

ABSTRAK

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“ANTESEDEN ADOPSI CLOUD COMPUTING DAN PENGARUHNYA TERHADAP KINERJA SEKTOR UMKM DI PROVINSI DKI JAKARTA MELALUI ORGANIZATIONAL LEARNING”

(x + 177 halaman; 47 tabel; 15 gambar; 4 lampiran)

Perkembangan teknologi di era Industri 4.0 telah menciptakan lanskap bisnis yang semakin terdigitalisasi, sehingga sektor Usaha Mikro, Kecil, dan Menengah (UMKM) dihadapkan pada tantangan sekaligus peluang untuk mempertahankan daya saing dengan memanfaatkan teknologi informasi. Salah satu inovasi teknologi informasi adalah *cloud computing* sebuah solusi bagi sektor UMKM untuk dapat mengakses teknologi canggih tanpa harus melakukan investasi atau pengelolaan infrastruktur sendiri. Penelitian ini bertujuan untuk menganalisis anteseden adopsi *cloud computing* dan pengaruhnya terhadap kinerja sektor UMKM di provinsi DKI Jakarta baik secara langsung maupun melalui *organizational learning*. Penelitian ini menggunakan kerangka teori TOE (*Technology, Organization, Environment*) dan *Dynamic Capabilities*. Pendekatan kuantitatif digunakan dalam penelitian ini dengan 316 UMKM sebagai responden yang telah mengadopsi *cloud computing* minimal selama satu tahun. Data dikumpulkan melalui kuesioner terstruktur dan dianalisis menggunakan Covariance-Based Structural Equation Modeling (CB-SEM) dibantu perangkat lunak AMOS 29. Variabel penelitian meliputi kesiapan teknologi (*technology readiness*), dukungan manajemen puncak (*top management support*), tekanan pesaing (*competitive pressure*), dukungan eksternal (*external support*), dukungan regulasi (*regulatory support*), *sensing, seizing, reconfiguration*, adopsi *cloud computing*, pembelajaran organisasi (*organizational learning*), dan kinerja (*firm performance*). Hasil penelitian menunjukkan bahwa *top management support*, *competitive pressure* dan *seizing* berpengaruh positif terhadap adopsi *cloud computing*, sedangkan *sensing* berpengaruh negatif yang mengindikasikan adanya bias kognitif dalam menangkap peluang digital. Sementara *technology readiness*, *external support*, *regulatory support*, dan *reconfiguration* tidak berpengaruh terhadap adopsi *cloud computing*. Adopsi *cloud computing* terbukti berpengaruh positif terhadap kinerja sektor UMKM di provinsi DKI Jakarta baik secara langsung maupun melalui *organizational learning* yang berperan sebagai mediator parsial. Penelitian ini memberi kontribusi berupa *Integratif Cloud Capability-Performance (C2P) Model*, yang mengintegrasikan faktor TOE, *dynamic capabilities*, dan *organizational learning* untuk memahami model pemanfaatan *cloud computing* yang dapat berkontribusi pada kinerja sektor UMKM di provinsi DKI Jakarta.

Kata Kunci: *Cloud Computing*, UMKM, TOE, *Dynamic Capabilities*, *Organizational Learning*.

Referensi: 121 (1962-2024)

ABSTRACT

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**“ANTECEDENTS OF CLOUD COMPUTING ADOPTION AND ITS
IMPACT ON SME PERFORMANCE IN DKI JAKARTA PROVINCE
THROUGH ORGANIZATIONAL LEARNING”**

(x + 177 pages; 47 tables; 15 figures; 4 appendices)

The advancement of technology in the era of Industry 4.0 has created a highly digitalized business landscape, presenting both challenges and opportunities for Micro, Small, and Medium Enterprises (SMEs) to maintain competitiveness through the use of information technology. One such innovation is cloud computing, which offers SMEs access to advanced technologies without requiring heavy investment in or management of their own infrastructure. This study aims to analyze the antecedents of cloud computing adoption and its impact on the performance of SMEs in the DKI Jakarta Province, both directly and through the mediating role of organizational learning. The research is grounded in the Technology-Organization-Environment (TOE) framework and Dynamic Capabilities theory. A quantitative approach was employed, involving 316 SMEs that had adopted cloud computing for at least one year. Data were collected through a structured questionnaire and analyzed using Covariance-Based Structural Equation Modeling (CB-SEM) with the aid of AMOS version 29. The variables examined in this study include technology readiness, top management support, competitive pressure, external support, regulatory support, sensing, seizing, reconfiguration, cloud computing adoption, organizational learning, and firm performance. The findings reveal that top management support, competitive pressure, and seizing positively influence cloud computing adoption, while sensing shows a negative effect, indicating potential cognitive bias in recognizing digital opportunities. Conversely, technology readiness, external support, regulatory support, and reconfiguration were found to have no significant effect on cloud computing adoption. Furthermore, cloud computing adoption has a significant positive impact on SME performance both directly and indirectly through organizational learning, which serves as a partial mediator. This study contributes to the development of the integrative Cloud Capability-Performance (C2P) Model, which incorporates TOE factors, dynamic capabilities, and organizational learning to provide a comprehensive understanding of how cloud computing utilization can enhance SME performance in the DKI Jakarta Province.

Keywords: Cloud Computing, SMEs, TOE, Dynamic Capabilities, Organizational Learning.

References: 121 (1962–2024)