

TABLE OF CONTENTS

FOREWORD	4
ABSTRAK	v
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	x
LIST OF FIGURES	xii
CHAPTER I INTRODUCTION	1
1.1 General Description of Research Objects	1
1.2 Research Background.....	3
1.3 Problem Formulation	10
1.4 Research Objectives	11
1.5 Research Benefits.....	11
1.5.1 Theoretical Benefits	11
1.5.2 Practical Benefits	12
1.6 Systematic of Writing	12
CHAPTER II LITERATURE REVIEW	14
2.1 Theoretical Background	14
2.1.1 Strategic Management.....	14
2.1.1.1 Strategic Management Framework	14
2.1.2 Resource Based Theory	18
2.1.3 Digital Technology.....	19
2.1.4 Digital Skills	20
2.1.4.1 Digital Skills Dimensions	20
2.1.5 Digital Transformation Strategy	21
2.1.6 Digital Transformation.....	21
2.1.6.1 Digital Transformation Dimensions.....	22
2.1.7 MSME Performance.....	26
2.1.7.1 MSME Performance Dimensions	27
2.1.8 Previous Research	28

2.2	Framework	39
2.2.1	Digital Technology.....	39
2.2.2	Digital Skills	39
2.2.3	Digital Transformation Strategy	40
2.3	Research Hypothesis	40
CHAPTER III RESEARCH METHOD		42
3.1	Research Type.....	42
3.2	Operational Variable	43
3.3	Research Stages.....	48
3.4	Population and Sample.....	50
3.4.1	Population	50
3.4.2	Sample.....	50
3.5	Data Collection.....	51
3.5.1	Data Source	51
3.6	Validity and Reliability Test	51
3.6.1	Validity Test.....	51
3.6.2	Reliability Test.....	53
3.7	Data Analysis Technique	54
3.7.1	Descriptive Analysis	55
3.7.2	Structural Equation Modeling (SEM)	56
3.7.3	Partial Least Squares	57
3.8	Hypothesis Test.....	59
CHAPTER IV RESEARCH RESULTS AND DISCUSSION		61
4.1	Respondent Characteristics	61
4.1.1	Respondent Characteristics Based on Business Type.....	61
4.1.2	Respondent Characteristics Based on Length of Time	62
4.1.3	Respondent Characteristics Based on Number of Employees	62
4.1.4	Respondent Characteristics Based on Revenue	63
4.2	Research Results	63
4.2.1	Descriptive Research Results.....	63
4.2.2	Analysis Results	69
4.2.2.1	Fornell-Larcker Criterion	69

4.2.3	Structural Model Evaluation	72
4.2.3.1	Explanatory Power	72
4.2.3.2	Significance and Relevance	73
4.2.3.3	VIF Test	76
4.3	Discussion of Research Results	77
4.3.1	Descriptive Analysis Discussion.....	77
4.3.2	Discussion of Test Results and Analysis	78
CHAPTER V CONCLUSION AND SUGGESTIONS.....		82
5.1	Conclusion	82
5.2	Suggestions	84
REFERENCES.....		86
ATTACHMENTS		90