

## INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh pemanfaatan platform e-commerce terhadap kinerja UMKM kuliner di Daerah Istimewa Yogyakarta, dengan *dynamic capabilities* (*sensing*, *seizing*, *transforming*) sebagai variabel moderasi. Pendekatan kuantitatif digunakan dengan pengumpulan data melalui survei kuesioner terhadap 150 pemilik/manajer UMKM kuliner. Data dianalisis menggunakan regresi linear sederhana dengan uji moderasi. Hasil penelitian menunjukkan bahwa pemanfaatan e-commerce berpengaruh positif dan signifikan terhadap kinerja UMKM. Namun, *dynamic capabilities* memberikan hasil yang berbeda dimensi *sensing* melemahkan pengaruh e-commerce, sementara *seizing* dan *transforming* memperkuat hubungan tersebut. Penelitian ini terbatas pada penggunaan metode survei kuantitatif dengan sampel 150 UMKM kuliner di DIY. Implikasi praktisnya, UMKM perlu meningkatkan literasi digital dan kapabilitas manajerial, sementara secara teoritis penelitian ini memperkuat teori *Dynamic Capabilities* dengan bukti empiris di konteks UMKM Indonesia. Penelitian ini memberikan kontribusi baru dengan menguji peran masing-masing dimensi *dynamic capabilities* secara terpisah dalam memperkuat pengaruh e-commerce terhadap kinerja UMKM, serta menghadirkan bukti empiris dari sektor kuliner di DIY yang memiliki karakteristik unik dalam adopsi dan memanfaatkan teknologi digital.

**Kata kunci :** *E-commerce*, Kinerja UMKM, *Dynamic Capabilities*, *Sensing*, *Seizing*, *Transforming*.

## ***ABSTRACT***

*This study aims to analyze the effect of e-commerce platform utilization on the performance of culinary SMEs in the Special Region of Yogyakarta, with dynamic capabilities (sensing, seizing, and transforming) as moderating variables. A quantitative approach was employed by collecting data through questionnaires distributed to 150 owners/managers of culinary SMEs. The data were analyzed using simple linear regression with a moderation test. The results indicate that e-commerce utilization has a positive and significant effect on SME performance. However, dynamic capabilities produced different outcomes: the sensing dimension weakened the effect of e-commerce, while the seizing and transforming dimensions strengthened the relationship. This study is limited to a quantitative survey method with a sample of 150 culinary SMEs in Yogyakarta. The practical implication suggests that SMEs need to enhance digital literacy and managerial capabilities, while theoretically, this research strengthens the Dynamic Capabilities Theory with empirical evidence from the context of Indonesian SMEs. This study contributes originality by examining the role of each dimension of dynamic capabilities separately in moderating the effect of e-commerce on SME performance and by providing empirical evidence from the culinary sector in Yogyakarta, which has unique characteristics in adopting and utilizing digital technology.*

***Keyword*** : *E-commerce, Kinerja UMKM, Dynamic Capabilities, Sensing, Seizing, Transforming.*