Critical success factors terdiri dari tiga dimensi, yaitu technological factors, organizational factors, dan environmental factors. Ditemukan bahwa technological factors dan organizational factors memiliki pengaruh yang positif dan signifikan terhadap kemampuan e-commerce adoption. Sedangkan tidak ditemukan pengaruh yang signifikan antara environmental factors terhadap kemampuan e-commerce adoption.

.....This study aims to examine the influence of critical success factors on the ability of e-commerce adoption in micro enterprises in the food and beverage sector in DKI Jakarta. The study was conducted by distributing questionnaires via Google Form to 100 respondents who are owners or management of micro enterprises in the food and beverage sector in DKI Jakarta who have used e-commerce in their business processes for at least one year and are aged 18-64 years. A quantitative approach was used in this study by collecting research data through a survey using a purposive sampling technique. The research data was processed using SPSS software. This study found that there is a significant positive influence between critical success factors on the ability of e-commerce adoption. Critical success factors consist of three dimensions, namely technological factors, organizational factors, and environmental factors. It was found that technological factors and organizational factors have a positive and significant influence on the ability of e-commerce adoption. While there was no significant influence between environmental factors on the ability of e-commerce adoption.