

ABSTRACT

National development is an effort to improve the quality of Indonesian people and society which is carried out in a sustainable manner and based on national capabilities by utilizing advances in technology and science. The main objective of development, especially in economic development, is to increase the number and types of job opportunities for the community. The role of the community in national development, especially in economic development is Micro, Small and Medium Enterprises (MSMEs). By using computer media as an intermediary for business transactions. The adoption of e-commerce is a decision of the owners and top managers of MSMEs to fully use new ideas in the form of e-commerce as the best way to act. This study discusses how e-commerce adoption affects MSME business performance.

This research is descriptive (causal) which uses quantitative methods with data collection using a questionnaire as many as 82 respondents by distributing questionnaires directly. The sample used in the study was MSME traders. The data processing technique uses SEM PLS. The results showed that there was a positive and significant influence between the variables of entrepreneurial orientation, market orientation, e-commerce adoption, business performance. And there is an insignificant relationship between entrepreneurial orientation variables on business performance. And the market orientation variable towards e-commerce adoption.

Keywords: *Entrepreneurial Orientation, Market Orientation, Adoption of e-commerce, Business Performance.*