

INFORMATION SYSTEMS STRATEGY ROLE ON THE RELATIONSHIP BETWEEN E-COMMERCE MARKETPLACE ADOPTION AND SME PERFORMANCE

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ABSTRACT

SMEs make various efforts to improve their performance, including adopting the e-commerce marketplace. This study explores the relationship between e-commerce marketplace adoption and SME performance and the moderating role of information system strategy on the relationship between e-commerce marketplace adoption and SME performance. This study uses a sample of 402 SMEs using the e-commerce marketplace. This study utilizes the SEM-PLS approach to examine the hypothesis. The results indicate that marketplace e-commerce adoption is related to SME performance. However, information systems strategy does not moderate the relationship between marketplace e-commerce adoption and SME performance. The results of this study can provide an overview of SMEs regarding the importance of choosing the right information system strategy to ensure that the adopted e-commerce can improve company performance. Theoretically, the results of this study can provide a new perspective on the position of information systems strategy in the relationship between information systems adoption and organizational performance.

Kata Kunci: Information Systems Strategy, E-Commerce Adoption, SME Performance