

ABSTRACT

The COVID-19 pandemic has had a negative impact on MSMEs. Gross Domestic Product (GDP) in Indonesia due to the implementation of Large-Scale Social Restrictions (PSBB). This situation increases the e-marketplaces implication for both sellers and buyers. MSME players in Pasar Baru Bandung want to continue to exist in a situation like this, they set up an e-marketplace called Etapasbar. Expansion into the digital market is not easy, only few MSME players in Pasar Baru Bandung have adopted this e-marketplace.

In this study, the author wants to know what factors could influence the the role of MSME players in Pasar Baru Bandung to adopt the Etapasbar as their e-marketplace with the Technology-Organization-Environment (TOE) model approach with Technological Context was IT Infrastructure; Organizational Context was CEO's Innovativeness; and Environmental Context was Government Support and Environmental Uncertainty and enhanced by the Diffusion of Innovation (DOI) model with the constructs of Relative Advantage, Compatibility, Complexity, Trialability, and Observability..

The method used by the author in this study is a quantitative research method. Testing the factors that most influence the adoption of Etapasbar by MSMEs players by conducting a survey in the form of a questionnaire and the results will be assisted by LISREL with the Structural Equation Modelling (SEM) technique. This study found the most influential factors was Relative Advantage, Compatibility, Trialability, Government Support, and Environmental Uncertainty. It was because of MSME players tend to follow others without knowing the essence of adopting Etapasbar. Complexity, Observability, IT Infrastructure, and CEO's Innovativeness found insignificant.

Keywords: Etapasbar, E-marketplace, MSME players, TOE-DOI Model, and SEM.