

ABSTRACT

Currently, MSMEs (Micro, Small, and Medium Enterprises) play a crucial role in the economy. The competition among MSME entrepreneurs, particularly in this study focusing on culinary MSMEs in Bandung, is intensifying. The performance issues faced by culinary MSMEs in Bandung are not only present during the COVID-19 pandemic but continue to persist today. In this era of globalization, MSMEs are required to innovate, one of which includes adopting e-commerce. The purpose of this research is to delve deeper into the impact of e-commerce adoption on the performance of culinary MSMEs in Bandung. This study uses a quantitative method with data collection techniques using questionnaires distributed to 100 culinary MSME entrepreneurs in Bandung. The sampling technique used is probability sampling, and the method of analysis employed is simple linear regression using SPSS software. The results of this study indicate that there is a significant influence between e-commerce adoption and the performance of culinary MSMEs in Bandung.

Keywords : *e-commerce, innovation, MSME performance*