

## ABSTRACT

Micro, small, and medium-sized enterprises (MSMEs) are a vital cog in the Indonesian economic machine, and that includes the city of Bandung. Both government policies and the individual traits of MSMEs' founders contribute to their success or failure in the marketplace. Increases in height and complexity in industrial growth are trends. The culinary sector of the food and beverage business is one of the fastest-growing sectors; it is resilient and can continue to expand and thrive through any economic climate. Micro-, small-, and medium-sized enterprises (MSMEs) are finding that e-commerce provides a unique platform for doing business because it allows them to adapt to competitive challenges, broaden their market reach, and decrease their operating costs—all without the need for a physical storefront. With the convenience of online shopping, companies may put off a radical transformation in their focus. Through a computer screen, consumers may access and monitor comprehensive product data. This study is descriptive in nature, using quantitative techniques to gather data from as many as 390 respondents via the use of questionnaires. This study uses small and medium-sized food businesses (SMEs) in the Bandung area as its sample. SEM PLS methods for data processing. In this research, we find that entrepreneurial inclination, information management, dynamic capacities, and e-commerce adoption are all positively and significantly correlated with one another.

**Keywords : Entrepreneurial Orientation, Knowledge Management, Capability Dynamics, E-commerce Adoption.**