

## DAFTAR PUSTAKA

- Abdul Razak, N., & Anua Jah, N. J. (2017). The e-commerce training for women entrepreneurs in facing fourth industrial revolution. *International Journal of Business and Law*, 14(5), 42–47. [https://www.ijbel.com/wp-content/uploads/2017/12/KLIisc5\\_33.pdf](https://www.ijbel.com/wp-content/uploads/2017/12/KLIisc5_33.pdf)
- Ahani, A., Rahim, N. Z. A., & Nilashi, M. (2017). Forecasting social CRM adoption in SMEs: A combined SEM-neural network method. *Computers in Human Behavior*, 75, 560–578. <https://doi.org/10.1016/j.chb.2017.05.032>
- Ahmad, S. Z., Abu Bakar, A. R., & Ahmad, N. (2019). Social media adoption and its impact on firm performance: the case of the UAE. *International Journal of Entrepreneurial Behaviour and Research*, 25(1), 84–111. <https://doi.org/10.1108/IJEBR-08-2017-0299>
- Ali, A., Bhasin, J., & Hazik, M. (2023). Antecedents and Consequences of ICT Adoption in MSME. *Journal of Business and Management Studies*, 5(5), 133–142. <https://doi.org/10.32996/jbms.2023.5.5.10>
- Ali, A., & Qazi, I. A. (2022). Digital Literacy and Vulnerability to Misinformation: Evidence from Facebook Users in Pakistan. *Journal of Quantitative Description: Digital Media*, 2, 1–38. <https://journalqd.org/article/view/3620%0Ahttps://journalqd.org/article/download/3620/2832>
- Anjum, A. (2019). Information and communication technology adoption and its influencing factors: A study of Indian SMEs. *Humanities and Social Sciences Reviews*, 7(5), 1238–1253. <https://doi.org/10.18510/hssr.2019.75163>
- Ariansyah, K., Sirait, E. R. E., Nugroho, B. A., & Suryanegara, M. (2021). Drivers of and barriers to e-commerce adoption in Indonesia: Individuals' perspectives and the implications. *Telecommunications Policy*, 45(8), 102219. <https://doi.org/10.1016/j.telpol.2021.102219>
- Arsyad, A. A. J., Sulistyo, L., Rahayu, W., & Fatmawati, E. (2023). Upaya Peningkatan Literasi Digital Masyarakat Melalui Program Pelatihan Komputer Di Desa Terpencil. *Community Development Journal*, 4(1), 654–661.
- Azizah, S., Sholikhah, A., Djunaidi, I. H., Priharsari, D., Ambayoen, M. A., & Hamidah, S. (2023). The Influence of Digital Literacy of Small Business Actors on The Level of E-Commerce Use in Blitar District. *Jurnal Riset Manajemen Dan Ekonomi (Jrime)*, 1(1), 89–106. <https://doi.org/10.54066/jrime-itb.v1i1.91>
- Bawden, D. (2001). Information and digital literacies: a review of concepts.

- Journal of Documentation*, 57(2), 218–259.
- Bello-Pintado, A., García Marco, T., & Zouaghi, F. (2018). Product/process definition, technology adoption and workforce qualification: impact on performance. *International Journal of Production Research*, 57(1), 200–215. <https://doi.org/10.1080/00207543.2018.1468096>
- Boberg, A. (2022). Challenges and opportunities for digital mentorship programs in Challenges and opportunities for digital mentorship programs in. *Digitala Vetenskapliga Arkivet*. <https://kth.diva-portal.org/smash/get/diva2:1692938/FULLTEXT01.pdf>
- BPS Provinsi DKI Jakarta. (2024). *Profil Industri Mikro dan Kecil Provinsi DKI Jakarta* 2022. [https://www.library.jakarta.bawaslu.go.id/aakumpulanjurnaldanbuku/jurnal\\_edisi\\_september\\_2019.pdf](https://www.library.jakarta.bawaslu.go.id/aakumpulanjurnaldanbuku/jurnal_edisi_september_2019.pdf)
- Budiono, F. L., Lau, S. K., & Tibben, W. J. (2020). The Investigation of E-Marketplace Adoption by Small Medium Enterprises Using Individual-Technology-Organization-Environment (ITOE) Framework: A Case Study in Yogyakarta Province Indonesia. *Pacific Asia Journal of the Association for Information Systems*, 12(4), 64–92. <https://doi.org/10.17705/1pais.12403>
- Bumann, J., & Peter, M. K. (2019). Action fields of digital transformation – a review and comparative analysis of digital transformation maturity models and frameworks. *Digitalisierung und andere Innovationsformen im Management. Innovation und Unternehmertum*, November 2019, 13–40.
- Chienwattanasook, K., Pinyokul, K., Rittiboonchai, W., & Jermsittiparsert, K. (2021). Impact of relative advantage and computability on cloud computing adaption: the mediating role top management support and university image. *Journal of Management Information and Decision Sciences*, 24(4), 1–17.
- CNBC Indonesia. (2023). *Jumlah UMKM Capai 8,71 Juta, Bisa Jadi “Tameng” Resesi?* <https://www.cnbcindonesia.com/research/20230207115843-128-411724/jumlah-umkm-capai-871-juta-bisa-jadi-tameng-resesi>
- Creswell, J. W. (2014). *Research design: qualitative, quantitative, and mixed methods approaches*. Thousand Oaks. SAGE Publications.
- David, F. R., & David, F. R. (2017). *Strategic Management Concepts and Cases A Competitive Advantage Approach* (16 ed.). Pearson Education Limited.
- Dessler, G. (2015). *Fundamentals of Human Resource Management*. Pearson.
- Djastuti, I., Mahfudz, Daryono, & Lestari, L. (2020). Effect of training and job satisfaction on employees performance and company performance in support to achieve the internationalization model of SME's competitive advantage. *WSEAS Transactions on Business and Economics*, 17, 300–305.

<https://doi.org/10.37394/23207.2020.17.31>

- Eilu, E., Baguma, R., Pettersson, J. S., & Bhutkar, G. D. (2021). *Digital Literacy and Socio-Cultural Acceptance of ICT in Developing Countries*. Springer.
- Elhajjar, S., & Ouaida, F. (2020). An analysis of factors affecting mobile banking adoption. *International Journal of Bank Marketing*, 38(2), 352–367. <https://doi.org/10.1108/IJBM-02-2019-0055>
- Ezmir. (2011). *Metodologi Penelitian Pendidikan Kuantitatif dan Kualitatif*. PT Raja Grafindo Persada.
- Ghozali, I. (2013). *Structural Equation Modelling Alternatif dengan Least Square. Edisi Kedua. Cetakan Pertama*. Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25* (9 ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2012). *Partial Least Square : Konsep, Teknik dan Aplikasi. SmartPLS 2.0 M3*. Badan Penerbit Universitas Diponegoro.
- Gilster. (1997). *Digital Literacy*. Wiley Online Library.
- Greene, W. H. (2019). *Econometric Analysis*. Pearson-prentice Hall.
- Grewal, R., Cote, J. A., & Baumgartner, H. (2004). Multicollinearity and measurement error in structural equation models: Implications for theory testing. *Marketing Science*, 23(4). <https://doi.org/10.1287/mksc.1040.0070>
- Gunawan, A. A., Essers, C., & van Riel, A. C. R. (2021). The adoption of ecopreneurship practices in Indonesian craft SMEs: value-based motivations and intersections of identities. *International Journal of Entrepreneurial Behaviour and Research*, 27(3), 730–752. <https://doi.org/10.1108/IJEBR-06-2020-0404>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Thousand Oaks. SAGE Publications.
- Hamalik, O. (2005). *Pengembangan SDM: Manajemen Pelatihan Ketenagakerjaan* (Vol. 1). Pendekatan Terpadu, Cetakan 1.
- Handoko, T. H. (2016). *Manajemen personalia dan sumberdaya manusia*. Bpfe.
- Hargittai, E. (2005). Survey measures of web-oriented digital literacy. *Social Science Computer Review*, 23(3), 371–379. <https://doi.org/10.1177/0894439305275911>
- Hatammimi, J., & Darmawan, A. N. (2024). The Impact of E-Wallets on the Business Performance of Culinary Sector MSMEs in Garut Regency. In B.

- Awwad (Ed.), *The AI Revolution: Driving Business Innovation and Research* (Vol. 525). Springer. <https://link.springer.com/10.1007/978-3-031-54383-8>
- Hendayani, R., Salim, D. F., Rizal, N. A., & Krisnawati, A. (2024). Pelayanan Digital Kelurahan bagi Pegawai Kelurahan Nyengseret Kota Bandung dan Wawasan Entrepreneurship di Era Digital. *Jurnal Abdi Masyarakat Indonesia (JAMSI)*, 4(2), 301–306.
- Ifada, L. M., & Komara, A. (2023). Digital Literacy and The Changing Landscape of The Accounting Profession: The Role of Technology Adoption Model. *Jurnal Kajian Akuntansi*, 7(1), 125. <https://doi.org/10.33603/jka.v7i1.8454>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: PT. Refika Aditama.
- Jere, J. N., & Ngidi, N. (2020). A technology, organisation and environment framework analysis of information and communication technology adoption by small and medium enterprises in Pietermaritzburg. *SA Journal of Information Management*, 22(1), 1–9. <https://doi.org/10.4102/sajim.v22i1.1166>
- Johnson, S. K., Geroy, G. D., & Griego, O. V. (1999). The mentoring model theory: Dimensions in mentoring protocols. *Career Development International*, 4(7), 384–391. <https://doi.org/10.1108/13620439910295736>
- Jones, R. H., & Hafner, C. A. (2021). *Understanding Digital Literacies: A Practical Introduction*. Routledge.
- Kamil, M. (2010). *Model Pendidikan Dan Pelatihan (Konsep Dan Aplikasi)*. Alfabeta.
- Kementerian Keuangan RI. (2023). *UMKM Hebat, Perekonomian Nasional Meningkat*. <https://djpb.kemenkeu.go.id/portal/id/berita/lainnya/opini/4133-umkm-hebat,-perekonomian-nasional-meningkat.html>
- Kominfo RI. (2021). *Pemanfaatan Platform e- Commerce untuk Berjualan Online*.
- Kusnendi, M. (2018). *ARM Dengan Variabel Mediasi (Mediation Model)*. Sekolah Pascasarjana UPI.
- Kuswandi, D., Zulnaidi, H., Kurniawan, C., Aulia, F., Thaariq, Z. Z. A., Wijanarko, D. A., Nafi'a, M. Z. I., & Maknuunah, L. (2023). Digital Learning Literacy Training and Mentoring using ADDIE Model. *Proceedings of the International Conference on Information Technology and Education (ICITE 2021)*, 609(Icite), 98–103. <https://doi.org/10.2991/assehr.k.211210.016>
- Lankshear, C., & Knobel, M. (2008). *Digital literacies: Concepts, policies and*

*practices*. Peter Lang.

- Lee, K. M., & Pinar, Y. (2022). Mentoring and Digital Learning to Enhance the Impact of Social Sciences. *Italian Journal of Sociology of Education*, 14(3), 103–130. <https://doi.org/10.14658/pupj-ijse-2022-3-5>
- Levy, R. (2021). Social Media, News Consumption, and Polarization: Evidence from a Field Experiment. *American Economic Review*, 111(3), 831–870. <https://doi.org/10.1257/AER.20191777>
- Li, B., Ding, J., Wang, J., Zhang, B., & Zhang, L. (2021). Key factors affecting the adoption willingness, behavior, and willingness-behavior consistency of farmers regarding photovoltaic agriculture in China. *Energy Policy*, 149(December 2020). <https://doi.org/10.1016/j.enpol.2020.112101>
- Liu, Z. J., Tretyakova, N., Fedorov, V., & Kharakhordina, M. (2020). Digital literacy and digital didactics as the basis for new learning models development. *International Journal of Emerging Technologies in Learning*, 15(14), 4–18. <https://doi.org/10.3991/ijet.v15i14.14669>
- Martínez-Bravo, M. C., Chalezquer, C. S., & Serrano-Puche, J. (2022). Dimensions of Digital Literacy in the 21st Century Competency Frameworks. *Sustainability (Switzerland)*, 14(3). <https://doi.org/10.3390/su14031867>
- Medlin, B. D. (2001). *The factors that may influence a faculty member's decision to adopt electronic technologies in instruction* (Vol. 2).
- Mills, K. A. (2015). *Literacy Theories for the Digital Age: Social, Critical, Multimodal, Spatial, Material and Sensory Lenses*. Multilingual Matters.
- Nurqamarani, A. S., Priyanto, A., & Fadilla, S. (2022). Technology Adoption Strategy of Social Media in Micro Small Medium Enterprises. *Research Journal of Accounting and Business Management*, 6(2), 139. <https://doi.org/10.31293/rjabm.v6i2.6633>
- Nuseir, M. T., & Aljumah, A. (2020). Digital marketing adoption influenced by relative advantage and competitive industry: A UAE tourism case study. *International Journal of Innovation, Creativity and Change*, 11(2), 617–631.
- Ollerenshaw, A., Corbett, J., & Thompson, H. (2021). Increasing the digital literacy skills of regional SMEs through high-speed broadband access. *Small Enterprise Research*, 28(2), 115–133. <https://doi.org/10.1080/13215906.2021.1919913>
- Panggabean, M. S. (2016). *Manajemen sumber daya manusia* (Kedua). Universitas Terbuka.
- Pasaribu, R. D., Hutami, K. P., & Sutjipto, M. R. (2023). Technology readiness &

- acceptance model and digital transformation strategy of Ciparay traditional market village, Bandung. In S. Noviaristanti & H. Boon (Ed.), *Sustainable Future: Trends, Strategies and Development* (Nomor 112). Routledge.
- Pearce II, J. A. J., & Robinson, R. B. (2008). *Formulation Implementation, and Control of Competitive Strategy*. McGraw-Hill.
- Qalati, S. A., Yuan, L. W., Khan, M. A. S., & Anwar, F. (2021). A mediated model on the adoption of social media and SMEs' performance in developing countries. *Technology in Society*, 64(December 2020), 101513. <https://doi.org/10.1016/j.techsoc.2020.101513>
- Rachmawati, I. K. (2008). *Manajemen Sumber Daya Manusia*. Andi.
- Religia, Y., Surachman, F. R., & Indrawati, N. K. (2020). The antecendence of E-commerce adoption by micro, small, and Medium sized enterprise (msme) with E-commerce training as moderation. *Solid State Technology*. [https://www.academia.edu/download/65206980/Jurnal\\_Scopus\\_SST\\_Terbit\\_Yoga\\_Religia.pdf](https://www.academia.edu/download/65206980/Jurnal_Scopus_SST_Terbit_Yoga_Religia.pdf)
- Rivai, V. (2016). *Manajemen sumber daya manusia untuk perusahaan*. Rajawali Pers.
- Rogers, E. M. (2003). Diffusion of innovations. In *An Integrated Approach to Communication Theory and Research, Third Edition*. <https://doi.org/10.4324/9780203710753-35>
- Rosyidah, U., Sudarmiatin, S., & Sumarsono, H. (2023). Digitalization and internationalization of SMEs: A Systematic Literature Review. *Journal of Enterprise and Development (JED)*, 5(3), 479–499. <https://doi.org/10.46729/ijstm.v4i4.826>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach*. John Wiley & Sons, Inc.
- Sirlin, N., Epstein, Z., Arechar, A. A., & Rand, D. G. (2021). Digital literacy is associated with more discerning accuracy judgments but not sharing intentions. *Harvard Kennedy School Misinformation Review*, 2(6), 0–13. <https://doi.org/10.37016/mr-2020-83>
- Stolterman, E., & Fors, A. C. (2004). Information technology and the good life. *IFIP Advances in Information and Communication Technology*, 143, 687–692. [https://doi.org/10.1007/1-4020-8095-6\\_45](https://doi.org/10.1007/1-4020-8095-6_45)
- Suryani, U., Arief, M., Bramantoro, S., & Hamsal, M. (2022). The Impact Of Digital Literacy And E-Commerce Adoption With O2o Business Adoption On The Performance Of Small And Medium Enterprises. *INTERNATIONAL JOURNAL OF eBUSINESS AND eGOVERNMENT STUDIES*, 0744, 199–223. <https://doi.org/10.34109/ijebeg>.

- Suryani, U., Bramantoro, S., Arief, M., & Hamsal, M. (2020). Impact Of Digital Literacy And Market Orientation Through E-Commerce Adoption On The Msme Performance Moderated By O2o Business Adoption. *The 5th International Conference on Family Business and Entrepreneurship*, 110–121.
- Taib, A., Awang, Y., Shuhidan, S. M., Zakaria, Z. N. Z., Sulistyowati, S., & Ifada, L. M. (2023). Digitalization of the accounting profession: An assessment of digital competencies in a Malaysian comprehensive university. *Asian Journal of University Education*, 19(2), 365–380. <https://doi.org/10.24191/ajue.v19i2.22229>
- Tornatzky, L. G., & Fleischer, M. (1990). *The Processes of Technological Innovation*. Lexington Books. <https://doi.org/10.7251/emc2201237t>
- Tricahyono, D., & Sudrajat, A. I. (2022). Will digital literacy moderate the relationship between digital capabilities and the business performance of MSMEs in Indonesia? *Sustainable Future: Trends, Strategies and Development*, 198.
- Tzavaras, P., & Davalas, A. (2022). Mentoring and Coaching in The Digital Era and How Has Been Affected by Covid-19. *Future of Business Administration*, 1(2), 1–14. <https://doi.org/10.33422/fba.v1i2.280>
- Westerman, G., Bonnet, D., & McAfee, A. (2014). *Leading digital: turning technology into business transformation*. Harvard Business Review Press. <https://doi.org/10.5860/choice.188022>
- Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2018). *Concepts in Strategic Management & Business Policy: Globalization, innovation and sustainability*. Pearson Education Limited.
- Wheeler, L., Garlick, R., Johnson, E., Shaw, P., & Gargano, M. (2022). LinkedIn(to) Job Opportunities: Experimental Evidence from Job Readiness Training. *American Economic Journal: Applied Economics*, 14(2), 101–125. <https://doi.org/10.1257/APP.20200025>
- Widiasmara, A., Devi, H. P., Nurhayati, P., Aviyanti, R. D., Chairunnisa, D. M., & Zami, M. T. A. (2022). Digital Entrepreneurship Assistance for Handicraft SMEs in Cileng Village. *International Journal of Community Service Learning*, 6(2), 221–230. <https://doi.org/10.23887/ijcsl.v6i2.48479>
- Widodo, S. E. (2015). *Manajemen Pengembangan Sumber Daya Manusia*. Pustaka Pelajar.
- Wulandari, R., & Koe, W.-L. (2022). Digital Marketing Training And Mentoring To Improve Msmses Performance In Jakarta. *ICCD (International Conference on Community Development)*, 4(1), 250–255.

Zhuravskaya, E., Petrova, M., & Enikolopov, R. (2020). Political effects of the internet and social media. *Annual Review of Economics*, 12, 415–438.  
<https://doi.org/10.1146/annurev-economics-081919-050239>