

ABSTRACT

The research background highlights the low implementation of e-commerce adoption among culinary MSME business actors in Pekanbaru City. Although Micro, Small and Medium Enterprises (MSMEs) have an important role in the Indonesian economy, the low adoption of e-commerce is an obstacle in improving the performance of MSMEs in the digital era. Competition between MSMEs is getting tighter in this digitalization era. So that culinary Micro, Small and Medium Enterprises (MSMEs) in Pekanbaru City are expected to always innovate, one of which is by adopting e-commerce to improve the performance of MSMEs.

The purpose of this study was to determine how much influence technology, innovation, and environment have on e-commerce adoption and to determine how much influence e-commerce adoption has on the performance of culinary MSMEs in Pekanbaru City.

The method used is quantitative method with data collection techniques through distributing questionnaires online to culinary MSMEs in Pekanbaru with a total sample of 390 respondents. The sampling technique in this study is probability sampling with simple random sampling technique and the analysis method uses SEM-PLS using the help of the SmartPLS version 4.0 data processing application.

The results obtained are that the Technology Factor has a positive and significant influence on E-Commerce Adoption by 34%. Innovation Factors have a positive and significant influence on E-Commerce Adoption by 21.6%. Environmental Factors have a positive and significant influence on E-Commerce Adoption by 19.6%. E-Commerce Adoption has a positive and significant influence on MSME Performance by 51.3%.

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