

ABSTRAK

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“PENGARUH TOE *FRAMEWORK* TERHADAP *SOCIAL MEDIA ADOPTION* PADA UMKM GADING SERPONG”

(xix, 140 halaman, 6 gambar, 42 tabel, 3 lampiran)

Penelitian ini memiliki tujuan utama untuk mengetahui apakah *relative advantage*, *compatibility*, *complexity*, *trialability*, *observability*, *top management support*, *competitive intensity*, *bandwagon pressure*, dan *competitive pressure* berpengaruh terhadap *social media adoption*. Penelitian ini menggunakan pendekatan kuantitatif. Populasi dari penelitian adalah UMKM di Gading Serpong dan sampel dari penelitian ini adalah 213 responden yang merupakan pemilik usaha, direktur, manajer, dan supervisor dari UMKM yang berada di wilayah Gading Serpong dan sudah mengadopsi media sosial. Pemilihan responden menggunakan desain sampel yang bersifat *purposive sampling*. Metode analisis yang digunakan adalah *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan program SmartPLS 3.0. Hasil dari penelitian ini menunjukkan bahwa lima hipotesis yang dibuat didukung, yaitu *compatibility* berpengaruh terhadap *social media adoption*, *observability* berpengaruh terhadap *social media adoption*, *top management support* berpengaruh terhadap *social media adoption*, *bandwagon pressure* berpengaruh terhadap *social media adoption*, *competitive pressure* berpengaruh terhadap *social media adoption*. Hasil dari penelitian ini juga menunjukkan bahwa empat hipotesis yang dibuat tidak didukung, yaitu *relative advantage* tidak berpengaruh terhadap *social media adoption*, *complexity* tidak berpengaruh terhadap *social media adoption*, *trialability* tidak berpengaruh terhadap *social media adoption*, dan *competitive intensity* tidak berpengaruh terhadap *social media adoption*.

Referensi : 81 (1990-2018)

Kata Kunci : UMKM, media sosial, TOE *Framework*, *relative advantage*, *compatibility*, *complexity*, *trialability*, *observability*, *top management support*, *competitive intensity*, *bandwagon pressure*, *competitive pressure*, *social media adoption*.

ABSTRACT

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(xix, 140 pages, 6 figures, 42 tables, 3 appendices)

This study aims to examine whether *relative advantage*, *compatibility*, *complexity*, *trialability*, *observability*, *top management support*, *competitive intensity*, *bandwagon pressure*, and *competitive pressure* have the influence toward social media adoption. This study uses a quantitative approach. The population of this study was the UMKM(s) in Gading Serpong area and this study managed to obtain 213 respondents through the distribution of questionnaire to the business owners, directors, managers, and the supervisors of the UMKM(s) in Gading Serpong who have adopted social media in their business. The selection of the respondents was based on *purposive sampling* design. The analytical method used is *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) and the data was processed using *Smart-PLS 3.0*. The results of this study indicate that there were five supported hypotheses, which are *compatibility influences social media adoption*, *observability influences social media adoption*, *top management influences social media adoption*, *bandwidth pressure influences social media adoption*, and *competitive pressure influences social media adoption*. However, the results of this study also show that the other four hypotheses made are not supported, namely the *relative advantage does not influence social media adoption*, *complexity does not influence social media adoption*, *trialability does not influence social media adoption*, and *competitive intensity does not influence social media adoption*.

References : 81 (1990-2018)

Keywords : UMKM, media sosial, TOE *Framework*, *relative advantage*, *compatibility*, *complexity*, *trialability*, *observability*, *top management support*, *competitive intensity*, *bandwagon pressure*, *competitive pressure*, *social media adoption*.