

Pengaruh Leadership Factors, Strategic Focus Factors, Resource Factors, Customer Factors, Market Factors Terhadap Digital Readiness Pada UMKM (Studi Pada UMKM Anggota Komunitas PEKKA di Kota Depok Bidang Kuliner) = The Influence of Leadership Factors, Strategic Focus Factors, Resource Factors, Customer Factors, Market Factors on Digital Readiness in MSMEs (Study on MSMEs of PEKKA Community Members in Depok City in The Culinary Sector)

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Abstrak

Usaha Mikro Kecil dan Menengah (UMKM) memiliki berbagai tantangan yang dihadapi dalam proses bisnis nya seperti adanya dinamika pasar dan perubahan tren konsumen yang cepat sehingga untuk mengatasi hal tersebut para pelaku usaha berinisiatif untuk mencari jalan keluar dengan digitalisasi. Namun, di Indonesia jumlah UMKM yang telah go digital sangat sedikit jika dibandingkan dengan total keseluruhan UMKM yang mencapai 65 juta unit yaitu hanya 34,8% saja. Fenomena tersebut mengindikasikan bahwa kebanyakan UMKM masih terkendala dalam mengadopsi teknologi digital karena masih rendahnya digital readiness yang dimiliki. Digital readiness dapat dipengaruhi oleh berbagai hal baik dari internal maupun eksternal bisnis seperti kemampuan dan pengetahuan teknologi digital, akses untuk memenuhi infrastruktur digital, lingkungan ekosistem dari stakeholder yang mendukung, dan lain sebagainya. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi digital readiness yaitu leadership factors, strategic focus factors, resource factors, customer factors, market factors sebagai variabel independen terhadap digital readiness sebagai variabel dependen terdiri atas 3 dimensi yaitu technological sensemaking, agility, dan implementation. Objek penelitian merupakan pemilik UMKM Anggota Komunitas Perempuan Kepala Keluarga (PEKKA) di Kota Depok bidang usaha kuliner. Pendekatan penelitian merupakan kuantitatif melalui penyebaran kuesioner kepada total 180 responden. Teknik analisis data yang digunakan adalah kuantitatif yang terdiri atas analisis statistik deskriptif dan analisis statistik inferensial menggunakan alat bantu SPSS. Hasil analisis menunjukkan bahwa leadership factors, strategic focus factors, resource factors, customer factors, market factors memiliki pengaruh yang positif terhadap digital readiness pada UMKM PEKKA di Kota Depok bidang usaha kuliner.

.....Micro, Small and Medium Enterprises (MSMEs) have various challenges faced in their business processes, such as market dynamics and rapid changes in consumer trends, so to overcome this, business actors have taken the initiative to find a way out through digitalization. However, in Indonesia the number of MSMEs that have digital is very small compared to the total of MSMEs which reached 65 million units, which is only 34.8%. This phenomenon indicates that most MSMEs are still hampered in adopting digital technology because they are still low on digital readiness. Digital readiness can be influenced by various things from both internal and external business such as the ability and knowledge of digital technology, access to fulfil digital infrastructure, supportive ecosystem from stakeholder, and so on. This research aims to analyse the influencing factors of digital readiness, that is leadership factors, strategic focus factors, resource factors, customer factors, market factors as an independent variable against digital readiness as the dependent variable that contains three dimensions, named technological sensemaking, agility,

implementation. The research objects are MSME owners who are members of the Women-Headed Family Community (PEKKA) in Depok City specifically in the culinary business. The research approach is quantitative research by distributing questionnaires to a total of 180 respondents. The data analysis technique used is quantitative consisting of descriptive statistical analysis and inferential statistical analysis using SPSS tools. The analysis results show that leadership factors, strategic focus factors, resource factors, customer factors, market factors have a positive influence on digital readiness in PEKKA MSME's in Depok City in the culinary business sector.