

Improving E-Commerce Adoption Through Behaviour Influences And Organizational Culture

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Abstract

This study investigates the relationship between the influence of behavior and organizational culture on the adoption of electronic commerce in businesses. E-commerce adoption refers to using company websites to deliver information, establish relationships, and execute transactions using electronic networks instead of traditional methods. In the face of the COVID-19 pandemic, a company's ability to run its operations depends on its ability to leverage existing technologies. As a result, this study aims to determine how organizational behavior and culture influence the adoption of e-commerce in Indonesian SMEs. This research was carried out in 2021, and the scope of the study covered 115 SMEs spread across Indonesia. The quantitative research method employed includes descriptive and inferential statistical data analysis tools, such as regression analysis, to answer the research questions. Following the findings of this study, it is clear that the influence of behavior and organizational culture impact the adoption of electronic commerce. Confirms that behavior and organizational culture affect the adoption of electronic commerce. Companies must pay particular attention to the influence of behavior and organizational culture on the adoption of electronic commerce

Keywords

Behaviour Influence, E-commerce adoption, Organizational Culture, SMEs

Biography

Dicky Hida Syahchari, ST, MM, Ph.D. is a faculty member of the Bina Nusantara Business School undergraduate program in the Management department. He is also an SCC in Business Development Management and E-Business Management. He received his master's degree in the Magister Management Program from Prasetiya Mulya Business School, Prasetiya Mulya University in Jakarta, Indonesia. He earned his Doctor of Philosophy from Universiti Utara Malaysia's Othman Yeop Abdullah Graduate School of Business. He has been a lecturer for almost 15 years and has published more than 31 Scopus publications. Interest in research and areas of expertise are digital business, innovation management, project management, and business development.

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