

**ANALYSIS OF ADOPTION MODEL OF B2B COMMERCE PLATFORM
USING TECHNOLOGY ORGANIZATION AND ENVIRONMENT (TOE)
FRAMEWORK ON MEDBIZ PT BIO FARMA (PERSERO)**

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ABSTRACT

The B2B Commerce platform technology is a crucial enabler in an integrated supply chain, providing benefits such as supply chain visibility, customer demand forecasting, payment convenience, price transparency, and real-time order tracking for both suppliers and customers. This study explores factors influencing customer adoption of the Medbiz pharmaceutical B2B Commerce platform using the TOE (Technology, Organization, Environment) framework, examining aspects like Relative Advantage, Compatibility, Complexity, IT Readiness, Top Management Support, Competitive Pressure, Business Partner Pressure, and External Support. Using a quantitative approach with descriptive analysis, data was collected from 372 Medbiz customers through questionnaires and analyzed using SmartPLS version 4. The findings reveal that customers perceive very high on Relative Advantage (83%), high on Compatibility (79%), high on IT Readiness (76%), high on Top Management Support (78%), very high on Competitive Pressure (82%), very high on Business Partner Pressure (82%), and high on External Support (79%), while Complexity (56%) is rated low. In terms of variable relationships, Relative Advantage, Compatibility, Competitive Pressure, and External Support significantly and positively influence Medbiz adoption, while Complexity has a negative and significant impact. However, IT Readiness, Top Management Support, and Business Partner Pressure show a negative but insignificant effect on adoption, leading to the rejection of the hypothesis. These insights are expected to help Medbiz stakeholders develop strategies to enhance customer adoption of the platform.

Keywords: Technology, Adoption, Supply Chain, B2B Commerce Platform, TOE Framework.