

DAFTAR PUSTAKA

- Abdillah, W., & Jogyianto. (2015). *Partial Least Square (Pls): Alternatif Structural Equation Modeling (Sem) Dalam Penelitian Bisnis* (1st Ed.). Yogyakarta: Andi.
- Abou-Shouk, M., Megicks, P., & Lim, W. M. (2013). Perceived Benefits and E-Commerce Adoption by SME Travel Agents in Developing Countries: Evidence from Egypt. *Journal of Hospitality & Tourism Research*, 37(4).
- Anggadwita, G., Suganda, G. A. D., & Azis, E. (2021). The Implementation of Technology Capabilities, Agile Leadership and Innovation Ambidexterity to Improve SMEs' Sustainability in Bandung. *Proceedings of the First Central American and Caribbean International Conference on Industrial Engineering and Operations Management*, 125 -135.
- Ahluwalia, P., & Merhi, M. I. (2020). Understanding Country Level Adoption of E-Commerce: A Theoretical Model Including Technological, Institutional, and Cultural Factors. *Journal of Global Information Management*, 28(1), 1-22.
- Ausat, A. M., Astuti, E. S., & Wilopo. (2022). Analisis Faktor yang Berpengaruh pada Adopsi E-commerce dan Dampaknya bagi Kinerja UKM di Kabupaten Subang. *Jurnal Teknologi Informasi dan Ilmu Komputer*, 333-346.
- Badan Pusat Statistik Jawa Barat. (2023). *Jumlah Usaha Mikro dan Kecil Menurut Kabupaten Kota dan Bentuk Badan Usaha/ Badan Hukum/ Perijinan (Unit) 2020 –2022*. BPS Jawa Barat Retrieved from <https://jabar.bps.go.id/indicator/9/753/1/jumlah-usaha-mikro-dan-kecil-menurut-kabupaten-kota-dan-bentuk-badan-usaha-badan-hukum-perijinan-.html>
- Badan Pusat Statistik Kabupaten Subang. (2021). *Kecamatan Subang dalam Angka*. Subang: Badan Pusat Statistik Kabupaten Subang.
- Berdesa, A. (2015). *Pemanfaatan Teknologi E-Commerce bagi UKM dan BUMDesa*.
- Bi, R., Davidson, R. M., & Smyrnios, K. X. (2016). E-business and fast growth SMEs. *Small Business Economics* (48), 559 – 576.
- Bumi Alumni. *Urutan Jumlah UMKM Terbanyak di Indonesia*. (2023). Retrieved from <https://bumialumni.com/article/99/urutan-jumlah-umkm-terbanyak-di-indonesia#:~:text=Dari%20banyaknya%20pelaku%20UMKM%20yang,Tengah%20berjumlah%201.457.126%20unit>
- Busnetty, I., & Tambunan, T. T. (2020). Gap between Regions in the Use of E-Commerce by MSEs Macro-level Research Using Provincial Data from Indonesia. *Journal of Telecommunications and the Digital Economy*, 37-63.

- Candra, V., Simarmata, N. I., Purba, M. B., Purba, S., Hasibuan, M. C., Siregar, T., Jamaludin. (2021). *Pengantar Metodologi Penelitian*. Medan: Yayasan Kita Bisa.
- Choi, S.-B., Feng, Y., Liu, J., & Zhu, Q. (2018). Motivating Corporate Social Responsibility Practices under Customer Pressure among Small- and Medium-sized Supplier in China: The Role of Dynamic Capabilities. *Corporate Social Responsibility and Environmental Management*, 1-14.
- Darma, B. (2021). *Statistika Penelitian Menggunakan SPSS*. Jakarta: Guepedia.
- Darma, D. C., Purwadi, P., Sundari, I., Hakim, Y. P., & Pusriadi, T. (2020). Job Characteristics, Individual Characteristics, Affective Commitments and Employee Performance. *Research and Review: Human Resource and Labour Management*, 10(1), 7–18.
- Databoks. (2021). *UMKM Indonesia Bertambah 1,98% pada 2019*. Retrieved from <https://databoks.katadata.co.id/datapublish/2021/08/12/umkm-indonesia-bertambah-198-pada-2019>
- Databoks. (2023). *Masih Banyak Pelaku Usaha di Indonesia Belum Beralih ke E-commerce, Apa Alasannya?* Retrieved from <https://databoks.katadata.co.id/datapublish/2023/09/21/masih-banyak-pelaku-usaha-di-indonesia-belum-beralih-ke-e-commerce-apa-alasannya>
- Daily Social. (2023). *Tren Digitalisasi UMKM di Indonesia 2023: Tantangan dan Peluang*. Retrieved from <https://dailysocial.id/post/tren-digitalisasi-umkm-di-indonesia-2023-tantangan-dan-peluang>
- Dethine, B., Enjolras, M., & Monticolo, D. (2020). Digitalization and SMEs' Export Management: Impacts on Resources and Capabilities. *Techonology Innovation Management Review*, 10(4), 18-34.
- East Ventures. (2022). *Digital Competitiveness Index 2022*. East Ventures.
- Effendi,S., Hadiwidjojo,D., & Noermijati, S. (2013). The Effect of Entrepreneurship Orientation Oon The Small Business Performance with Government Role as The Moderator Variable and Managerial Competence as The Mediating Variable on The Small Business of Apparel Industry in CipulirMarket, South Jakarta. *Journal of Business and Management*, 8(1), 49–55
- Ekonomi Kompas. (2018). *Lompatan Ekonomi Industri Kecil Digital*. Retrived from <https://www.kompas.id/baca/riset/2018/12/18/lompatan-ekonomi-industri-kecil-digital>.
- Fitraharizki, & Rahayu, Rrita. (2023). Analysis of Factors Influencing E-Commerce Adoption in MSMEs in Padang City. *Jurnal Informatika Ekonomi Bisnis*, 5(3), 807-813.
- Fonseka, K., Jaharadak, A. A., Rahman, M., & Tham, J. (2021). Determinants Affecting the Adoption of E-commerce and its Impact on Organisational Performance of SMEs in Sri Lanka. *Journal of Telecommunication and the Digital Economy*, 23-43.

- Ghozali, I. (2016). Aplikasi Analisis Multivariate dengan Program IBS SPSS 23 (Edisi 8). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021). *Partial Least Squares : Konsep, Teknik Dan Aplikasi Menggunakan Program Smartpls 3.2.9 Untuk Penelitian Empiris* (3rd Ed.). Semarang: Badan Penerbit Undip
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program Smartpls 3.0 untuk Penelitian Empiris*. Semarang: Badan Penerbit UNDIP.
- Guenther, Peter., Guenther, Miriam., Ringle, Christian M., Zaefarian, Ghasem., Cartwright, Severina. (2023). Improving PLS-SEM Use for Business Marketing Research. *Industrial Marketing Management*, 127-142.
- Hair, J. F. (2021). *Business Partial Least Squares Structural Equation Modeling (Pls-Sem) Using R*. Jerman: Springer.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis Eighth Edition*. Jerman: Springer.
- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. Yogyakarta: CV. Pustaka Ilmu.
- Handar. (2017,9 Januari). Menjadi UMKM Inovatif. Upeks.fajar [online] Tersedia: Upeks.fajar.co.id (7 April 2019).
- Hendayani, R., & Febrianta, M. Y. (2020). Technology as a driver to achieve the performance of family businesses supply chain. *Journal of Family Business Management*, 10(4), 361 – 371.
- Hertanto, E. (2017). Perbedaan Skala Likert Lima Skala dengan Modifikasi Skala Likert Empat Skala. *Jurnal Metodologi Penelitian*.
- Ikhsan, A. E., Suazhari, & Razki, C. D. (2016). Keuntungan Realatif, Kesiapan Organisasional, Pengadopsian Sistem E-Commerce dan Kinerja Perusahaan. *Jurnal Akuntansi* 5(1), 99 – 109.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Refika Aditama.
- Indrawati, P. D., Wai, C. K., Ariyanti, M., Mansur, D. M., Marhaeni, G. A. M. M., Tohir, L. M., Gaffar, M. R., Has, M. N., & Yuliansyah, S. (2017). Perilaku konsumen individu dalam mengadopsi layanan berbasis teknologi informasi dan komunikasi. *First Print*. Bandung. PT Refika Aditama.
- Religia, Yoga., Surachma, Rohman, Fatchur., & Indrawati, Nur Khusniyah. (2020). E-Commerce Adoption in SMEs: A Literature Review. *Economics Engineering and Social Science*.
- Investor.id. (2021). *6 Kebijakan Pemerintah untuk Bangkitkan UMKM*. Retrieved

- from <https://investor.id/business/234196/6-kebijakan-pemerintah-untuk-bangkitkan-umkm>
- Kadin Indonesia. *UMKM Indonesia*. (2023). Retrieved from <https://kadin.id/data-dan-statistik/umkm>.
- Kementerian Keuangan. (2023). *Kebijakan Pemerintah dalam Pemberdayaan UMKM* Retrieved from <https://djp.kemenkeu.go.id/kppn/cirebon/id/data-publikasi/berita-terbaru/2852-kebijakan-pemerintah-dalam-pemberdayaan-umkm.html>.
- Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2022). *Melalui Dukungan Kebijakan Ekonomi Nasional bagi UMKM, Pemerintah Dorong Kualitas UMKM agar Go Digital dan Go Global*. Retrieved from <https://www.ekon.go.id/publikasi/detail/4603/melalui-dukungan-kebijakan-ekonomi-nasional-bagi-umkm-pemerintah-dorong-kualitas-umkm-agar-go-digital-dan-go-global>
- Kumparan. (2018). *Big Data dan UMKM*. Retrieved from <https://kumparan.com/info-socmed/big-data-dan-umkm>.
- Kutz, M. (2016). *Introduction to E-commerce: Combining Business and Information Technology*. Londong: Bookboon.
- Laudon, K. C., & Traver, C. G. (2017). *E-Commerce 2017*. United Kingdom: Pearson.
- Mahliza, Febrina. (2020). The Moderating Role of Government Support on The Relationship between Owner Characteristic and E-Commerce Adoption by Micro Enterprises. *Proceedings of the First Annual Conference of Economics, Business, and Social Science*. EAI.
- Nabilah Muhamad. (2023). *Jumlah Usaha Mikro, Kecil, dan Menengah/UMKM di Indonesia Berdasarkan Kelasnya* (2021). Retrieved from <https://databoks.katadata.co.id/datapublish/2023/10/13/usaha-mikro-tetap-merajai-umkm-berapa-jumlahnya>.
- Nguyen, T. H., Le, X. C., & Vu, T. H. L. (2022). An Extended Technology-Organization-Environment (TOE) Framework for Online Retailing Utilization in Digital Transformation: Empirical Evidence from Vietnam. *Journal of Open Innovation: Technology, Market, and Complexity*.
- Nurhadi. (2015). *Adopsi Electronic Commerce Teori Praktek dan Implikasi pada Usaha Kecil dan Menengah*. Surabaya: Revka Petra Media.
- Nuryadi, Astuti, T. D., Utami, E. S., & Budiantara, M. (2017). *Dasar-Dasar Statistik Penelitian*. Bantul: Sibuku Meida.
- Osorio-Gallego, C. A., Londono-Metaute, J. H., & Lopes-Zapata, E. (2016). Analysis of Factors that Influence the ICT Adoption by SMEs in Colombia. *Intangible Capital*, 12(2).
- Piarna, R., & Fathurohman, F. (2018). Adopsi E-commerce pada UMKM di Kota

- Subang Menggunakan Model UTAUT. *Jurnal Ilmiah Ilmu dan Teknologi Rekayasa*, 63-70.
- Priambada, Adjie (2015, 21 Agustus). Keterlibatan UKM Secara Digital Angkat Pertumbuhan Ekonomi Indonesia Dua Persen. *Dailysocial* [online] Tersedia: dailysocial.id (10 April 2019)
- Putra, P. O. H., & Santoso, H. B. (2020). Contextual Factors and Performance Impact of e-Business Use in Indonesian Small and Medium Enterprises (SMEs). *Heliyon*, 1-10.
- Ramadhani, F. Y., Astuti, Y., & Indrajaya, D. (2024). Pengaruh Religiosity Serta Theory Of Planned Behavior Pada Behavioral Intention Dan Dampaknya Terhadap Physical Well Being Pada Pembelian Makanan Halal Di Aplikasi Oleh Masyarakat Jawa Tengah. *EProceedings of Management*, 11(2).
- Ramanathan, R., Ramanathan, U., & Hsiao, H. L. (2012). The Impact of E-Commerce on Taiwanese SMEs: Marketing and Operations Effects. *International Journal of Production Economics*, 140(2), 934-943.
- Rawash, H. N. (2021). E-commerce Adopting TOE Model by SMEs in Jordan. *Multicultural Education*, 118-123.
- Sánchez-Torres, J. A., & Juarez-Acosta, F. (2019). Modelling SME e-commerce with IMAES. *Journal of Business & Industrial Marketing*, 137-149.
- Sánchez-Torres, J., Berrio, S. P., & Rendon, P. A. (2021). The Adoption of E-commerce in SMEs: the Colombian Case. *Journal of Telecommunications and the Digital Economy*, 110-135.
- Santoso, T. I., & Indrajaya, D. (2023). Unleashing the Potential: A Comparative Analysis of K-Worker Competencies among Telkom University Cohorts. *Journal of Industrial Engineering & Management Research*, 4(4), 39-44, 13 – 18.
- Saputra, N. & Sudiana, K. (2022). Diagnosing the Impact of Digital Resource and Remote Leadership on Telework Productivity. *2022 International Conference on Informatics, Multimedia, Cyber and Information System*.**
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). *Treating Unobserved Heterogeneity In PLS-SEM: A Multi-Method Approach* In: Latan, H., Noonan, R. (eds) *Partial Least Squares Path Modeling*. Springer, Cham. https://doi.org/10.1007/978-3-319-64069-3_9
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*. United Kingdom: John Wiley & Sons.
- Setiawan, Sikana R. Diah. (2018,12 Desember). Buka Peluang Bisnis, UKM Dorong Manfaat Teknologi Digital. *Ekonomi Kompas* [online] Tersedia: Ekonomi.kompas.com (18 maret, 2019).
- Setiyani, Lila, & Rostiani, Yenny. (2021). Analysis of E-Commerce Adoption by SMEs Using the Technology - Organization - Environment (TOE) Model: A

- Case Study in Karawang, Indonesia. *International Journal Of Science, Technology & Management*, 1113-1132.
- Setiyani, L., Andreansyah, D., Gunawan, R., Yusuf, A. M., & Awalludin, D. (2022). Analysis Adoption e-Commerce SMEs Using Innovation Diffusin Theory Framework (Case Report: Kawarawang District).. *Proceedings of the 4th Asia Pacific Management Research Conference (APMRC 2022)*.
- Sombultawee, K. (2020). Antecedents and consequences of e-commerce adoption for SMEs. *Kasetsart Journal of Social Sciences*, 41(2), 256-261
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sulaiman, E., Handayani, C., Widyastuti, S. (2021). Transformasi Digital Technology-Organization- Environment (Toe) Dan Inovasi Difusi E-Business Untuk Umkm Yang Berkelanjutan: Model Konseptual. *Jurnal Manajemen dan Bisnis Kreatif*, 7(1), 51-62.
- Suntaran, A. A., Widagdo, P. P., & Kamila, V. Z. (2023). Analisis Penerapan Model *Unified Theory of Acceptance and Use of Technology* (UTAUT) terhadap Perilaku Pengguna Sistem Informasi Uang Kuliah Tunggal Universitas Mulawarman. *Kratif Teknologi dan Sistem Informasi*, 1(1), 1 – 8.
- Tajudeen, F. P., Jaafar, N. I., Ainin, S. (2018). Understanding The Impact of Social Media Usage among Organizations. *Information & Management*, 308-321.
- Tiandra, N., Hambali, D., Nurasia, & Rosalina, N. (2019). Analisis Pengaruh E-commerce terhadap Peningkatan Kinerja UMKM (Studi Kasus pada UMKM di Kabupaten Sumbawa). *Jurnal Ekonomi dan Bisnis Indonesia* , 6-10.
- Toska, A., & Fetai, B. (2023). The Impact of E-commerce on the Economic Growth of the Western Balkan Countries: A Panel Data Analysis. *International Information and Engineering Technology Association*, 935-941.
- Zahriyah, Aminatus., Suprianik., Parmono, Agung., & Mustofa. (2021). *Ekonometrika, Teknik dan Aplikasi dengan SPSS*. Jember: Mandala Press.
- Zeng, N., Liu, Y., Hertogh, M., Konig, M. (2021). Do right PLS and do PLS right: A critical review of the application of PLS-SEM in construction management research. *Frontiers of Engineering Management*.