

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui 1) persepsi UMKM minuman tradisional terhadap manfaat dan kendala adopsi *e-commerce*, 2) tingkat adopsi *e-commerce* oleh UMKM 3) mengetahui faktor motivasional adopsi *e-commerce* 4) pengaruh adopsi *e-commerce* terhadap kinerja bisnis UMKM 5) faktor yang mempengaruhi kontinuitas adopsi *e-commerce* oleh UMKM minuman tradisional. Penelitian ini menggunakan desain kuantitatif, metode dasar deskriptif dan analitis. Lokasi penelitian di DIY ditentukan secara purposif. Sampel UMKM minuman tradisional diseluruh kabupaten/kota dengan total 330 UMKM. Pengambilan data menggunakan survei, indepth interview dan observasi. Analisis data yang digunakan yaitu deskriptif, regresi linier berganda dan metode SEM dengan alat PLS. Hasil penelitian menunjukkan : 1) Manfaat *e-commerce* yang dipersepsikan paling tinggi adalah memudahkan interaksi dengan konsumen dan mitra lain. Kendala paling tinggi adalah kendala masih bergantung pada pemasaran offline. 2) UMKM minuman tradisional mengadopsi *e-commerce* dari level tiga (*interaction site*) hingga level enam (*site optimisation*). Mayoritas UMKM mengadopsi *e-commerce* pada level empat yaitu transaksi elektronik. Kurva Adopter *E-commerce* menunjukkan inovator (4,85%); early adopter (14,85%); Early majority (29,39%); late majority (43,94%) dan laggards (6,97%). 3) Faktor yang memotivasi adopsi *e-commerce* yaitu keinginan pembeli, perilaku pesaing, keuntungan relatif, kesiapan organisasi, persepsi kemudahan, observabilitas manfaat, kompatibilitas, ICT organisasi dan keinovatifan. Persepsi resiko dan kompleksitas menurunkan motivasi adopsi *e-commerce*. Biaya, skala UMKM dan dukungan pemerintah tidak menjadi pertimbangan UMKM dalam mengadopsi *e-commerce*. 4) Adopsi *e-commerce* mampu meningkatkan kinerja bisnis baik kinerja operasional, pemasaran dan keuangan. 5) Kepuasan dan kebiasaan merupakan mediator parsial pada pengaruh adopsi *e-commerce* terhadap kontinuitas penggunaan *e-commerce* dengan kategori peran kecil.

Keywords : Minuman tradisional, IMAES, Adopsi *e-commerce*, Continuous Use, Business performance

## ABSTRACT

This study aims to determine 1) the perception of traditional drink MSMEs towards the benefits and barriers of *e-commerce adoption*, 2) the level of *e-commerce adoption* by MSMEs, 3) the motivational factors of *e-commerce adoption*, 4) the influence of *e-commerce adoption* on the business performance of MSMEs, 5) the factors that affect the continuity of *e-commerce adoption* by traditional drink MSMEs. This study uses a quantitative design, basic methods are descriptive and analytical. The location of the research in DIY was determined purposively. Sample of traditional drink MSMEs in all districts/cities with a total of 330 MSMEs. Data collection uses surveys, in-depth interviews, and observations. The data analysis used was descriptive, multiple linear regression, and SEM methods with PLS tools. The results of the study show: 1) The most perceived benefits of e-commerce are facilitating interaction with consumers and other partners. The highest barrier is that the MSMEs still depend on offline marketing. 2) Traditional drink MSMEs adopt e-commerce from level three (*interaction site*) to level six (*site optimization*). The majority of MSMEs adopt e-commerce at level four, namely electronic transactions. The E-commerce Adopter Curve shows innovators (4.85%); early adopters (14.85%); Early majority (29.39%); Late Majority (43.94%) and Laggards (6.97%). 3) Factors that motivate the adoption of e-commerce are buyer desires, competitor behavior, relative advantages, organizational readiness, perception of convenience, benefit observability, compatibility, organizational ICT, and innovation. The perception of risk and complexity decreases the motivation for e-commerce adoption. The cost, scale of MSMEs, and government support are not considered by MSMEs in adopting e-commerce. 4) The adoption of e-commerce can improve business performance, both operational, marketing, and financial performance. 5) Satisfaction and habits are partial mediators of the influence of e-commerce adoption on the continuity of e-commerce use with small role categories.

Keywords: Traditional drink, IMAES, E-commerce adoption, Continuous Use, Business performance