

ABSTRAK

Pendahuluan/Tujuan Utama: penelitian ini mengacu pada bagaimana pengaruh model kesiapan keamanan informasi terhadap harapan dan ketakutan akibat pandemi Covid-19 pada pemilik UMKM di Indonesia. Melalui kesadaran terhadap situs web, UMKM yang telah memperkenalkan situs web dapat lebih memahami status mereka dalam proses transformasi e-bisnis. **Kebaruan:** Kebaruan dalam penelitian ini adalah pengaruh tanggapan kognitif dan afektif terhadap perilaku pemilik UMKM di tengah Covid-19 dengan menggunakan model PMT yang dimodifikasi menggunakan penelitian dari Saban et.al (2021). **Metode Penelitian:** Peneliti melakukan online survei berupa kuesioner menggunakan googleforms, ditujukan pada pengusaha UMKM yang menggunakan situs website dalam memasarkan produk/jasa mereka. Pengembalian kuesioner diperoleh sebanyak 229 responden. Pengujian hipotesis dianalisis melalui Structural Equation Modeling-Partial Least Square (SEM-PLS) menggunakan teknik analisis Partial Least Square (PLS) dengan program Smart PLS 3.0. **Temuan/Hasil:** Hasil pengujian menunjukkan bahwa tantangan implementasi berkorelasi positif terhadap harapan dan ketakutan, pengaruh eksternal berkorelasi positif terhadap ketakutan, harapan berkorelasi positif terhadap kesiapan keamanan, dan kesiapan keamanan berkorelasi positif terhadap kinerja keberlanjutan. **Kesimpulan:** Persepsi Pemilik UMKM tentang pentingnya keamanan informasi berkorelasi negatif mempengaruhi perasaan harapan dan ketakutan. Persepsi Pemilik UMKM tentang tantangan implementasi secara negatif mempengaruhi perasaan harapan dan secara positif mempengaruhi perasaan ketakutan. Persepsi Pemilik UMKM tentang Pengaruh Eksternal secara negatif mempengaruhi perasaan harapan dan mempengaruhi perasaan ketakutan. Harapan berkorelasi positif mempengaruhi kesiapan keamanan dan Ketakutan secara positif mempengaruhi Kesiapan Keamanan. Kesiapan Keamanan berkorelasi positif mempengaruhi Kinerja Keberlanjutan. **Kata Kunci:** Transformasi Digital, UMKM, Covid-19, Persepsi Pemilik UMKM, Ketakutan, Harapan, Kesiapan Keamanan Informasi, Kinerja Keberlanjutan.

ABSTRACT

Introduction/Main Objective: this research refers to the effect of the information security readiness model on hopes and fears due to the Covid-19 pandemic for MSME owners in Indonesia. Through website awareness, MSMEs that have introduced a website can better understand their status in the e-business transformation process. **Novelty:** The novelty in this study is the effect of cognitive and affective responses on the behavior of MSME owners in the midst of Covid-19 using the PMT model which was modified using research from Saban et.al (2021). **Research Method:** Researchers conducted an online survey in the form of a questionnaire using Googleforms, aimed at MSME entrepreneurs who use websites to market their products/services. Returning questionnaires obtained by 229 respondents. Hypothesis testing was analyzed through Structural Equation Modeling-Partial Least Square (SEM-PLS) using the Partial Least Square (PLS) analysis technique with the Smart PLS 3.0 program. **Findings/Results:** The test results show that implementation challenges are positively correlated to expectations and fears, external influences are positively correlated to fears, expectations are positively correlated to security readiness, and security readiness is positively correlated to sustainability performance. **Conclusion:** Perceptions of MSME owners about the importance of information security have a negative correlation with feelings of hope and fear. SME Owners' perceptions of implementation challenges negatively influence feelings of hope and positively affect feelings of fear. The MSME owner's perception of external influences negatively affects feelings of hope and affects feelings of fear. Hope is positively correlated to security readiness and Fear is positively correlated to Security Readiness. Security Readiness has a positive correlation with Sustainability Performance.

Keywords: Digital Transformation, Covid-19, Perceptions of MSMEs Owners, Fear, Hope, Information Security Readiness, Sustainability Performance.