

Skenario dan foresight penerapan e-commerce oleh UMKM dalam menghadapi MEA (studi kasus penerapan e-commerce oleh UMKM Kota Depok) = Foresight and scenarios for e-commerce adoption by SMES in facing AEC (case study of e-commerce adoption by SMESs in Depok City) / Krishadi Nugroho

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Abstrak

ABSTRAK

Tesis ini membahas faktor penghambat serta faktor pendorong penerapan ecommerce oleh UMKM, serta mengajukan empat buah skenario terhadap penerapan tersebut. Penelitian menggunakan, pendekatan kualitatif untuk menganalisis faktor pendorong dan faktor penghambat penerapan e-commerce. Hasil penelitian menunjukkan bahwa penerapan e-commerce di Kota Depok belum merata, dan ditemukan bahwa faktor penghambatnya berupa faktor usia dan keuangan UMKM. Adapun faktor pendorongnya terdiri dari faktor seperti visi pelaku UMKM, layanan pos yang berkualitas dan adanya dukungan pemerintah. Empat skenario diberikan sebagai gambaran masa depan penerapan ecommerce di Kota Depok

ABSTRACT

This thesis discusses the inhibiting and driving forces of e-commerce adoption by SMEs, as well as proposes four scenarios on such adoption. This research used, qualitative approach to analyze the driving forces and inhibiting factors of ecommerce adoption. The results showed that the adoption of e-commerce in Depok is still in small scale, and the results showed that inhibiting factors such as age and SME finance are still the main factor. As for the driving force such as the vision of SMEs, the postal service quality and government support. Four scenarios are given as a description for the future of e-commerce adoption in Depok