

ABSTRACT

The digital adoption in e-commerce for UMKMs in Subang is still low, which makes it difficult for them to compete with UMKMs in other regions during the digital era. The implementation of e-commerce has a direct impact on customer satisfaction due to the optimization of information availability and resources, thereby minimizing errors. This research uses the basic theory of Technology, Organization, and Environment. Which is supported by the theory of Diffusion of Innovation, Resource Based View and External Contingency

The purpose of this research is to test the impact of managerial characteristics, observability, relative advantage, and customer pressure on e-commerce adoption among UMKMs in Subang.

The population for this study is UMKMs in Subang, with a sample taken using non-probabilistic sampling techniques, specifically the incidental method. For the analysis, statistical tests such as t-tests and SEM-PLS were conducted using the Smart-PLS 4 software..

The results of this study indicate that observability and customer pressure have a significant positive influence on the adoption of e-commerce by SMEs, whereas managerial characteristics and relative advantage do not show significant influence.

Key word: *SMEs, Managerial Characteristics, Observability, Relative Advantage, Customer Pressure, E-Commerce*