

## DAFTAR PUSTAKA

- A. Kala'lembang, "Adopsi E-Commerce Dalam Mendukung Perkembangan Usaha Mikro Kecil Dan Menengah (UMKM) Di Masa Pandemi Covid-19," Cap. J. Ekon. dan Manaj., vol. 4, no. 1, p. 54, 2020, <https://doi:10.25273/capital.v4i1.7358>
- Amaris Dwipraja Wahyudi, "Pengaruh Teknologi Informasi dan E - Commerceterhadap Kinerja Usaha (Studi Kasus Perusahaan Fabrikasi Mie, Basso dan Sosis YEN Kota Bandung)", 2020
- Agitia Rachmawati, "Pengaruh Customer Relationship Management (CRM),E-Banking Service Quality dan Citra Perusahaan Terhadap Loyalitas Nasabah", 2017
- Al-Bakri, A. and Katsioloudes, M. (2015), "The factors affecting e-commerce adoption by Jordanian SMEs", Management Research Review, Vol. 38 No. 7, pp. 726-749.
- Alzahrani, Joman. "The Impact of E-Commerce Adoption on Business Strategy in Saudi Arabian Small and Medium Enterprises (SMEs)", Review of Economics and Political Science. 2631-3561. DOI 10.1108/REPS-10-2018-013.
- Ana, Wahyu, dkk. Pengaruh Pemasaran Media Online dan Marketplace terhadap Tingkat Penjualan Produk UMKM CN Collection di Sidoarjo. Media Mahard.
- Awa, H., Baridam, D. and Nwibere, B. (2015), "Demographic determinants of electronic commerce (EC) adoption by SMEs", Journal of Enterprise Information Management, Vol. 28 No. 3, pp. 326-345.
- Bharadwaj, A. S. 2000. "A Resource-Based Perspective on Information Technology Capability and Firm Performance: an Empirical Investigation." MIS Quarterly 24 (1): 169–196
- Basu Swastha, Manajemen Pemasaran Analisa Prilaku Konsumen, Yogyakarta : BPFE, 2008.
- D. Tarigan and U. M. Buana, "Sistem Informasi Akuntansi Aplikasi Konsep Basis Data Relasional pada Sistem Produksi, Pengupahan dan Sumber Daya Manusia Desi Ramadani Br Tarigan," no. July, pp. 0–26, 2020.
- Da Costa, A. E., & Halim, M. (2020). Pengaruh Pajak Daerah Dan Dana Alokasi Khusus Terhadap Alokasi Belanja Modal Pemerintah Kota Palopo.
- Dedi Suriadi dan Pater Rajagukguk,

- Dess, G. and Davis, (1984), “Porter’s (1980) generic strategies as determinants of strategic group membership and organizational performance”, *The Academy of Management Journal*, Vol. 27 No. 3, pp. 467-488.
- Faloye, D. (2014) “The adoption of e-commerce in small businesses: an empirical evidence from retail sector in Nigeria”, *Journal of Business and Retail Management Research (JBRMR)*, Vol. 8 No. 2, pp. 54-65.
- Fathimah, V. (2019). Determinan Adopsi E-Commerce dan Dampaknya Pada Kinerja Usaha Mikro Kecil Menengah (UMKM). *Jurnal Riset Akuntansi Dan Keuangan*, 7(3), 445–464. <https://doi.org/10.17509/jrak.v7i3.18105>
- Ghozali, Imam. 2018. Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Badan Penerbit Universitas Diponegoro: Semarang.
- Gilmore, A., Carson, D. and Grant, K. SME marketing in practice. *Marketing Intelligence & Planning*, 2001, Vol.19, No.1, pp.6-11.
- Gm, Susanto. 2017. “The Power of Digital Marketing. PT Elex Media Komputindo. Jakarta.
- Gunasekaran, A., Marri, H., McGaughey, R. and Nebhwani, M. (2002), “E-commerce and its impact on operations management”, *International Journal of Production Economics*, Vol. 75 Nos 1/2, pp. 185-197.
- Hamad, Haseba, Ibrahim Elbeltagi, Hatem El Gohary. “An empirical investigation of business to business e-commerce adoption and its impact on SMEs competitive advantage: The case of Egyptian manufacturing SMEs\*”, John Wiley & Sons, Ltd., 2018;27(3):209–229.
- Handayani, Leni, Ova Novi Irama, dan Bambang Hermanto, Pengaruh Teknologi Informasi Terhadap Pendapatan Pelaku Usaha Mikro Kecil dan Menengah(UMKM) di Kota Medan.
- Harapan, K., Sam'un, J. R., & Oekan, S. A. (2017). “Effect of Product Differentiation Implementation on Marketing Performance on Apparel Industri in Bandung City. *IOSR Journal of Business and Management*”, (IOSR-JBN) e-ISSN : 2278-487X, p-ISSN: 2319-7668. Vol, 19. Issue 5, Ver. II (May 2017), PP 41-50.
- Herlambang, S. (2014). Basic Marketing, Cara Mudah Memahami Ilmu Pemasaran. Yogyakarta: Gosyen Publishing.
- Hernando, H., Magister, A., & Universitas, M. (2017). Faktor pendukung eksternal dan pengadopsian e-commerce pada UKM: Sebuah model konseptual. *Manajemen Dan Bisnis*, 2(2), 169–174.

Hussain, Arsalan. Arfan Shahzad, dan Rohail Hassan. *Organizational and Environmental Factors with the Mediating Role of E-Commerce and SME Performance*. 2019.

Kementerian Kordinator Bidang Perekonomian Republik Indonesia Siaran Pers HM.4.6/553/SET.M.EKON.3/10/2022.

Kurniati, E. D., Darul, U., Islamic, U., & Sudirman, C. (2014). Pengaruh karakteristik manajer-pemilik usaha, karakteristik organisasi dan lingkungan eksternal terhadap kapasitas inovasi dan kinerja usaha. *Organisasi Dan Manajemen*, 10(1), 124–135.

Lechner, C. & Floyd, S. Group influence activities and the performance of strategic initiatives. *Strategic Management Journal*, 2012, 33(5), 478-495.

Malik, M. I., & Ahsan, R. (2019). Towards innovation, co-creation and customers' satisfaction: a banking sector perspective. *Asia Pacific Journal of Innovation and Entrepreneurship*, 13(3), 311–325. <https://doi.org/10.1108/apjie-01-2019-0001>

N. A. Hamdani and G. A. F. Maulani, "The Influence Information Technology Capabilities and Differentiation on the Competitiveness of Online Culinary SMEs," *Int. J. Recent Technol. Eng.*, vol. 8, no. 1S, pp. 146–150, 2019.

Nurliati, M. "Pengaruh Promosi terhadap Peningkatan Penjualan". *Jurnal Tinta Nusantara*. Vol 6 No. 1. 2020

Nayati, U.H, Astuti, E.S., Ramadhan, H.M., Trialih, R. & Aprilian, Y.A. (2019). The Interests of Small- and Medium-Sized Enterprises (SMEs) Actor in Using Mobile Commerce in Effort to Expand Business Network. *Journal of Science and Technology Policy Management* 10, (3), 493–508.

Neupert, K.E., Baughn, C.C., & Thanh Lam Dao, T. SME exporting challenges in transitional and developed economies. *Journal of Small Business and Enterprise Development*, 2006, Vol 13(4), pp 535-545.

Ofori, G., Leong, C. and Pin, T. (2002), "Impact of foreign contractors on Singapore construction industry: a qualitative study", *Engineering, Construction and Architectural Management*, Vol. 9 No. 1, pp. 16-28

Oudan, R. (2010), "Strategic decision-making in the emerging field of E-commerce", *International Journal of Management and Information Services*, Vol. 14 No. 2, pp. 19-26.

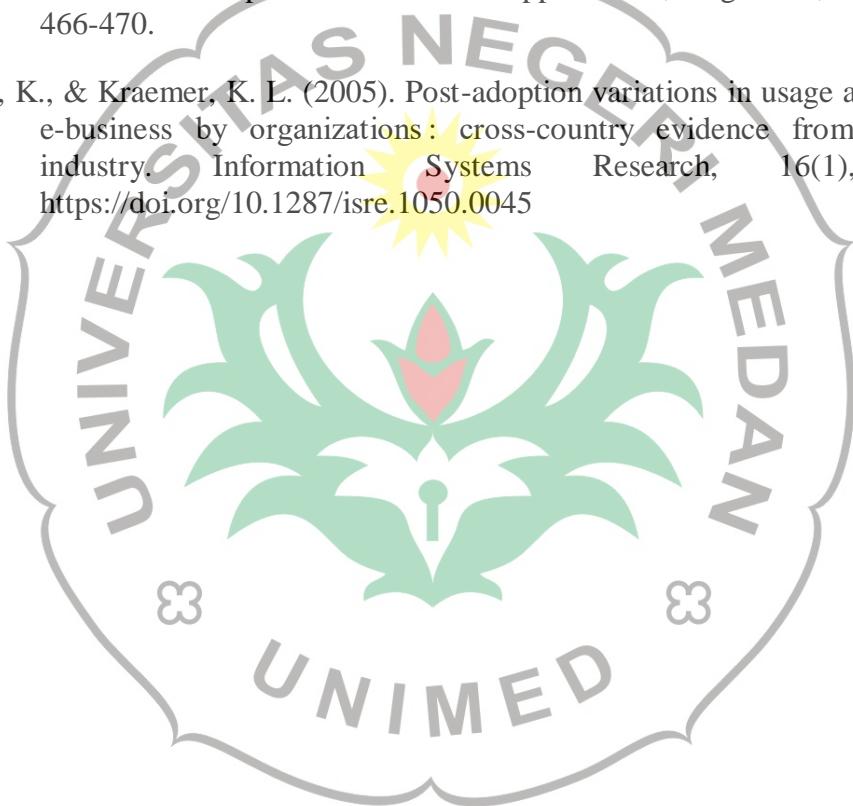
Otchere, S. K., Yun, T. H., Addy, W. O., & Kumaning, R. G. (2019). The Effect of Value Co-creation on Innovation Performance: The Mediating Role of Customer Perceived Value. *European Journal of Business and Management*, 11(27), 47–55.

- Pavlou, P. A., and O. A. El Sawy. 2006. "From IT Leveraging Competence to Competitive Advantage in Turbulent Environments: The Case of new Product Development." *Information Systems Research* 17 (3): 198–227.
- 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>
- Ratnasingam, P. (2009), "The impact of risks and challenges in E-Commerce adoption among SMEs", In Encyclopedia of Information Science and Technology, 2nd ed., IGI Global, pp. 1838-1844.
- Ray, G., W. A. Muhanna, and J. B. Barney. 2005. "Information Technology and the Performance of the Customer Service Process: A Resource-Based Analysis." *MIS Quarterly* 29 (4): 625–652.
- Rehman, N., M. N. M. Nor, A. Z. Taha, and S. Mahmood. 2018. "Impact of Information Technology Capabilities on Firm Performance: Understanding the Mediating Role of Corporate Entrepreneurship in Smes." *Academy of Entrepreneurship Journal* 24 (3): 1.
- Ricky, Winny, Thomas Sumarsan Goh, dan Willy Juliawaty. "Pengaruh Diferensiasi Produk dan Kualitas Pelayanan terhadap Tingkat Penjualan PT Amorindo Mitra Sentosa Medan". *Jurnal Bisnis Kolega*. Vol 5 No. 1. Juni 2019.
- Simsek, Z., M. H. Lubatkin, J. F. Veiga, and R. N. Dino. 2009. "The Role of an Entrepreneurially Alert Information System in Promoting Corporate Entrepreneurship." *Journal of Business Research* 62 (8): 810–817
- Sugiyono. (2018). Metode Penelitian Kuantitatif. Bandung: Alfabeta.
- Swastha, Basu, Irawan, 2000, *Manajemen Pemasaran Modern*, Liberty, Yogyakarta.
- Todd, P. R., and R. G. Javalgi. 2007. "Internationalization of SMEs in India: Fostering Entrepreneurship by Leveraging Information Technology." *International Journal of Emerging Markets* 2 (2): 166–180.
- Undang-Undang Republik Indonesia Nomor 20 2008 Pasal 1 Bab 1. *Tentang Usaha Mikro Kecil dan Menengah*.
- Wardoyo, Dewie Tri Wijayati, Sri Setyo Iriani and Achmad Kautsar. "ADOPTION OF E-COMMERCE, ENTREPRENEURSHIP ORIENTATION MEDIATED BY BUSINESS STRATEGY ON THE PERFORMANCE FOOD INDUSTRIES" *International Journal of Civil*

Engineering and Technology (IJCIET), Volume 9, Issue 5, May 2018, pp. 896–902.

Yusof, M. Hafiz. dkk. "Effect of e-Commerce Platforms towards Increasing Merchant's Income in Malaysia", (IJACSA) International Journal of Advanced Computer Science and Applications, Flight. 10, no. 8, 2019. 466-470.

Zhu, K., & Kraemer, K. L. (2005). Post-adoption variations in usage and value of e-business by organizations: cross-country evidence from the retail industry. *Information Systems Research*, 16(1), 61–84. <https://doi.org/10.1287/isre.1050.0045>



*THE Character Building*  
UNIVERSITY