

Analisis TOE framework terhadap penggunaan media sosial dan organizational impact pada micro and small enterprise = Analysis of the TOE framework towards impact of social media usage on micro and small enterprise.

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Abstrak

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi penggunaan media sosial pada UMKM menggunakan TOE Framework. Sampel yang digunakan dalam penelitian ini merupakan para pengusaha atau pelaku UMKM di Indonesia yang aktif menggunakan media sosial untuk bisnisnya. Terdapat sebanyak 310 responden terkumpul yang menggunakan metode non-probability dan purposive sampling. Kemudian diolah dan dianalisis menggunakan Partial Least Square - Structural Equation Method (PLS-SEM). Hasil penelitian ini menunjukkan dampak media sosial pada UMKM dan membantu para UMKM memahami keuntungannya menggunakan media sosial. Technological context direpresentasikan oleh relative advantage, compatibility, cost-effectiveness, structural assurance, dan interactivity. Organizational context disini direpresentasikan oleh top management's support dan entrepreneur orientation. Kemudian environmental context direpresentasikan oleh institutional pressure. Penelitian ini diharapkan dapat membantu organisasi memahami keuntungan dari penggunaan media sosial.

.....This study investigates the factors influencing social media usage towards micro and small enterprise using the TOE Framework. The TOE Framework respectfully stands for technological context, organizational context, and environmental context. The samples used in this study includes micro and small enterprise owners in Indonesia that actively uses social media for their business marketing purposes. This study uses Partial-Least- Squares-Structural-Equation-Modeling (PLS-SEM) for the path analysis of 310 responses from SME's owners, executives, and managers using purposive sampling method. The technological context is represented by relative advantage, compatibility, cost-effectiveness, structural assurance, and interactivity. The organizational context is represented by top management's support and entrepreneurial orientation. The environmental context is represented by institutional pressure. This study hopes to help organizations understand the benefits of social media usage and provides a justification for investments in social media by organizations.