META-ANALYSIS OF E-COMMERCE ADOPTION BARRIERS FOR MSMEs

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ABSTRACT

The Industrial Revolution 4.0 has brought system changes for all business organizations, one of which is changing the trading system from conventional to one based on information technology, or e-commerce. Environmental changes are encouraging MSMEs to adapt to the online trading system. The study aims to determine the dominant factors/barriers that are considered by the MSMEs in adopting e-commerce. The research is the method is a systematic study using research results published in a repository journal database. The data analysis technique in this study uses meta-analysis to summarize data obtained from the research results through the calculation of effect size (Hedges's g) or correlation coefficient (r) in the form of weight factors. The results show that financial, human resources, and technical factors have a dominant impact on the decision to adopt e-commerce. There is a relationship between internal and external factors with e-commerce adoption in MSMEs.

Keyword: Meta-analysis, Barriers, Adoption, E-commerce, MSMEs