UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

DAFTAR PUSTAKA

Abebe, M. (2014). Electronic commerce adoption, entrepreneurial orientation and small- and medium-sized enterprise (SME) performance. *Journal of Small Business and Enterprise Development*, *21*(1), 100–116. https://doi.org/10.1108/JSBED-10-2013-0145

Abou-Shouk, M., Megicks, P., & Lim, W. M. (2013). Perceived Benefits and E-Commerce Adoption by SME Travel Agents in Developing Countries: Evidence from Egypt. *Journal of Hospitality and Tourism Research*, *37*(4), 490–515. https://doi.org/10.1177/1096348012442544

Abrahão, R. de S., Moriguchi, S. N., & Andrade, D. F. (2016). Intention of adoption of mobile payment: An analysis in the light of the Unified Theory of Acceptance and Use of Technology (UTAUT). *RAI Revista de Administração e Inovação*, *13*(3), 221–230. https://doi.org/10.1016/j.rai.2016.06.003

Abu Abid, A., Rahim, M. M., & Scheepers, H. (2011). Experienced Benefits and Barriers of E-Business Technology Adoption by SME Suppliers. *Communications of the IBIMA*, *2011*, 1–11. https://doi.org/10.5171/2011.791778

Aghaunor, L., & Xaveria, F. (2006). *Factors Affecting Ecommerce adoption in Nigerian Banks* (Issue June).

Agwu, E. M., & Murray, P. J. (2015). Empirical Study of Barriers to Electronic Commerce Uptake by SMEs in Developing Economies. *International Journal of Innovation in the Digital Economy*, *6*(2), 1–19. https://doi.org/10.4018/ijide.2015040101

Ahmad, S. Z., Abu Bakar, A. R., & Ahmad, N. (2019). Social media adoption and its impact on firm performance: the case of the UAE. *International Journal of Entrepreneurial Behaviour and Research*, *25*(1), 84–111. https://doi.org/10.1108/IJEBR-08-2017-0299

Ahunjonov, U., Shuhua, H., Jayathilake, B., & Renyan, M. (2014). Characteristics of Small and Medium Enterprise Innovativeness: Cases of Uzbekistan and China. *The International Journal of Management Science and Business Administration*, *1*(1), 12–27. https://doi.org/10.18775/ijmsba.1849-5664-5419.2014.11.1002

Aidah, M., Rasmita Ngemba, H., & Hendra, S. (2017). A study of barriers to e-commerce adoption among small medium enterprises in Indonesia. *ACM International Conference Proceeding Series*, *Part F1306*(1), 75–80. https://doi.org/10.1145/3124116.3124124

Ainin, S., Parveen, F., Moghavvemi, S., Jaafar, N. I., & Shuib, N. L. M. (2015). Factors influencing the use of social media by SMEs and its performance outcomes. *Industrial Management and Data Systems*, *115*(3), 570–588. https://doi.org/10.1108/IMDS-07-2014-0205

Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, *50*, 179–211. https://doi.org/10.1080/10410236.2018.1493416

Al-qirim, N. (2007). The adoption of eCommerce communications and applications technologies in small businesses in New Zealand. *Electronic Commerce*

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Research and Applications, *6*, 462–473. https://doi.org/10.1016/j.elerap.2007.02.012

Alam, S. S., Khatibi, A., Ahmad, M. I. S., & Ismail, H. (2007). Factors affecting e-commerce adoption in the electronic manufacturing companies in Malaysia. *International Journal of Commerce and Management*, *17*(1/2), 1–19.

Alderete, M. V. (2019). Electronic commerce contribution to the SME performance in manufacturing firms: A structural equation model. *Contaduria y Administracion*, *64*(4), 1–24. https://doi.org/10.22201/FCA.24488410E.2019.1922

Alrawabdeh, W. (2014). Environmental Factors Affecting Mobile Commerce Adoption- An Exploratory Study on the Telecommunication Firms in Jordan. *International Journal of Business and Social Science*, *5*(8), 151–164. http://search.proquest.com/docview/1566305706?accountid=29104%0Ahttp://sfx.obvsg.at:3210/sfxwuw?url_ver=Z39.88-2004&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&genre=article&sid=ProQ:ProQ%3Aabiglobal&atitle=Environmental+Factors+Affecting+Mobile+Commerce+Ado

Alrousan, M. K., Al-Adwan, A. S., Al-Madadha, A., & Al Khasawneh, M. H. (2020). Factors affecting the adoption of e-marketing by decision makers in SMEs: Evidence from Jordan. *International Journal of E-Business Research*, *16*(1), 1–27. https://doi.org/10.4018/IJEBR.2020010101

AlSharji, A., Ahmad, S. Z., & Abu Bakar, A. R. (2018). Understanding social media adoption in SMEs: Empirical evidence from the United Arab Emirates. *Journal of Entrepreneurship in Emerging Economies*, *10*(2), 302–328. https://doi.org/10.1108/JEEE-08-2017-0058

Amoroso, D., & Lim, R. (2017). The mediating effects of habit on continuance intention. *International Journal of Information Management*, *37*(6), 693–702. https://doi.org/10.1016/j.ijinfomgt.2017.05.003

Arianto, B. (2020). Pengembangan UMKM Digital di Masa Pandemi Covid-19. *ATRABIS: Jurnal Administrasi Bisnis*, *6*(2), 233–247.

Arihantana, N. M. I. H., P, I. D. P. K., Wiadnyani, A. A. I. S., & Widarta, I. W. R. (2015). Kajian nilai gizi minuman tradisional Bali. *Jurnal Agrotekno*, *17*(1), 8–11. https://simdos.unud.ac.id/uploads/file_penelitian_1_dir/05554db088ebd968bf8662f63a39f5a4.pdf

Awiagah, R., Kang, J., & Lim, J. I. (2016). Factors affecting e-commerce adoption among SMEs in Ghana. *Information Development*, *32*(4), 815–836. https://doi.org/10.1177/0266666915571427

Badan Pusat Statistik Provinsi D.I. Yogyakarta. (2022). Statistik Hortikultura Daerah Istimewa Yogyakarta. In Rahmawati & Lastiyono (Eds.), *BPS-Statistics Indonesia*. Badan Pusat Statistik Provinsi D.I. Yogyakarta. www.bps.go.id › statistik-indonesia-2022

Belleau, B. D., Summers, T. A., Xu, Y., & Pinel, R. (2007). Theory of reasoned action: Purchase intention of young consumers. *Clothing and Textiles Research Journal*, *25*(3), 244–257. https://doi.org/10.1177/0887302X07302768

Ben Youssef, A., Hadhri, W., & M'Henni, H. (2011). Intra-Firm Diffusion of Innovation: Evidence from Tunisian SMEs Regarding Information and

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Communication Technologies. *Middle East Development Journal*, *3*(1), 75–97. https://doi.org/10.1142/s1793812011000338

Bhattacherjee. (2001). Understanding Information Systems Continuance: An Expectation- Confirmation Model. *MIS Quarterly, 25*(3), 351–370.

Bolongkikit, J., Obit, J. H., Asing, J. G., & Tanakinjal, G. H. (2006). An Exploratory Research of the Usage Level of E-commerce among Small and Medium Enterprises (SMEs) in the West Coast of Sabah, Malaysia. *Journal of Internet Banking and Commerce*, *11*(2), 1–12.

Bordonaba-Juste, V., Lucia-Palacios, L., & Polo-Redondo, Y. (2012). The influence of organizational factors on e-business use: Analysis of firm size. *Marketing Intelligence and Planning*, *30*(2), 212–229. https://doi.org/10.1108/02634501211211984

BPS. (2023). *DIY Dalam Angka 2023*.

Byrne, B. M. (2016). Structural Equation Modeling with Amos: Basic Concepts, Aplications, and Programming. In *Structural Equation Modeling With AMOS* (Third). Routledge Taylor & Francis Group.

Chaffey, D., & Ellis-chadwick, F. (2016). *Digital Business and E commerce Management* (sixth). Pearson.

Chan, W. M., & Lee, J. W. C. (2021). 5G Connected Autonomous Vehicle Acceptance: the Mediating Effect of Trust in the Technology Acceptance Model. *Asian Journal of Business Research*, *11*(1), 40–61. https://doi.org/10.14707/ajbr.210098

Chong, A. Y. L. (2013). A two-staged SEM-neural network approach for understanding and predicting the determinants of m-commerce adoption. *Expert Systems with Applications*, *40*(4), 1240–1247. https://doi.org/10.1016/j.eswa.2012.08.067

Chong, J., & Olesen, K. (2017). A Technology-Organization-Environment Perspective on Eco-effectiveness : A Meta-analysis. *Australasian Journal of Information Systems*, *21*, 1–26.

Chwelos, P., Benbasat, I., & Dexter, A. S. (2000). Empirical Test of an EDI Adoption Model. *Information Systems Research*, *2*(604), 1–33. https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.95.3714&rep=rep1&type=pdf

Combs, J. G., Crook, T. R., & Shook, C. L. (2004). *THE DIMENSIONALITY OF ORGANIZATIONAL PERFORMANCE AND ITS IMPLICATIONS FOR STRATEGIC MANAGEMENT RESEARCH James* (Vol. 1). https://www.academia.edu/29223876/The_Dimensionality_of_Organizational_Performance_and_its_Implications_for_Strategic_Management_Research

Creswell, W. J., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative adn Mixed Methods Approaches. In Helen Salmon Content (Ed.), *Journal of Chemical Information and Modeling* (Fifth, Vol. 53, Issue 9). SAGE.

Csikszentmihalyi, M. (1991). Flow: The psychology of optimal experience: Steps toward enhancing the quality of life. In *HarperCollins* (Vol. 8, Issue 1). http://www.jstor.org/stable/1511458?origin=crossref%5Cnhttp://scholar.google.

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

com/scholar?hl=en&btnG=Search&q=intitle:FLOW+:+The+Psychology+of+Optimal+Experience#0

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use and User Acceptance of Information Technology. *MIS Quarterly*, *13*(3), 319–340. https://doi.org/10.5962/bhl.title.33621

Delone, W. H., & Mclean, E. R. (2014). *Measuring e-Commerce Success : Applying the DeLone & McLean Information Systems Success Model Measuring e-Commerce Success : Applying the DeLone & McLean Information Systems Success Model*. *4415*(1), 31–47.

Demuth, A. (2013). *Perception Theories* (A. Démuth, J. Dolista, S. Gáliková, & P. Gärdenfors (eds.); 1st ed., Issue January 2013). Edicia Kognitivne Studia.

Dinas Koperasi dan UKM DIY. (2022). *Renstra 2022 - 2027*. Diskopukm Yogyakarta.

DinkopUMKMYogyakarta. (2022). Data UMKM Minuman Tradisional Provinsi D.I. Ypgyakarta 2022. In *Sibakul* (Issue 1).

Dirgantari, P. D., Hidayat, Y. M., Mahphoth, M. H., & Nugraheni, R. (2020). Level of Use and Satisfaction of E-Commerce Customers in Covid-19 Pandemic Period: An Information System Success Model (ISSM) Approach. *Indonesian Journal of Science & Technology*, *5*(2), 261–270.

DIY, B. (2020). Statistik Hortikultura Daerah Istimewa Yogyakarta 2020. In B. P. D. I. Yogyakarta (Ed.), *BPS-Provinsi Daerah Istimewa Yogyakarta* (Vol. 2020, Issue 30). BPS Provinsi D.I. Yogyakarta.

Duran, J., & Castillo, R. (2023). Factors related to information and communication technologies adoption in small businesses in Colombia. *Journal of Innovation and Entrepreneurship*, *12*(1). https://doi.org/10.1186/s13731-023-00272-5

Dwivedi, Y. K., Rana, N. P., Jeyaraj, A., Clement, M., & Williams, M. D. (2017). Re-examining the Unified Theory of Acceptance and Use of Technology (UTAUT): Towards a Revised Theoretical Model. *Information System Frontier*, 1–16. https://doi.org/10.1007/s10796-017-9774-y

Effendi, M. ., Sugandini, D., Istanto, Y., Arundati, R., & Adisti, T. (2020). *The Technology-Organization-Environment Framework: Adopsi Teknologi Pada UKM* (1st ed., Issue 1). Zahir Publishing.

El-Gohary, H. (2012). Factors affecting E-Marketing adoption and implementation in tourism firms: An empirical investigation of Egyptian small tourism organisations. *Tourism Management*, *33*(5), 1256–1269. https://doi.org/10.1016/j.tourman.2011.10.013

Elliot, A. J., & McGregor, H. A. (2001). A 2 × 2 achievement goal framework. *Journal of Personality and Social Psychology*, *80*(3), 501–519. https://doi.org/10.1037//0022-3514.80.3.501

Erbasi, A., & Akandere, G. (2020). ADOPTION LEVEL OF GREEN PRACTICES AND ITS EFFECT ON EMPLOYEE' PERFORMANCE. *Journal of Economics and Administrative Sciences Faculty*, *7*(December), 1004–1021. https://doi.org/10.30798/makuiibf.803406

Fathimah, V. (2019). Determinan Adopsi E-Commerce Dan Dampaknya Pada

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Kinerja Usaha Mikro Kecil Menengah (Umkm). *Jurnal Riset Akuntansi Dan Keuangan*, *7*(3), 445–464. https://doi.org/10.17509/jrak.v7i3.18105

Ferreira, W. S. de S., Vale, G. M. V., & Corrêa, V. S. (2022). Diffusion of Innovation in Technological Platforms: The Uber Case. *BAR - Brazilian Administration Review*, *19*(3), 1–33. https://doi.org/10.1590/1807-7692bar2022210101

Fishbein, M., & Ajzen, I. (1975). Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research. In *Addison-Wesley Publishing Company*. Addison Wesley.

Folasade, A. A., Ranti, O., & Samuel, O. A. (2018). E-Marketing and Organizational Performance: A Study of Five Manufacturing Companies in Oyo State, Nigeria. *South Asian Journal of Social Studies and Economics*, *1*(4), 1–9. https://doi.org/10.9734/sajsse/2018/v1i425815

Franque, F. B., Oliveira, T., & Tam, C. (2021). Understanding the factors of mobile payment continuance intention: empirical test in an African context. *Heliyon*, *7*(8), 1–12. https://doi.org/10.1016/j.heliyon.2021.e07807

Gao, L., Waechter, K. A., & Bai, X. (2015). Understanding consumers' continuance intention towards mobile purchase: A theoretical framework and empirical study - A case of China. *Computers in Human Behavior*, *53*, 249–262. https://doi.org/10.1016/j.chb.2015.07.014

Garson, G. D. (2016). Partial Least Squares. Regression and Structural Equation Models. In *Garson*. Statistical Associates Publishing.

Genty, K. I. (2016). Relationship Between Demographic Factors , and Entrepreneurial Training on Entrepreneurs ' Success in Nigeria. *Perpustakaan Sultan Abdul Samad*, *Oktober 20*(October 2016), 64–91.

Genty, K., Idris, K., Wahat, A., & Kadir, S. A. (2015). Demographic Factors and Entrepreneurial Success: A Conceptual Review. *International Journal of Management Sciences*, *6*(8), 366–374. http://www.rassweb.com

Ghobakhloo, M., Arias-Aranda, D., & Benitez-Amado, J. (2011). Adoption of e-commerce applications in SMEs. *Industrial Management and Data Systems*, *111*(8), 1238–1269. https://doi.org/10.1108/02635571111170785

Ghobakhloo, M., & Tang, S. H. (2013). The role of owner/manager in adoption of electronic commerce in small businesses: The case of developing countries. *Journal of Small Business and Enterprise Development*, *20*(4), 754–787. https://doi.org/10.1108/JSBED-12-2011-0037

Ghozali, I. (2011). *Ghozali_Imam_2011_Aplikasi_Analisis_Mult.pdf* (p. 129).

Ghozali, & Lathan. (2014). *Partial least squares: Konsep, metode dan aplikasi menggunakan program WARPPLS 4.0. Edition 2*. Universitas Diponegoro.

Grandón, E. E., Nasco, S. A., & Mykytyn, P. P. (2011). Comparing theories to explain e-commerce adoption. *Journal of Business Research*, *64*(3), 292–298. https://doi.org/10.1016/j.jbusres.2009.11.015

Guinea, A. O. de, & Markus, M. L. (2009). Why Break the Habit of a Lifetime? Rethinking the Roles of Intention, Habit, and Emotion in Continuing Information Technology Use. *MIS Quarterly*, *33*(3), 433–444.

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Gujarati, D. N. (2003). *Basic Econometrics* (L. Sutton & A. Bright (eds.); Fourth). McGraw-HiII.

H. Zaied, A. N. (2012). Barriers to E-Commerce Adoption in Egyptian SMEs. *International Journal of Information Engineering and Electronic Business*, *4*(3), 9–18. https://doi.org/10.5815/ijieeb.2012.03.02

Hafsyah, A. H. (2020). Pengaruh Kepuasan Konsumen, Perilaku Konsumtif, dan gaya Hidup Hedonis Terhadap Transaksi Online (E commerce). *Prisma*, *01*(06), 94–103.

Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2018). *Multivariate Data Analysis* (Eight). Annabel Ainscow. https://doi.org/10.1002/9781119409137.ch4

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Haller, S. A., & Siedschlag, I. (2011). Determinants of ICT adoption: Evidence from firm-level data. *Applied Economics*, *43*(26), 3775–3788. https://doi.org/10.1080/00036841003724411

Handayani, R. (2020). *Metodologi Penelitian Sosial* (M. N. R (ed.)). Trussmedia Grafika.

Harisah, A., & Masiming, Z. (2008). Persepsi manusia terhadap tanda,simbol dan spasial. *SMARTek*, *6*(1 Februari), 29–43.

Harmayani, E., Anal, A. K., Wichienchot, S., Bhat, R., Gardjito, M., Santoso, U., Siripongvutikorn, S., Puripaatanavong, J., & Payyappallimana, U. (2019). Healthy food traditions of Asia: Exploratory case studies from Indonesia, Thailand, Malaysia, and Nepal. *Journal of Ethnic Foods*, *6*(1), 1–18. https://doi.org/10.1186/s42779-019-0002-x

Hashim, N. A., & Abdullah, N. L. (2014). Catastrophe of e-commerce among Malaysian SMEs - Between its perceived and proven benefits. *Jurnal Pengurusan*, *42*(2014), 145–157. https://doi.org/10.17576/pengurusan-2014-42-12

Hendayana, R., Janes, D. A. N., & Alfons, B. (2007). Kebutuhan Teknologi Untuk Umkm Sektor Pertanian Mendukung Ketahanan Pangan. *Prosiding Seminar Nasional : Akselerasi Inovasi Teknologi Pertanian Spesifik Lokasi Mendukung Ketahanan Pangan DiWilayah Kepulauan KEBUTUHAN*, 383–389.

Ho, Y., & Lin, C. (2012). An Empirical Study on Taiwanese Logistics Companies ' Attitudes toward Environmental Management Practices. *Advances in Management & Applied Economics*, *2*(4), 223–241.

Hong, S. J., Thong, J. Y. L., & Tam, K. Y. (2006). Understanding continued information technology usage behavior: A comparison of three models in the context of mobile internet. *Decision Support Systems*, *42*(3), 1819–1834. https://doi.org/10.1016/j.dss.2006.03.009

Hootsuite.com. (2022). Platform Media Sosial yang Banyak digunakan di Indonesia Tahun 2022. *Hootsuite.Com*, 2022. https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2022/

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Hsiao, C. H., Chang, J. J., & Tang, K. Y. (2016). Exploring the influential factors in continuance usage of mobile social Apps: Satisfaction, habit, and customer value perspectives. *Telematics and Informatics*, *33*(2), 342–355. https://doi.org/10.1016/j.tele.2015.08.014

Huy, L. Van, Rowe, F., Truex, D., & Huynh, M. Q. (2012). An empirical study of determinants of E-Commerce adoption in SMEs in Vietnam: An Economy in Transition. *Journal of Global Information Management*, *20*(3), 23–54. https://doi.org/10.4018/jgim.2012070102

Iacovou, C. L., Benbasat, I., & Dexter, A. S. (1995). Organizations : and Impact Adoption of Technology. *MIS Quarterly*, *19*(4), 465–485.

Ibrahim, I., Ismail, M., Amer, A., Baharuddin, F., & Sarkun, M. (2020). *E-Business Development and the Factors Affecting of its Application in Hospitality Operations Sustainability*. *9*(5), 96–106. https://doi.org/10.4108/eai.27-8-2020.2303289

Iddris, F. (2014). Adoption of E-commerce Solutions in Small and Medium-sized Enterprises in Ghana. European Journal of Business and Management. *Journal of Business and Retail Management Research (JBRMR*, *8*(2), 4 (10), 48–57.

INDEC. (2008). Utilización de Tecnologías de la Información y las Comunicaciones (TICs) en las empresas industriales argentinas. *Indec*, 1–6.

Inmyxai, S., & Takahashi, Y. (2009). Entrepreneurs as decisive human resources and business performance for the Lao SMEs. *Chinese Business Review*, *08*(07), 29–47. https://doi.org/10.17265/1537-1506/2009.07.003

Isa, S. M., & Alenezi, S. (2022). The Relationship between the Frequency of Technology Use and Electronic Commerce Adoption among Small and Medium-Sized Enterprises in Kuwait. *Asian Journal of Business and Accounting*, *15*(1), 207–241. https://doi.org/10.22452/ajba.vol15no1.7

Jahanshahi, A. A., Rezaei, M., Nawaser, K., Ranjbar, V., & Pitamber, B. K. (2012). Analyzing the effects of electronic commerce on organizational performance: Evidence from small and medium enterprises. *African Journal of Business Management*, *6*(22). https://doi.org/10.5897/ajbm11.1768

Janie, D. N. A. (2012). Statistik Deskriptif & Regresi Linier Berganda Dengan SPSS. In A. Ika (Ed.), *Semarang University Press* (1st ed., Issue April 2012). Semarang University Press.

Jasperson, J., Carter, P. E., & Zmud, R. W. (2005). A comprehensive conceptualization of post-adoptive behaviors associated with information technology enabled work systems. *MIS Quarterly: Management Information Systems*, *29*(3), 525–557. https://doi.org/10.2307/25148694

Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2002). Why customers stay: Measuring the underlying dimensions of services switching costs and managing their differential strategic outcomes. *Journal of Business Research*, *55*(6), 441–450. https://doi.org/10.1016/S0148-2963(00)00168-5

Junadi, & Sfenrianto. (2015). A Model of Factors Influencing Consumer's Intention to Use E-payment System in Indonesia. *Procedia Computer Science*, *59*(Iccsci), 214–220. https://doi.org/10.1016/j.procs.2015.07.557

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Kabanda, S., & Brown, I. (2017). A structuration analysis of Small and Medium Enterprise (SME) adoption of E-Commerce: The case of Tanzania. *Telematics and Informatics*, *34*(4), 118–132. https://doi.org/10.1016/j.tele.2017.01.002

Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in Social Media Research: Past, Present and Future. *Information Systems Frontiers*, *20*(3), 531–558. https://doi.org/10.1007/s10796-017-9810-y

Katadata. (2021). *Peta Persaingan E commerce di Indonesia* (p. 1). Katadata.co.id. https://katadata.co.id/ariayudhistira/infografik/61b945392d739/peta-persaingan-e-commerce-di-indonesia

kemenkopukm.go.id. (2021). Target Pemerintah 30 Juta UMKM Masuk Ekosistem Digital pada Tahun 2024. In *Kemenkopukm.go.id*. https://kemenkopukm.go.id/read/target-pemerintah-30-juta-umkm-masuk-ekosistem-digital-pada-tahun-2024

KEMENKOPUMKM. (2021). *Peraturan Menteri Koperasi dan UMKM RI Nomor 5 Tahun 2021* (NOMOR 5 TAHUN 2021; Issue July). https://kemenkopukm.go.id/uploads/laporan/1631193577_RENSTRA KEMENTERIAN TAHUN 2020-2024_REVISI Ipdf.pdf

Kim, S. H., Bae, J. H., & Jeon, H. M. (2019). Continuous intention on accommodation apps: Integrated value-based adoption and expectation-confirmation model analysis. *Sustainability (Switzerland)*, *11*(6), 1–17. https://doi.org/10.3390/su11061578

Kim, S. S., Malhotra, N. K., & Narasimhan, S. (2005). Two competing perspectives on automatic use: A theoretical and empirical comparison. *Information Systems Research*, *16*(4), 418–432. https://doi.org/10.1287/isre.1050.0070

Kopsov, I. (2021). A New Theory of Human Behavior and Motivation. *Advances in Social Sciences Research Journal*, *8*(10), 365–364. https://doi.org/10.14738/assrj.810.11088

Kurniawan, A. W., & Puspitaningtyas, Z. (2016). *Metode Penelitian Kuantitatif* (1st ed.). Pandiva Buku.

Kurniawati, E., Chrissendy, M., & Saputra, D. (2019). 93 Behavioral factor influencing indonesian micro, small and medium (msme's) owners decision-making in adopting e-commerce. *Journal of Entrepreneurship, Business and Economics*, *7*(1), 92–105.

Kwabena, G.-Y., Mei, Q., Ghumro, T. H., Li, W., & Erusalkina, D. (2021). Effects of a Technological-Organizational-Environmental Factor on the Adoption of the Mobile Payment System. *Journal of Asian Finance, Economics and Business*, *8*(2), 329–338. https://doi.org/10.13106/jafeb.2021.vol8.no2.0329

Lachowicz, M. J., Preacher, K. J., & Kelley, K. (2018). A novel measure of effect size for mediation analysis. *Psychological Methods*, *23*(2), 244–261. https://doi.org/10.1037/met0000165

Leary, M. R., & Baumeister, R. F. (1995). The Need to Belong: Desire for Interpersonal Attachments as a Fundamental Human Motivation. *Psychological Bulletin*, *117*(3), 497–529. https://doi.org/10.1109/ITME.2008.4743876

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Li, D., Lai, F., & Wang, J. (2010). e-Business assimilation in China's international trade firms: the technology-organization- environment framework. *Journal of Global Information Technology*, *18*(1), 39–65. https://doi.org/10.4018/jgim.2010091102

Li, L., Lee, K. Y., Emokpae, E., & Yang, S. B. (2021). What makes you continuously use chatbot services? Evidence from chinese online travel agencies. *Electronic Markets*, *31*(3), 575–599. https://doi.org/10.1007/s12525-020-00454-z

Lim, S. C., Baharudin, A. S., & Low, R. Q. (2017). Factors influence SMEs in Malaysia to adopt e-commerce: Moderating roles of perceived strategic value. *Journal of Engineering and Applied Sciences*, *12*(6), 1566–1574. https://doi.org/10.3923/jeasci.2017.1566.1574

Limayem, M., Hirt, S. G., & Cheung, C. M. K. (2003). Habit in the context of IS continuance: Theory extension and scale development. *European Conference on Information Systems; ECIS 2003 Proceedings*, 1–19. http://aisel.aisnet.org/ecis2003/90

Limayem, M., Hirt, S. G., & Cheung, C. M. K. (2007). How habit limits the predictive power of intention: The case of information systems continuance. *MIS Quarterly: Management Information Systems*, *31*(4), 705–737. https://doi.org/10.2307/25148817

Lin, A., & Chen, N. C. (2012). Cloud computing as an innovation: Percepetion, attitude, and adoption. *International Journal of Information Management*, *32*(6), 533–540. https://doi.org/10.1016/j.ijinfomgt.2012.04.001

Lin, W. S. (2012). Perceived fit and satisfaction on web learning performance: IS continuance intention and task-technology fit perspectives. *International Journal of Human Computer Studies*, *70*(7), 498–507. https://doi.org/10.1016/j.ijhcs.2012.01.006

Lin, X., Featherman, M., & Sarker, S. (2017). Understanding factors affecting users' social networking site continuance: A gender difference perspective. *Information and Management*, *54*(3), 383–395. https://doi.org/10.1016/j.im.2016.09.004

Lonial, S. C., & Carter, R. E. (2015). The impact of organizational orientations on medium and small firm performance: A resource-based perspective. *Journal of Small Business Management*, *53*(1), 94–113. https://doi.org/10.1111/jsbm.12054

MacGregor, R. C., & Vrazalic, L. (2005). A basic model of electronic commerce adoption barriers: A study of regional small businesses in Sweden and Australia. *Journal of Small Business and Enterprise Development*, *12*(4), 510–527. https://doi.org/10.1108/14626000510628199

Made, N., Yunica, D., Gde, I. K., Purwantara, T., & Maryam, S. (2020). Diversifikasi Produk Jamu Serbuk Instan Dari Herbal Usadha Bali. *Proceeding Senadimas Undiksha*, 14–19. https://lppm.undiksha.ac.id/senadimas2020/assets/ProsidingSenadimas2020/file/3.pdf

Maduku, D. K., Mpinganjira, M., & Duh, H. (2016). Understanding mobile marketing adoption intention by South African SMEs: A multi-perspective framework. *International Journal of Information Management*, *36*(5), 711–723.

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

https://doi.org/10.1016/j.ijinfomgt.2016.04.018

Mahliza, F. (2019). The Influence of E-Commerce Adoption Using Social Media Towards Business Performance of Micro Enterprises. *International Journal of Business, Economics and Law*, *18*(5), 290–299. https://www.ijbel.com/wp-content/uploads/2019/07/ijbel5-VOL18_306.pdf

Malik, A., Suresh, S., & Sharma, S. (2017). Factors influencing consumers' attitude towards adoption and continuous use of mobile applications: A conceptual model. *Procedia Computer Science*, *122*, 106–113. https://doi.org/10.1016/j.procs.2017.11.348

Maliki, B. I., Fatoni, M., Kusuma, J. W., Keguruan, F., Pendidikan, I., Ekonomi, F., & Bisnis, D. (2020). Peran Pendidikan Dalam Menyiapkan Bisnis Tradisional Memasuki Era Digital. *EDUSAINTEK: Jurnal Pendidikan Sains Dan Teknologi*, *7*(1), 39–53.

Mandira, A., Swikno, S., Fadilah, M., & Sunaryo, D. (2020). Strategi Marketing Teh Rempah "Uwuhable" Di Era Urbanisme Dan Pandemi Covid-19. *Inovasi Manajemen Dan Kebijakan Publik*, *3*(2), 14. https://doi.org/10.54980/imkp.v3i2.121

Marhadi, Fitri, K., Pramadewi, A., & Rifqi, A. (2019). The influence of e-commerce applications in the micro small medium entreprise with the technology acceptance model (tam) approach. *International Journal of Scientific and Technology Research*, *8*(9), 2175–2180.

Martins, C., Oliveira, T., & Popovič, A. (2014). Understanding the internet banking adoption: A unified theory of acceptance and use of technology and perceived risk application. *International Journal of Information Management*, *34*(1), 1–13. https://doi.org/10.1016/j.ijinfomgt.2013.06.002

Md Ali, N., Nik Mat, N. K., & Md Ali, N. (2015). The Conceptual Framework for E-Commerce Adoption Model. *American Journal of Economics*, *5*(2), 148–154. https://doi.org/10.5923/c.economics.201501.16

Md Johar, M. G., & Ahmad Awalluddin, J. A. (2011). The Role of Technology Acceptance Model in Explaining Effect on E-Commerce Application System. *International Journal of Managing Information Technology*, *3*(3), 1–14. https://doi.org/10.5121/ijmit.2011.3301

Meskaran, F., Ismail, Z., & Shanmugam, B. (2013). Online Purchase Intention: Effects of Trust and Security Perception. *Australian Journal of Basic and Applied Sciences*, *7*(6), 307–315.

Mishra, O. N., & Gupta, S. (2020). Antecedents and Impact of E-commerce Adoption among New Venture Firms: Evidence from Tourism and Hospitality Industry. *Vision*, *24*(4), 431–440. https://doi.org/10.1177/0972262920927940

Mulyatiningsih, E. (2011). *Riset Terapan Bidang Pendidikan dan Teknik* (A. Nuryanto (ed.); 1st ed.). UNY Press. http://staffnew.uny.ac.id/upload/132296045/lainlain/buku-riset-terapan-apri.pdf

Musawa, M. S., & Wahab, E. (2012). The adoption of electronic data interchange (EDI) technology by Nigerian SMEs: A conceptual framework. *Journal of Business Management and Economics*, *3*(2), 55–68.

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Naili, F., Naryoso, A., & Ardyan, E. (2017). Model of relationship marketing partnerships between batik SMEs and batik distributors in central Java, Indonesia. *International Journal of Social Ecology and Sustainable Development*, *8*(4), 1–14. https://doi.org/10.4018/IJSESD.2017100101

Nawawi, M. (2020). Influence On Service Quality, Product Quality, Product Design, Price And Trust To Xl Axiata Customer Loyalty On Students Of PGRI Karang Sari Belitang III Oku Timur Vocational High School. *International Journal of Economics, Business and Accounting Research*, *4*(3), 1–13.

Nazir, M. A., & Roomi, M. A. (2021). Barriers to Adopting Electronic Commerce for Small and Medium-sized Enterprises in Emerging Economies. *EMAJ: Emerging Markets Journal*, *10*(2), 43–55. https://doi.org/10.5195/emaj.2020.203

Ng, C. S. P. (2013). Intention to purchase on social commerce websites across cultures: A cross-regional study. *Information and Management*, *50*(8), 609–620. https://doi.org/10.1016/j.im.2013.08.002

Nguyen, T. H., Le, X. C., & Vu, T. H. L. (2022). An Extended Technology-Organization-Environment (TOE) Framework for Online Retailing Utilization in Digital Transformation: Empirical Evidence from Vietnam. *Journal of Open Innovation: Technology, Market, and Complexity*, *8*(4). https://doi.org/10.3390/joitmc8040200

Noviani Hanum, A., & Sinarasri, A. (2018). Analisis Faktor-Faktor Yang Mempengaruhi Adopsi E Commerce Dan Pengaruhnya Terhadap Kinerja Umkm (Studi Kasus Umkm Di Wilayah Kota Semarang). *Media Akuntansi Universitas Muhammadiyah Semarang (Maksimum)*, *8*(1), 1. https://doi.org/10.26714/mki.8.1.2018.1-15

Noyola-Medina, A. M., Pinzón-Castro, S. Y., & Maldonado-Guzmán, G. (2018). Innovation and Digital Marketing Adoption in Mexican Small Business. *Journal of Management and Sustainability*, *8*(2), 18. https://doi.org/10.5539/jms.v8n2p18

Nurdin, A. I., Amin, M. Z., Putri, Z. A., Lestari, A. W. S., & Fauzi, A. (2018). Eksistensi jamu sebagai minuman tradisional di dunia penelitian modern dan potensinya dalam kajian in silico. *Prosiding Seminar Nasional IV 2018: Peran Biologi Dan Pendidikan Biologi Dalam Revolusi Industri 4.0 Dan Mendukung Pencapaian Sustainability Development Goals (SDG's)*, 187–196. http://research-report.umm.ac.id/index.php/psnpb/article/download/2542/2375

Nurhadi, N. (2015a). *Adopsi Electronic Commerce Teori Praktek dan Implikasi pada Usaha Kecil dan Menengah* (Issue March).

Nurhadi, N. (2015b). *Adopsi Electronic Commerce Teori Praktek dan Implikasi pada Usaha Kecil dan Menengah* (B. Prabowo & L. Arif (eds.); Issue March). PT REVKA PETRA MEDIA.

Nurunnisha, G. A., & Dalimunthe, G. P. (2018). The Effect of E-Commerce Awareness in E-Commerce Technology Acceptance on MSME in Bandung. *DeReMa (Development Research of Management): Jurnal Manajemen*, *13*(2), 198. https://doi.org/10.19166/derema.v13i2.1093

OECD. (2017). Enhancing the Contributions of SMEs in a Global and Digitalised Economy. *Meeting of the OECD Council at Ministerial Level*, *1*, 1–24. https://www.oecd.org/mcm/documents/C-MIN-2017-8-EN.pdf

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Ogbeibu, S., Jabbour, C. J. C., Gaskin, J., Senadjki, A., & Hughes, M. (2021). Leveraging STARA competencies and green creativity to boost green organisational innovative evidence: A praxis for sustainable development. *Business Strategy and the Environment*, *30*(5), 2421–2440. https://doi.org/10.1002/bse.2754

Oliveira, T., & Martins, M. F. (2010). Information technology adoption models at Firm Level: Review of literature. *4th European Conference on Information Management and Evaluation, ECIME 2010*, *January 2011*, 312–322.

Ong, J. W., Poong, Y. S., & Ng, T. H. (2008). 3G services adoption among university students: Diffusion of innovation theory. *Communications of the IBIMA*, *3*(2008), 113–121.

Ong, T. S., Teh, B. H., Kasbun, N. F., Mahroeian, H., & Hossain, M. I. (2020). Electronic commerce adoption among Malaysian SMEs. *Journal of Critical Reviews*, *7*(19), 555–565. https://doi.org/10.31838/jcr.07.19.71

Orzan, M. C., Burlacu, S., Florescu, M. S., Orzan, O. A., & MacOvei, O. I. (2020). The effects of online marketing on financial performance in the textile industry. *Industria Textila*, *71*(3), 288–293. https://doi.org/10.35530/IT.071.03.1826

Pamela, V. Y., Kusumasari, S., & Meindrawan, B. (2021). Development of functional beverages from herbs: Aspect of nutrition, processing and safety. *IOP Conference Series: Earth and Environmental Science*, *715*(1), 1–7. https://doi.org/10.1088/1755-1315/715/1/012067

Pan, M. J., & Jang, W. Y. (2008). Determinants of the adoption of enterprise resource planning within the technology-organization-environment framework: Taiwan's communications industry. *Journal of Computer Information Systems*, *48*(3), 94–102. https://doi.org/10.1080/08874417.2008.11646025

Pearson, J. M., & Grandon, E. . (2005). An Empirical Study of Factors That Influence E-Commerce Adoption/Non- Adoption in Small and Medium Sized Businesses. *Journal of Internet Commerce*, *4*(4), 133–152. https://doi.org/10.1300/J179v04n04

Peeroo, S., Samy, M., & Jones, B. (2017). Facebook: a blessing or a curse for grocery stores? *International Journal of Retail and Distribution Management*, *45*(12), 1242–1259. https://doi.org/10.1108/IJRDM-12-2016-0234

Prameswari, N. S., Suharto, M., & Afatara, N. (2017). Developing E-Commerce for Micro Small Medium Enterprise (MSME) to Cope with Cultural Transformation of Online Shopping. *Jurnal Dinamika Manajemen*, *8*(2), 188–198. https://doi.org/10.15294/jdm.v8i2.12759

Purwaningsih, E., Yuliwulandari, R., Soenyono, & Bowo, J. T. (2019). *PENGEMBANGAN DAN PERLINDUNGAN OBAT/JAMU TRADISIONAL MENUJU INDUSTRI OBAT HERBAL DI JAWA TENGAH DAN JAWA TIMUR*. *6*(1), 712–746.

Rachmani, E. P. N., Sunarto, Choironi, N. A., & Rahab. (2020). Pengolahan Sirup Rempah Sebagai Minuman Tradisional. *Jurnal Pasopati -*, *2*(1), 31–35.

Radipere, S., & Dhliwayo, S. (2014). The role of age and business size on small business performance in the South African small enterprise sector. *Problems and Perspectives in Management*, *12*(4), 7–12.

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Rahayu, R., & Day, J. (2015). Determinant Factors of E-commerce Adoption by SMEs in Developing Country: Evidence from Indonesia. *Procedia - Social and Behavioral Sciences*, *195*, 142–150. https://doi.org/10.1016/j.sbspro.2015.06.423

Rahayu, R., & Day, J. (2017). E-commerce adoption by SMEs in developing countries: evidence from Indonesia. *Eurasian Business Review*, *7*(1), 25–41. https://doi.org/10.1007/s40821-016-0044-6

Rahman, N. M. N. A., Sulaiman, Z., Hamid, A. B. A., & Khalifah, Z. (2013). The Implementation of E-commerce Application in Bumiputera Small and Medium Enterprises (SMEs) in Malaysia. *International Journal of Advances in Management and Economics*, *2*(2), 101–110.

Ramayah, T., & Aafaqi, B. (2005). Intention to shop online amongst MBA students: comparing theory of reasoned action (TRA) and the technology acceptance model (TAM). *APMC Conference*, 43–47.

Rayed, A., Nguyen, A., & Jones, V. (2013). A Study of Influential Factors in the Adoption and Diffusion of B2C E-Commerce. *International Journal of Advanced Computer Science and Applications*, *4*(1), 89–94. https://doi.org/10.14569/ijacsa.2013.040113

Rogers, E. M. (1983). Diffusion of Innovations. In *An Integrated Approach to Communication Theory and Research, Third Edition* (Third Edit). Free Press. https://doi.org/10.4324/9780203710753-35

Rogers, E. M. (2003a). Diffusion of Innovations, Fifth Edition. In *Social Networks*.

Rogers, E. M. (2003b). *Diffusion of Innovations* (Fifth). Free Press.

Rosalinawati, E., & Syaiful, S. (2018). Analisis Pajak Penghasilan atas Transaksi E-Commerce di Kabupaten Gresik. *JIATAX (Journal of Islamic Accounting and Tax)*, *1*(1), 1–18. https://doi.org/10.30587/jiatax.v1i1.443

Salamzadeh, A., Farjadian, A. A., Amirabadi, M., & Modarresi, M. (2014). Entrepreneurial characteristics: Insights from undergraduate students in Iran. *International Journal of Entrepreneurship and Small Business*, *21*(2), 165–182. https://doi.org/10.1504/IJESB.2014.059471

Saleh, A. A. (2018). *Pengantar Psikologi* (1st ed.). Aksara Timur.

Samoggia, A., Bertazzoli, A., & Ruggeri, A. (2019). Food retailing marketing management: social media communication for healthy food. *International Journal of Retail and Distribution Management*, *47*(9), 928–956. https://doi.org/10.1108/IJRDM-08-2018-0178

Samsu. (2017). Metode penelitian: teori dan aplikasi penelitian kualitatif, kuantitatif, mixed methods, serta research & development. In M. P. . Dr. Rusmini, S.Ag. (Ed.), *Pusat Studi Agama dan Kemasyarakatan (PUSAKA)* (I). Pusaka Jambi.

Sánchez-Torres, J. A., Berrío, S. P. R., & Rendón, P. A. O. (2021). The adoption of E-commerce in SMEs: The colombian case. *Journal of Telecommunications and the Digital Economy*, *9*(3), 110–135. https://doi.org/10.18080/jtde.v9n3.403

Sanchez-Torres, J. A., & Juarez-Acosta, F. (2019). Modelling SME e-commerce with IMAES. *Journal of Business and Industrial Marketing*, *34*(1), 137–149. https://doi.org/10.1108/JBIM-04-2018-0132

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Sarfiah, S. N., Atmaja, H. E., & Verawati, D. M. (2019). UMKM Sebagai Pilar Membangun Ekonomi Bangsa. *Jurnal REP (Riset Ekonomi Pembangunan)*, *4*(2), 1–189. https://doi.org/10.31002/rep.v4i2.1952

Sarmah, B., Sharma, S., & Gupta, S. (2017). Antecedents of e-business adoption intention: An empirical study. *International Journal of Innovation Science*, *9*(4), 417–434. https://doi.org/10.1108/IJIS-05-2017-0048

Setiaman, S. (2020). Analisa parsial model persamaan struktural dengan software SMART-PLS Versi 3. In *Tutorial* (1st ed.).

Setyowati, N., Masyhuri, Mulyo, J. H., Irham, & Yudhistira, B. (2023a). The hidden treasure of wedang uwuh, an ethnic traditional drink from Java, Indonesia: Its benefits and innovations. *International Journal of Gastronomy and Food Science*, *31*(February), 100688. https://doi.org/10.1016/j.ijgfs.2023.100688

Setyowati, N., Masyhuri, Mulyo, J. H., Irham, & Yudhistira, B. (2023b). The hidden treasure of wedang uwuh, an ethnic traditional drink from Java, Indonesia: Its benefits and innovations. *International Journal of Gastronomy and Food Science*, *31*(December 2022), 100688. https://doi.org/10.1016/j.ijgfs.2023.100688

Setyowati, N., Widiyanti, E., & Ardianto, D. T. (2018). Internet Adoption by Young Generation as an Education Media of Agriculture in Indonesia. *Advances in Social Science, Education and Humanities Research*, *197*, 370–374.

Shemi, A. P., & Procter, C. T. (2013). Challenges of E-Commerce Adoption in SMEs: An Interpretive Case Study of Botswana. *Botswana Journal of Business*, *6*(1), 17–30. http://journals.ub.bw/index.php/bjb/article/view/141/18

Shmueli, file:///C:/Users/Nuning S.-D.-U.-2022-2027. pd. G., Sarstedt, M., Hair, J. F., Cheah, J. H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *European Journal of Marketing*, *53*(11), 2322–2347. https://doi.org/10.1108/EJM-02-2019-0189

Sifan, T. M. (2023). *ENTREPRENEURIAL-RELATED CHARACTERISTICS AND THEIR EFFECTS ON THE PERFORMANCE OF SMALL-SCALE INDUSTRIES IN THE OROMIA REGIONAL STATE OF ETHIOPIA*. *2013*, 564–582. https://doi.org/10.17605/OSF.IO/49CAQ

Sombultawee, K. (2020). Antecedents and consequences of e-commerce adoption for SMEs. *Kasetsart Journal of Social Sciences*, *41*(1), 256–261.

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R &D*. Alfabeta.

Sulistyono, S., & Sulistiyowati, W. (2017). Peramalan Produksi dengan Metode Regresi Linier Berganda. *PROZIMA (Productivity, Optimization and Manufacturing System Engineering)*, *1*(2), 82–89. https://doi.org/10.21070/prozima.v1i2.1350

Sunaryo, E. S. (2015). Minuman Tradisional Penguat Kekebalan Tubuh. In *Kompas Gramedia*. PT Elex Medua Komputindo.

Tahir, R., Harto, B., Rukmana, A. Y., Subekti, R., Waty, E., Situru, A. C., & Sepriano. (2023). Transformasi Bisnis di Era Digital (Teknologi Informasi dalam Mendukung Transformasi Bisnis di Era Digital). In S. Efitra (Ed.), *Sonpedia*

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Publishing (I, Issue August). PT. Sonpedia Publishing Indonesia.

Tan, K. S., Chong, S. C., Lin, B., & Eze, U. C. (2009). Internet-based ICT adoption: Evidence from Malaysian SMEs. *Industrial Management and Data Systems*, *109*(2), 224–244. https://doi.org/10.1108/02635570910930118

Theofani, G., & Sediyono, E. (2022). Multiple Linear Regression Analysis on Factors that Influence Employees Work Motivation. *SinkrOn*, *7*(3), 791–798. https://doi.org/10.33395/sinkron.v7i3.11453

Tongora, E. F. (2022). *Factors Intricate the adoption of e-Commerce by Small-medium sized Enterprises (SMEs) in Tanzania*. *11*(1).

Tornatzky, L. ., & Fleisher, M. (1990). The process of Technological Innovation. *Journal of Technology Transfer*, *16*(1), 45–46.

Ueasangkomsate, P. (2015). Adoption E-Commerce for Export Market of Small and Medium Enterprises in Thailand. *Procedia - Social and Behavioral Sciences*, *207*, 111–120. https://doi.org/10.1016/j.sbspro.2015.10.158

Uzoka, F. M. E. (2008). Organisational influences on e-commerce adoption in a developing country context using UTAUT. *International Journal of Business Information Systems*, *3*(3), 300–316. https://doi.org/10.1504/IJBIS.2008.017287

Venkatesh, V., Morris, M. ., Davis, G. ., & Davis, F. . (2003). User Acceptance of Information Technology: Toward a Unified View. *Mis Quarterly*, *27*(3), 425–478. https://doi.org/10.1201/9780849375477.ch230

Verkijika, S. F. (2018). Factors influencing the adoption of mobile commerce applications in Cameroon. *Telematics and Informatics*, *35*(6), 1665–1674. https://doi.org/10.1016/j.tele.2018.04.012

Wagh, P., & Shaikh, A. (2021). Digital Transformation and Relationship With Customer Experience: a Critical Review of Literature From 1990 To 2005 for Paradigm Shifts in Knowledge and Thoughts in 4-Wheeler Car Segment. *International Journal of Management*, *11*(12), 1617–1648. https://doi.org/10.34218/ijm.11.12.2020.197

Wanyoike, D. M., Mukulu, E., & Waititu, A. G. (2012). ICT Attributes as Determinants of Internet Social Adoption by Formal Small Enterprises in Urban Kenya. *International Journal of Arts and Commerce*, *1*(7), 65–74.

Widowati, S. (1991). Potensi dan Status Minuman Tradisional Srebagai Pangan Fungsional. *Seminar Nasional Pangan Fungsional*, *12*, 84–89.

Yamin, S. (2022). Olah Data Statistik: SmartPLS 3, SmartPLS4, Amos & Stata. In A. Rasyid (Ed.), *PT Dewangga Energi Internasional* (Edisi III). PT Dewangga Energi Internasional. https://www.smartpls.com/

Yeni, A. C., & Yasri, Y. (2020). The Effect of Organizational Readiness, Business Environment and Social Media on Adoption of E-Commerce and the SMEs Performance at Sungai Penuh City. *Proceedings of the 5th Padang International Conference On Economics Education, Economics, Business and Management, Accounting and Entrepreneurship (PICEEBA-5*, *152*, 638–651. https://doi.org/10.2991/aebmr.k.201126.072

Yulianto, R. (2013). *Minuman Tradisional Indonesia*. Gulajava Ministudio.

UNIVERSITAS
GADJAH MADA
**Adopsi, Kinerja Bisnis, dan Kontinyuitas Penggunaan E-commerce pada UMKM Minuman Tradisional di
Daerah istimewa Yogyakarta**
NUNING SETYOWATI, Prof. Dr. Ir. Masyhuri; Dr. Jangkung Handoyo Mulyo, M.Ec; Prof. Dr. Ir. Irham,M.Sc
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Zeng, Y., Jia, F., Wan, L., & Guo, H. (2017). E-commerce in agri-food sector: A systematic literature review. *International Food and Agribusiness Management Review*, *20*(4), 439–459. https://doi.org/10.22434/IFAMR2016.0156

Zhu, K., Kraemer, K., & Xu, S. (2003). Electronic business adoption by European firms: A cross-country assessment of the facilitators and inhibitors. *European Journal of Information Systems*, *12*(4), 251–268. https://doi.org/10.1057/palgrave.ejis.3000475