

DAFTAR PUSTAKA

- Abed, S. S. (2020). Social commerce adoption using TOE framework: An empirical investigation of Saudi Arabian SMEs. *International Journal of Information Management*, 53(October 2019), 102118. <https://doi.org/10.1016/j.ijinfomgt.2020.102118>
- Ahmed, A. L., & Apparatus, S. E. (2018). Influence Factors of Adoption E-commerce in Iraqi SMEs. *Journal of Al-Qadisiyah for Computer Science and Mathematics*, 10(2), 17–26. <https://doi.org/10.29304/jqcm.2018.10.2.370>
- Ajzen, I., and M. Fishbein. 1975. *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*. Massachusetts: Addison-Wiley.
- Ajzen, I. 1991. “The Theory of Planned Behavior.” *Organizational Behavior and Human Decision Processes* 50(2):179–211.
- Amin, M., Rezaei, S., & Abolghasemi, M. (2014). User satisfaction with mobile websites: the impact of perceived usefulness (PU), perceived ease of use (PEOU) and trust. *Nankai Business Review International*, 5(3), 258–274. <https://doi.org/10.1108/NBRI-01-2014-0005>
- Amin, M., and H. Hussin. 2014. “E-commerce adoption in SME retail sector: A conceptual model.” Paper presented at the 5th International Conference on Information and Communication Technology for The Muslim World (ICT4M), Kuching, November 17–18.
- Andreu, L., I. Sanchez, and C. Mele. 2010. “Value co-Creation among Retailers and Consumers: New Insights into the Furniture Market.” *Journal of Retailing and Consumer Services* 17(4):241–250
- Arora, A. K., & Rathi, P. (2019). An Analysis of Implementation of Digitalisation in SMEs in India. *International Journal of Online Marketing*, 9(3), 70–81. <https://doi.org/10.4018/ijom.2019070104>
- Abed, S. S. (2020). Social commerce adoption using TOE framework: An empirical investigation of Saudi Arabian SMEs. *International Journal of Information Management*, 53(October 2019), 102118. <https://doi.org/10.1016/j.ijinfomgt.2020.102118>
- Abideen Ayokunmi, L., Aslinda, N., Seman, A., & Rashid, U. K. (2022). The Relationship between Social Media Marketing and SMEs Performance in Nigeria: A Systemic Literature Review. *Journal of Positive School Psychology*, 2022(3), 8665–8673.
- Abu-Shanab, E., Al-Sharafi, M. A., & Al-Emran, M. (2024). The Influence of Network Externalities and Fear of Missing Out on the Continuous Use of Social Networks: A Cross-Country Comparison. *International Journal of Human-Computer Interaction*, 40(15), 4058–4070. <https://doi.org/10.1080/10447318.2023.2208990>
- Adrian. (2024). *UKM makanan tembus 1,7 juta unit*.

<https://www.startsmeup.id/2024/06/ukm-makanan-di-ri-tembus-17-juta-unit.html>

- Ahmad, F., Widén, G., & Huvila, I. (2020). The impact of workplace information literacy on organizational innovation: An empirical study. *International Journal of Information Management*, 51(December 2019), 102041. <https://doi.org/10.1016/j.ijinfomgt.2019.102041>
- Ahmad, S. Z., Abu Bakar, A. R., & Ahmad, N. (2019). Social media adoption and its impact on firm performance: the case of the UAE. *International Journal of Entrepreneurial Behaviour and Research*, 25(1), 84–111. <https://doi.org/10.1108/IJEBr-08-2017-0299>
- Ahmed, A. L., & Apparatus, S. E. (2018). Influence Factors of Adoption E-commerce in Iraqi SMEs. *Journal of Al-Qadisiyah for Computer Science and Mathematics*, 10(2), 17–26. <https://doi.org/10.29304/jqcm.2018.10.2.370>
- Akande, O. N., Badmus, T. A., Akindele, A. T., & Arulogun, O. T. (2020). Dataset to support the adoption of social media and emerging technologies for students' continuous engagement. *Data in Brief*, 31, 105926. <https://doi.org/10.1016/j.dib.2020.105926>
- Al-Azawei, A. (2018). Predicting the adoption of social media: An integrated model and empirical study on Facebook usage. *Interdisciplinary Journal of Information, Knowledge, and Management*, 13, 233–258. <https://doi.org/10.28945/4106>
- AL-Shboul, M. A. (2019). Towards better understanding of determinants logistical factors in SMEs for cloud ERP adoption in developing economies. *Business Process Management Journal*, 25(5), 887–907. <https://doi.org/10.1108/BPMJ-01-2018-0004>
- Al Mamun, A., Che Nawi, N. B., Nasir, N. A. B. M., & Fazal, S. A. (2020). Social Media and Consumer Engagement: The Case of Malaysian Student Entrepreneurs. *Journal of Asia-Pacific Business*, 00(00), 185–206. <https://doi.org/10.1080/10599231.2020.1783972>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177–1190. <https://doi.org/10.1016/j.tele.2017.05.008>
- Alam, M. Z., Hu, W., Hoque, M. R., & Kaium, M. A. (2020). Adoption intention and usage behavior of mHealth services in Bangladesh and China: A cross-country analysis. *International Journal of Pharmaceutical and Healthcare Marketing*, 14(1), 37–60. <https://doi.org/10.1108/IJPHM-03-2019-0023>
- Alarcón-del-Amo, M. del C., Rialp-Criado, A., & Rialp-Criado, J. (2018). Examining the impact of managerial involvement with social media on exporting firm performance. *International Business Review*, 27(2), 355–366. <https://doi.org/10.1016/j.ibusrev.2017.09.003>
- Ali Abbasi, G., Abdul Rahim, N. F., Wu, H., Iranmanesh, M., & Keong, B. N. C. (2022). Determinants of SME's Social Media Marketing Adoption: Competitive Industry as a Moderator. *SAGE Open*, 12(1). <https://doi.org/10.1177/21582440211067220>

- Alkateeb, M. A., & Abdalla, R. A. (2021). Social media adoption and its impact on smes performance a case study of Palestine. *Estudios de Economia Aplicada*, 39(7). <https://doi.org/10.25115/eea.v39i7.4872>
- Alnajim, R. A., & Fakieh, B. (2023). A Tourist-Based Framework for Developing Digital Marketing for Small and Medium-Sized Enterprises in the Tourism Sector in Saudi Arabia. *Data*, 8(12), 1–33. <https://doi.org/10.3390/data8120179>
- Alomari, M. K., Sandhu, K., & Woods, P. (2014). Exploring citizen perceptions of barriers to e-government adoption in a developing country. *Transforming Government: People, Process and Policy*, 8(1), 131–150. <https://doi.org/10.1108/TG-05-2013-0013>
- AlSharji, A., Ahmad, S. Z., & Abu Bakar, A. R. (2018). Understanding social media adoption in SMEs: Empirical evidence from the United Arab Emirates. *Journal of Entrepreneurship in Emerging Economies*, 10(2), 302–328. <https://doi.org/10.1108/JEEE-08-2017-0058>
- Anastasya, A. (2023). *Data UMKM, Jumlah dan Pertumbuhan Usaha Mikro, Kecil, dan Menengah di Indonesia*. Wawasan Bisnis, Kamus Bisnis. <https://ukmindonesia.id/baca-deskripsi-posts/data-umkm-jumlah-dan-pertumbuhan-usaha-mikro-kecil-dan-menengah-di-indonesia>
- Arora, A. K., & Rathi, P. (2019). An Analysis of Implementation of Digitalisation in SMEs in India. *International Journal of Online Marketing*, 9(3), 70–81. <https://doi.org/10.4018/ijom.2019070104>
- Arulampalam Kunaraj, P. Chelvanathan, Ahmad AA Bakar, I. Y. (2023). Strategi Pemasaran Digital Melalui Media Sosial. *Journal of Engineering Research*, 1–14. <https://www.ncbi.nlm.nih.gov/books/NBK558907/>
- Asiaei, A., & Nor, N. Z. (2019). A multifaceted framework for adoption of cloud computing in Malaysian SMEs. *Journal of Science and Technology Policy Management*, 10(3), 708–750. <https://doi.org/10.1108/JSTPM-05-2018-0053>
- Awa, H. O., Uko, J. P., & Ukoha, O. (2017). An Empirical Study of Some Critical Adoption Factors of ERP Software. *International Journal of Human-Computer Interaction*, 33(8), 609–622. <https://doi.org/10.1080/10447318.2016.1265828>
- Awa, H. O., Ukoha, O., & Emecheta, B. C. (2016). Using T-O-E theoretical framework to study the adoption of ERP solution. *Cogent Business and Management*, 3(1). <https://doi.org/10.1080/23311975.2016.1196571>
- Baabdullah, A. M., Alalwan, A. A., Rana, N. P., Kizgin, H., & Patil, P. (2019). Consumer use of mobile banking (M-Banking) in Saudi Arabia: Towards an integrated model. *International Journal of Information Management*, 44(September 2018), 38–52. <https://doi.org/10.1016/j.ijinfomgt.2018.09.002>
- Baker, D. A., & Algorta, G. P. (2016). The Relationship between Online Social Networking and Depression: A Systematic Review of Quantitative Studies. *Cyberpsychology, Behavior, and Social Networking*, 19(11), 638–648. <https://doi.org/10.1089/cyber.2016.0206>
- Bala, H., & Feng, X. (2019). Success of Small and Medium Enterprises in Myanmar: Role of Technological, Organizational, and Environmental Factors. *Journal of*

- Global Information Technology Management*, 22(2), 100–119.
<https://doi.org/10.1080/1097198X.2019.1603511>
- Batucan, G. B., Gonzales, G. G., Balbuena, M. G., Pasaol, K. R. B., Seno, D. N., & Gonzales, R. R. (2022). An Extended UTAUT Model to Explain Factors Affecting Online Learning System Amidst COVID-19 Pandemic: The Case of a Developing Economy. *Frontiers in Artificial Intelligence*, 5(April), 1–13.
<https://doi.org/10.3389/frai.2022.768831>
- Berhanu, K., & Raj, S. (2024). The role of social media marketing in Ethiopian tourism and hospitality organizations: Applying the unified theory of acceptance and use of technology model. *Cogent Social Sciences*, 10(1).
<https://doi.org/10.1080/23311886.2024.2318866>
- Berry, L. L. (2014). Relationship Marketing of Services: Growing Interest, Emerging Perspectives. *Handbook of Relationship Marketing*, 23(4), 149–170.
<https://doi.org/10.4135/9781452231310.n6>
- Bolatan, G. I. S., Gozlu, S., Alpkan, L., & Zaim, S. (2016). The Impact of Technology Transfer Performance on Total Quality Management and Quality Performance. *Procedia - Social and Behavioral Sciences*, 235(October), 746–755. <https://doi.org/10.1016/j.sbspro.2016.11.076>
- Bouwman, H., Nikou, S., & de Reuver, M. (2019). Digitalization, business models, and SMEs: How do business model innovation practices improve performance of digitalizing SMEs? *Telecommunications Policy*, 43(9), 101828.
<https://doi.org/10.1016/j.telpol.2019.101828>
- Bruce, E., Shurong, Z., Egala, S. B., Amoah, J., Ying, D., Rui, H., & Lyu, T. (2022). Social Media Usage and SME Firms' Sustainability: An Introspective Analysis from Ghana. *Sustainability (Switzerland)*, 14(15).
<https://doi.org/10.3390/su14159433>
- Camilleri, M. A. (2019). The SMEs' technology acceptance of digital media for stakeholder engagement. *Journal of Small Business and Enterprise Development*, 26(4), 504–521. <https://doi.org/10.1108/JSBED-02-2018-0042>
- Cao, Y., Ajjan, H., Hong, P., & Le, T. (2018). Using Social Media for Competitive Business Outcomes. *Journal of Advances in Management Research*, 15(2018), 211–235.
- Cao, Yingxia, Ajjan, H., Hong, P., & Le, T. (2018). Using social media for competitive business outcomes: An empirical study of companies in China. *Journal of Advances in Management Research*, 15(2), 211–235.
<https://doi.org/10.1108/JAMR-05-2017-0060>
- Capaldo, A. (2007). Network structure and innovation: The leveraging of a dual network as a distinctive relational capability. *Strategic Management Journal*, 28(6), 585–608. <https://doi.org/10.1002/smj.621>
- Casidy, R., Nyadzayo, M., & Mohan, M. (2020). Service innovation and adoption in industrial markets: An SME perspective. *Industrial Marketing Management*, 89(June), 157–170. <https://doi.org/10.1016/j.indmarman.2019.06.008>
- Chatterjee, S., Chaudhuri, R., Sakka, G., Grandhi, B., Galati, A., Siachou, E., &

- Vrontis, D. (2021). Adoption of social media marketing for sustainable business growth of smes in emerging economies: The moderating role of leadership. *Sustainability (Switzerland)*, 13(21), 1–16. <https://doi.org/10.3390/su132112134>
- Chatterjee, S., Chaudhuri, R., Vrontis, D., & Basile, G. (2021). Digital transformation and entrepreneurship process in SMEs of India: a moderating role of adoption of AI-CRM capability and strategic planning. *Journal of Strategy and Management*. <https://doi.org/10.1108/JSMA-02-2021-0049>
- Chatterjee, S., & Kumar Kar, A. (2020). Why do small and medium enterprises use social media marketing and what is the impact: Empirical insights from India. *International Journal of Information Management*, 53(December 2019), 102103. <https://doi.org/10.1016/j.ijinfomgt.2020.102103>
- Chatzoglou, P., & Chatzoudes, D. (2016). Factors affecting e-business adoption in SMEs: an empirical research. *Journal of Enterprise Information Management*, 29(3), 327–358. <https://doi.org/10.1108/JEIM-03-2014-0033>
- Chege, S. M., & Wang, D. (2020a). The influence of technology innovation on SME performance through environmental sustainability practices in Kenya. *Technology in Society*, 60(November 2019), 101210. <https://doi.org/10.1016/j.techsoc.2019.101210>
- Chege, S. M., & Wang, D. (2020b). The influence of technology innovation on SME performance through environmental sustainability practices in Kenya. *Technology in Society*, 60(June 2019), 101210. <https://doi.org/10.1016/j.techsoc.2019.101210>
- Chege, S. M., Wang, D., & Suntur, S. L. (2020). Impact of information technology innovation on firm performance in Kenya. *Information Technology for Development*, 26(2), 316–345. <https://doi.org/10.1080/02681102.2019.1573717>
- Chen, D. Q., Preston, D. S., & Swink, M. (2015). How the use of big data analytics affects value creation in supply chain management. *Journal of Management Information Systems*, 32(4), 4–39. <https://doi.org/10.1080/07421222.2015.1138364>
- Chen, Q. L., & Zhou, Z. H. (2016). Unusual formations of superoxo heptaaxomolybdates from peroxo molybdates. *Inorganic Chemistry Communications*, 67(3), 95–98. <https://doi.org/10.1016/j.inoche.2016.03.015>
- Chong, J. L. L., & Olesen, K. (2017). A technology-organization-environment perspective on eco-effectiveness: A meta-analysis. *Australasian Journal of Information Systems*, 21, 1–26. <https://doi.org/10.3127/ajis.v21i0.1441>
- Cruz-Jesus, F., Pinheiro, A., & Oliveira, T. (2019). Understanding CRM adoption stages: empirical analysis building on the TOE framework. *Computers in Industry*, 109, 1–13. <https://doi.org/10.1016/j.compind.2019.03.007>
- Dadhich, M., & Hiran, K. K. (2022). Empirical investigation of extended TOE model on Corporate Environment Sustainability and dimensions of operating performance of SMEs: A high order PLS-ANN approach. *Journal of Cleaner Production*, 363(May), 132309. <https://doi.org/10.1016/j.jclepro.2022.132309>
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1992). Extrinsic and Intrinsic

- Motivation to Use Computers in the Workplace. *Journal of Applied Social Psychology*, 22(14), 1111–1132. <https://doi.org/10.1111/j.1559-1816.1992.tb00945.x>
- Demirci, A., & Ersoy, N. (2008). Technology readiness for innovative high-tech products: how consumers perceive and adopt new technologies. *The Business Review*, 1–9. http://isletme.anadolu.edu.tr/media/articles/demirci_ersoy01.pdf
- Dong, J. Q., & Yang, C. H. (2020). Business value of big data analytics: A systems-theoretic approach and empirical test. *Information and Management*, 57(1). <https://doi.org/10.1016/j.im.2018.11.001>
- Dressler, M., & Paunovic, I. (2021). A typology of winery SME brand strategies with implications for sustainability communication and co-creation. *Sustainability (Switzerland)*, 13(2), 1–17. <https://doi.org/10.3390/su13020805>
- Duarte, P., & Pinho, J. C. (2019). A mixed methods UTAUT2-based approach to assess mobile health adoption. *Journal of Business Research*, 102(February), 140–150. <https://doi.org/10.1016/j.jbusres.2019.05.022>
- Dubey, R., Gunasekaran, A., Childe, S. J., Bryde, D. J., Giannakis, M., Foropon, C., Roubaud, D., & Hazen, B. T. (2020). Big data analytics and artificial intelligence pathway to operational performance under the effects of entrepreneurial orientation and environmental dynamism: A study of manufacturing organisations. *International Journal of Production Economics*, 226, 107599. <https://doi.org/10.1016/j.ijpe.2019.107599>
- Duffy, B. E., & Hund, E. (2021). Gendered Visibility on Social Media: Navigating Instagram's Authenticity Bind. *Social Media & the Self: An Open Reader*, 13, 4983–5002. <https://doi.org/10.32376/3f8575cb.3f03db0e>
- Dwivedi, Y. K., Shareef, M. A., Simintiras, A. C., Lal, B., & Weerakkody, V. (2016). A generalised adoption model for services: A cross-country comparison of mobile health (m-health). *Government Information Quarterly*, 33(1), 174–187. <https://doi.org/10.1016/j.giq.2015.06.003>
- Dwivedi, Y. K., Wade, M. R., & Schneberger, S. L. (2012). Informations Systems Theory: Vol.2. *Springer*, 28, 461. <https://doi.org/10.1007/978-1-4419-6108-2>
- Editors, M., Editors, A., & Board, E. R. (2021). *Call for Articles International Journal of Sociotechnology and Knowledge Development* (Vol. 13, Issue 2).
- El-Haddadeh, R. (2020). Digital Innovation Dynamics Influence on Organisational Adoption: The Case of Cloud Computing Services. *Information Systems Frontiers*, 22(4), 985–999. <https://doi.org/10.1007/s10796-019-09912-2>
- Etemadi, R., Hon, C. K. H., Murphy, G., & Manley, K. (2020). The use of social media for work-related knowledge sharing by construction professionals. *Architectural Engineering and Design Management*, 16(6), 426–440. <https://doi.org/10.1080/17452007.2019.1688637>
- Ferrer, C. (2015). Digital humanities, big data, and literary studies: Mapping European literatures in the 21st century. *Rupkatha Journal on Interdisciplinary Studies in the Humanities*, 7(1), 1–11.
- Ferry Sandi, C. I. (2024). *UKM Makanan di RI Tembus 1,7 Juta Unit, Serap 3,6 Juta*

- Pekerja*No Title. CNBC Indonesia.
<https://www.cnbcindonesia.com/entrepreneur/20240606192846-25-544554/ukm-makanan-di-ri-tembus-17-juta-unit-serap-36-juta-pekerja>
- Fishbein, & Ajzen. (1977). Contemporary sociology: A journal of reviews. *Contemporary Sociology*, 6(2), 244–245.
- Fishburn, P. C. (1982). A note on linear utility. *Journal of Economic Theory*, 27(2), 444–446. [https://doi.org/10.1016/0022-0531\(82\)90041-2](https://doi.org/10.1016/0022-0531(82)90041-2)
- Franco, M., Haase, H., & Pereira, A. (2016). Empirical study about the role of social networks in SME performance. *Journal of Systems and Information Technology*, 18(4), 383–403. <https://doi.org/10.1108/JSIT-06-2016-0036>
- Fu, C. J., Silalahi, A. D. K., Yang, L. W., & Eunike, I. J. (2024). Advancing SME performance: a novel application of the technological-organizational-environment framework in social media marketing adoption. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2360509>
- Gal, D., & Rucker, D. D. (2018). The Loss of Loss Aversion: Will It Loom Larger Than Its Gain? *Journal of Consumer Psychology*, 28(3), 497–516. <https://doi.org/10.1002/jcpy.1047>
- Ghazwani, S. S., & Alzahrani, S. (2024). The Use of Social Media Platforms for Competitive Information and Knowledge Sharing and Its Effect on SMEs' Profitability and Growth through Innovation. *Sustainability (Switzerland)*, 16(1). <https://doi.org/10.3390/su16010106>
- Ghobakhloo, M., Arias-Aranda, D., & Benitez-Amado, J. (2011). Adoption of e-commerce applications in SMEs. In *Industrial Management and Data Systems* (Vol. 111, Issue 8). <https://doi.org/10.1108/02635571111170785>
- Ghobakhloo, M., & Ching, N. T. (2019). Adoption of digital technologies of smart manufacturing in SMEs. *Journal of Industrial Information Integration*, 16, 100107. <https://doi.org/10.1016/j.jii.2019.100107>
- Gillani, F., Chatha, K. A., Sadiq Jajja, M. S., & Farooq, S. (2020). Implementation of digital manufacturing technologies: Antecedents and consequences. *International Journal of Production Economics*, 229(February 2019), 107748. <https://doi.org/10.1016/j.ijpe.2020.107748>
- Gonzalez, R., Llopis, J., & Gasco, J. (2015). Social networks in cultural industries. *Journal of Business Research*, 68(4), 823–828. <https://doi.org/10.1016/j.jbusres.2014.11.035>
- Gyenge, B., Máté, Z., Vida, I., Bilan, Y., & Vasa, L. (2021). A New Strategic Marketing Management Model for the Specificities of E-Commerce in the Supply Chain. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 1136–1149. <https://doi.org/10.3390/jtaer16040064>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Hair, JF, Black, W., Babin, B., & Anderson, R. (2019). Multivariate Data Analysis. In

- Cengage. <https://doi.org/10.2307/2007941>
- Hair, JF, Hult, G., Ringle, C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications Inc.
- Hair, Joseph, Anderson, R., Babin, B., & Black, W. (2010). Multivariate Data Analysis.pdf. In *Australia : Cengage: Vol. 7 edition* (p. 758).
- Haque, R., Senathirajah, A. R. bin S., Khalil, M. I., Qazi, S. Z., & Ahmed, S. (2024). A Structural Path Analysis Bangladeshi SMEs' Sustainability through Social Media Marketing. *Sustainability (Switzerland)* , 16(13), 1–19. <https://doi.org/10.3390/su16135433>
- Harto, Budi, Rukmana, A. Y. (2023). *Social Media Marketing* (May, 2023). https://www.researchgate.net/publication/373718892_SOCIAL_MEDIA_MARKETING
- Hazim Majid, A. Q. H., Abdul Rahim, N. F., Ping Teoh, A., & Alnoor, A. (2024). Factors Influencing the Intention to Use Human Resource Information Systems Among Employees of SMEs in Iraq. *Data and Metadata*, 3. <https://doi.org/10.56294/dm2024.362>
- Heckmann, I. L. (1975). "Organization Development: Behavioral Science Interventions for Organization Improvement". By Wendell L. French and Cecil H. Bell, Jr. (Book Review). *Industrial and Labor Relations Review*, 28(2), 332.
- Hoque, R., & Sorwar, G. (2017). Understanding factors influencing the adoption of mHealth by the elderly: An extension of the UTAUT model. *International Journal of Medical Informatics*, 101(September 2015), 75–84. <https://doi.org/10.1016/j.ijmedinf.2017.02.002>
- Hossain, A., Quaresma, R., & Rahman, H. (2019). Investigating factors influencing the physicians' adoption of electronic health record (EHR) in healthcare system of Bangladesh: An empirical study. *International Journal of Information Management*, 44(September 2018), 76–87. <https://doi.org/10.1016/j.ijinfomgt.2018.09.016>
- Hosseini, S., Fallon, G., Weerakkody, V., & Sivarajah, U. (2019). Cloud computing utilization and mitigation of informational and marketing barriers of the SMEs from the emerging markets: Evidence from Iran and Turkey. *International Journal of Information Management*, 46(April 2018), 54–69. <https://doi.org/10.1016/j.ijinfomgt.2018.11.011>
- Hsieh, P. J. (2015). Healthcare professionals' use of health clouds: Integrating technology acceptance and status quo bias perspectives. *International Journal of Medical Informatics*, 84(7), 512–523. <https://doi.org/10.1016/j.ijmedinf.2015.03.004>
- Huang, Y. C. (2023). Integrated concepts of the UTAUT and TPB in virtual reality behavioral intention. *Journal of Retailing and Consumer Services*, 70(July 2022), 103127. <https://doi.org/10.1016/j.jretconser.2022.103127>
- Hung, Y. H., & Lai, H. Y. (2015). Effects of Facebook like and conflicting aggregate rating and customer comment on purchase intentions. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence*

- and *Lecture Notes in Bioinformatics*), 9175, 193–200.
https://doi.org/10.1007/978-3-319-20678-3_19
- Jiménez-Zarco, A. I., Clemente-Almendros, J. A., González-González, I., & Aracil-Jordà, J. (2021). Female Micro-Entrepreneurs and Social Networks: Diagnostic Analysis of the Influence of Social-Media Marketing Strategies on Brand Financial Performance. *Frontiers in Psychology*, 12(April).
<https://doi.org/10.3389/fpsyg.2021.630058>
- Kar, A. K. (2015). Integrating websites with social media – An approach for group decision support. *Journal of Decision Systems*, 24(3), 339–353.
<https://doi.org/10.1080/12460125.2015.969585>
- Karpen, I. O., Bove, L. L., Lukas, B. A., & Zyphur, M. J. (2015). Service-dominant orientation: Measurement and impact on performance outcomes. *Journal of Retailing*, 91(1), 89–108. <https://doi.org/10.1016/j.jretai.2014.10.002>
- Karyoko, D. (2024). *Pengeluaran Masyarakat Indonesia Untuk Makanan Naik 5,69% pada 2024*. <https://goodstats.id/article/adanya-peningkatan-5-69-pengeluaran-makanan-masyarakat-indonesia-pada-2024-Cgaxo?utm>
- Kaur, K., & Kumar, P. (2021). Social media usage in Indian beauty and wellness industry: a qualitative study. *TQM Journal*, 33(1), 17–32.
<https://doi.org/10.1108/TQM-09-2019-0216>
- Kavota, J. K., Kamdjoug, J. R. K., & Wamba, S. F. (2020). Social media and disaster management: Case of the north and south Kivu regions in the Democratic Republic of the Congo. *International Journal of Information Management*, 52(January), 102068. <https://doi.org/10.1016/j.ijinfomgt.2020.102068>
- Kazemi, H., Miller, D., Mohan, A., Griffith, Z., Jin, Y., Kwiatkowski, J., Tran, L., & Crawford, M. (2015). 350mW G-band medium power amplifier fabricated through a new method of 3D-copper additive manufacturing. *2015 IEEE MTT-S International Microwave Symposium, IMS 2015*, 36(1), 157–178.
<https://doi.org/10.1109/MWSYM.2015.7167037>
- Khaki, A. A., & Khan, T. A. (2024). Social Media Marketing and Its Influence on the Performance of Micro, Small, and Medium-Sized Tourism Enterprises: Mediation of Innovation Capabilities. *Journal of Global Marketing*, 37(1), 1–23.
<https://doi.org/10.1080/08911762.2023.2250998>
- Khayer, A., Jahan, N., Hossain, M. N., & Hossain, M. Y. (2021). The adoption of cloud computing in small and medium enterprises: a developing country perspective. *VINE Journal of Information and Knowledge Management Systems*, 51(1), 64–91. <https://doi.org/10.1108/VJIKMS-05-2019-0064>
- Khechine, H., Raymond, B., & Augier, M. (2020). The adoption of a social learning system: Intrinsic value in the UTAUT model. *British Journal of Educational Technology*, 51(6), 2306–2325. <https://doi.org/10.1111/bjet.12905>
- Korcsmáros, E., & Csinger, B. (2022). Social Media from the Perspective of Small and Medium-sized Enterprises. *Acta Polytechnica Hungarica*, 19(8), 31–48.
<https://doi.org/10.12700/aph.19.8.2022.8.3>
- Kumar, D., Samalia, H. V., & Verma, P. (2017). Exploring suitability of cloud

- computing for small and medium-sized enterprises in India. *Journal of Small Business and Enterprise Development*, 24(4), 814–832.
<https://doi.org/10.1108/JSBED-01-2017-0002>
- KWABENA, G. Y., MEI, Q., GHUMRO, T. H., LI, W., & ERUSALKINA, D. (2021). Effects of a Technological-Organizational-Environmental Factor on the Adoption of the Mobile Payment System. *Journal of Asian Finance, Economics and Business*, 8(2), 329–338. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0329>
- Lai, Y., Sun, H., & Ren, J. (2018). Article information : adoption in logistics and supply chain management : an empirical. *International Journal of Logistics Management*, 29(2), 676–703.
- Legner, C., Eymann, T., Hess, T., Matt, C., Böhmman, T., Drews, P., Mädche, A., Urbach, N., & Ahlemann, F. (2017). Digitalization: Opportunity and Challenge for the Business and Information Systems Engineering Community. *Business and Information Systems Engineering*, 59(4), 301–308.
<https://doi.org/10.1007/s12599-017-0484-2>
- Lepkowska-white, E., Parsons, A., & Berg, W. (2019). *Social media marketing management : an application to small restaurants in the US*. 13(3), 321–345.
<https://doi.org/10.1108/IJCTHR-06-2019-0103>
- Li, M., Zhao, D., & Yu, Y. (2017). *TOE drivers for cloud transformation : direct or*. 2017(2013). <https://doi.org/10.1108/APJML-03-2014-0040>
- Lutfi, A. (2022). Factors Influencing the Continuance Intention to Use Accounting Information System in Jordanian SMEs from the Perspectives of UTAUT: Top Management Support and Self-Efficacy as Predictor Factors. *Economies*, 10(4).
<https://doi.org/10.3390/economies10040075>
- Macedo, I. M. (2017). Predicting the acceptance and use of information and communication technology by older adults: An empirical examination of the revised UTAUT2. *Computers in Human Behavior*, 75, 935–948.
<https://doi.org/10.1016/j.chb.2017.06.013>
- Maduku, D. K., Mpinganjira, M., & Duh, H. (2016). Understanding mobile marketing adoption intention by South African SMEs: A multi-perspective framework. *International Journal of Information Management*, 36(5), 711–723.
<https://doi.org/10.1016/j.ijinfomgt.2016.04.018>
- Maiorescu, I., Bucur, M., Georgescu, B., Moise, D., Strat, V. A., & Zgura, I. D. (2020). Social media and IOT wearables in developing marketing strategies. Do SMEs differ from large enterprises? *Sustainability (Switzerland)*, 12(18).
<https://doi.org/10.3390/SU12187292>
- Mallat, N. (2007). Exploring consumer adoption of mobile payments - A qualitative study. *Journal of Strategic Information Systems*, 16(4), 413–432.
<https://doi.org/10.1016/j.jsis.2007.08.001>
- Marolt, M., Zimmermann, H. D., & Pucihar, A. (2022). Social Media Use and Business Performance in SMEs: The Mediating Roles of Relational Social Commerce Capability and Competitive Advantage. *Sustainability (Switzerland)*, 14(2022), 1–14. <https://doi.org/10.3390/su142215029>

- Maroufkhani, P., Tseng, M. L., Iranmanesh, M., Ismail, W. K. W., & Khalid, H. (2020). Big data analytics adoption: Determinants and performances among small to medium-sized enterprises. *International Journal of Information Management*, 54(February), 102190. <https://doi.org/10.1016/j.ijinfomgt.2020.102190>
- Maroufkhani, P., Wan Ismail, W. K., & Ghobakhloo, M. (2020). Big data analytics adoption model for small and medium enterprises. *Journal of Science and Technology Policy Management*, 11(2), 171–201. <https://doi.org/10.1108/JSTPM-02-2020-0018>
- Mastercard.com. (2024). *Empowering Indonesia's small businesses: Insights and strategies for overcoming digital and financial barriers*. <https://www.mastercard.com/news/ap/en/newsroom/press-releases/en/2024/empowering-indonesia-s-small-businesses-insights-and-strategies-for-overcoming-digital-and-financial-barriers/>
- Matarazzo, M., Penco, L., Profumo, G., & Quaglia, R. (2021). Digital transformation and customer value creation in Made in Italy SMEs: A dynamic capabilities perspective. *Journal of Business Research*, 123, 642–656. <https://doi.org/10.1016/j.jbusres.2020.10.033>
- Matikiti, R., Mpinganjira, M., & Roberts-Lombard, M. (2018). Application of the Technology Acceptance Model and the Technology–Organisation–Environment Model to examine social media marketing use in the South African tourism industry. *SA Journal of Information Management*, 20(1), 1–12. <https://doi.org/10.4102/sajim.v20i1.790>
- Metselaar, E. E. (2016). *Assessing the willingness to change : Construction and validation of the Construction and validation*. November, 178.
- Mhina, J. R. A., Md Johar, M. G., & Alkawaz, M. H. (2019). The Influence of Perceived Confidentiality Risks and Attitude on Tanzania Government Employees' Intention to Adopt Web 2.0 and Social Media for Work-Related Purposes. *International Journal of Public Administration*, 42(7), 558–571. <https://doi.org/10.1080/01900692.2018.1491596>
- Mikro, K. U., Dan, K., Industri, M., & Abdillah, W. (n.d.). *Kesiapan usaha mikro, kecil dan menengah industri kreatif untuk mengadopsi teknologi informasi*. 143–160.
- Ming-Ju, P., & Woan-Yuh, J. (2008). Determinants of the Adoption of Enterprise Resource Planning within the Technology- Organization-Environment Framework: Taiwan's Communications Industry DETERMINANTS OF THE ADOPTION OF ENTERPRISE RESOURCE PLANNING WITHIN THE TECHNOLOGY-ORGANIZATION-ENVIRO. *Journal of Computer Information Systems*, 48(3), 94–102. <https://doi.org/10.1080/08874417.2008.11646025>
- Misirilis, N., & Vlachopoulou, M. (2018). Social media metrics and analytics in marketing – S3M: A mapping literature review. *International Journal of Information Management*, 38(1), 270–276. <https://doi.org/10.1016/j.ijinfomgt.2017.10.005>

- Momani, A. M., Yafooz, W. M., & Jamous, M. M. (2018). The influence of enjoyment factor toward the acceptance of social commerce. *International Journal of E-Business Research*, 14(2), 76–86. <https://doi.org/10.4018/IJEER.2018040105>
- Murire, O. T., & Cilliers, L. (2019). Critical success factors to improve the adoption of social media in teaching and learning: A case study at a traditional university. *International Journal of Interactive Mobile Technologies*, 13(3), 81–94. <https://doi.org/10.3991/ijim.v13i03.8485>
- Nair, J., Chellasamy, A., & Singh, B. (2019). *Faktor kesiapan untuk adopsi teknologi informasi di UKM : menguji model eksplorasi dalam konteks India*. 13, 694–718.
- Nawi, N. B. C., Mamun, A. Al, Nasir, N. A. B. M., Shokery, N. M. bt A. H., Raston, N. B. A., & Fazal, S. A. (2017). Acceptance and usage of social media as a platform among student entrepreneurs. *Journal of Small Business and Enterprise Development*, 24(2), 375–393. <https://doi.org/10.1108/JSBED-09-2016-0136>
- Nejati, M., Rabiei, S., & Chiappetta Jabbour, C. J. (2017). Envisioning the invisible: Understanding the synergy between green human resource management and green supply chain management in manufacturing firms in Iran in light of the moderating effect of employees' resistance to change. *Journal of Cleaner Production*, 168, 163–172. <https://doi.org/10.1016/j.jclepro.2017.08.213>
- Ngah, A. H., Ramayah, T., Ali, M. H., & Khan, M. I. (2020). Halal transportation adoption among pharmaceuticals and cosmetics manufacturers. *Journal of Islamic Marketing*, 11(6), 1619–1639. <https://doi.org/10.1108/JIMA-10-2018-0193>
- Nisar, T. M., Prabhakar, G., & Strakova, L. (2019). Social media information benefits, knowledge management and smart organizations. *Journal of Business Research*, 94(August 2017), 264–272. <https://doi.org/10.1016/j.jbusres.2018.05.005>
- Nurul Hafizza. (2025). *Industri Makanan dan Minuman Sumbang 41 Persen PDB Nonmigas di Triwulan I 2025*. https://www.indonesians.id/berita-utama/1801392754/industri-makanan-dan-minuman-sumbang-41-persen-pdb-nonmigas-di-triwulan-i-2025?utm_source=chatgpt.com
- Nuseir, M., & Refae, G. El. (2022). The effect of digital marketing capabilities on business performance enhancement: Mediating the role of customer relationship management (CRM). *International Journal of Data and Network Science*, 6(2), 295–304. <https://doi.org/10.5267/j.ijdns.2022.1.008>
- Nuseir, M. T. (2018). Digital media impact on smes performance in the UAE. *Academy of Entrepreneurship Journal*.
- Okumus, B., Ali, F., Bilgihan, A., & Ozturk, A. B. (2018). Psychological factors influencing customers' acceptance of smartphone diet apps when ordering food at restaurants. *International Journal of Hospitality Management*, 72(December 2017), 67–77. <https://doi.org/10.1016/j.ijhm.2018.01.001>
- Oliveira, T., Martins, R., Sarker, S., Thomas, M., & Popovič, A. (2019). Understanding SaaS adoption: The moderating impact of the environment

- context. *International Journal of Information Management*, 49(February), 1–12.
<https://doi.org/10.1016/j.ijinfomgt.2019.02.009>
- Oliveira, T., Thomas, M., & Espadanal, M. (2014). Assessing the determinants of cloud computing adoption: An analysis of the manufacturing and services sectors. *Information and Management*, 51(5), 497–510.
<https://doi.org/10.1016/j.im.2014.03.006>
- Omar, M. A., & Sulaiman, R. B. (2024). Social Commerce Adoption among MSME in Kuwait: The Role of Perceived Value and Organizational Innovation. *Applied Mathematics and Information Sciences*, 18(5), 1105–1116.
<https://doi.org/10.18576/amis/180516>
- Oppong, G. Y. S., Singh, S., & Kujur, F. (2020). Potential of digital technologies in academic entrepreneurship – a study. *International Journal of Entrepreneurial Behaviour and Research*, 26(7), 1449–1476. <https://doi.org/10.1108/IJEBR-06-2019-0401>
- Paniagua, J., Korzynski, P., & Mas-Tur, A. (2017). Crossing borders with social media: Online social networks and FDI. *European Management Journal*, 35(3), 314–326. <https://doi.org/10.1016/j.emj.2016.09.002>
- Parhamnia, F. (2022). The Journal of Academic Librarianship Investigating mobile acceptance in academic library services based on Unified Theory of Acceptance and Use of Technology Model (UTAUT-2). *The Journal of Academic Librarianship*, 48(5), 102570. <https://doi.org/10.1016/j.acalib.2022.102570>
- Park, J., Hyun, H., & Thavisay, T. (2021). A study of antecedents and outcomes of social media WOM towards luxury brand purchase intention. *Journal of Retailing and Consumer Services*, 58(March 2020), 102272.
<https://doi.org/10.1016/j.jretconser.2020.102272>
- Patel, T. (2017). Multiparadigmatic Studies of Culture: Needs, Challenges, and Recommendations for Management Scholars. *European Management Review*, 14(1), 83–100. <https://doi.org/10.1111/emre.12089>
- Pelletier, C., & Cloutier, L. M. (2019). Conceptualising digital transformation in SMEs: an ecosystemic perspective. *Journal of Small Business and Enterprise Development*, 26(6–7), 855–876. <https://doi.org/10.1108/JSBED-05-2019-0144>
- Pers, S. (2024). *Siaran Pers No. 475/HM/KOMINFO/08/2024 tentang Tahun 2024, Indonesia Targetkan 30 Juta Pelaku UMKM Adopsi Teknologi Digital*No Title.
<https://www.komdigi.go.id/berita/pengumuman/detail/siaran-pers-no-475-hm-kominfo-08-2024-tentang-tahun-2024-indonesia-targetkan-30-juta-pelaku-umkm-adopsi-teknologi-digital>
- Pigola, A., & da Costa, P. R. (2024). Relational Capabilities into Small- and Middle-Sized Firms: a Mind-Blowing Strategic Asset. *Journal of the Knowledge Economy*, 15(2), 6201–6225. <https://doi.org/10.1007/s13132-023-01350-5>
- Pillai, R., & Sivathanu, B. (2020). Adoption of artificial intelligence (AI) for talent acquisition in IT/ITeS organizations. *Benchmarking*, 27(9), 2599–2629.
<https://doi.org/10.1108/BIJ-04-2020-0186>
- Puriwat, W., & Tripopsakul, S. (2021). Explaining social media adoption for a

- business purpose: An(Maroufkhani et al., 2020) application of the utaut model. *Sustainability (Switzerland)*, 13(4), 1–13. <https://doi.org/10.3390/su13042082>
- Puspitasari, I., & Firdauzy, A. (2019). Characterizing consumer behavior in leveraging social media for e-patient and health-related activities. *International Journal of Environmental Research and Public Health*, 16(18). <https://doi.org/10.3390/ijerph16183348>
- QALATI, S. A., LI, W., VELA, E. G., BUX, A., BARBOSA, B., & HERZALLAH, A. M. (2020). Effects of Technological, Organizational, and Environmental Factors on Social Media Adoption. *Journal of Asian Finance, Economics and Business*, 7(10), 989–998. <https://doi.org/10.13106/jafeb.2020.vol7.no10.989>
- Qalati, S. A., Ostic, D., Sulaiman, M. A. B. A., Gopang, A. A., & Khan, A. (2022). Social Media and SMEs' Performance in Developing Countries: Effects of Technological-Organizational-Environmental Factors on the Adoption of Social Media. *SAGE Open*, 12(2). <https://doi.org/10.1177/21582440221094594>
- Qashou, A., & Saleh, Y. (2018). E-marketing implementation in small and medium-sized restaurants in Palestine. *Arab Economic and Business Journal*, 13(2), 93–110. <https://doi.org/10.1016/j.aebj.2018.07.001>
- Rahman, M. M., Lesch, M. F., Horrey, W. J., & Strawderman, L. (2017). Assessing the utility of TAM, TPB, and UTAUT for advanced driver assistance systems. *Accident Analysis and Prevention*, 108(September), 361–373. <https://doi.org/10.1016/j.aap.2017.09.011>
- Rahman, R. U., Shah, S. M. A., El-Gohary, H., Abbas, M., Khalil, S. H., Altheeb, S. Al, & Sultan, F. (2020). Social media adoption and financial sustainability: Learned lessons from developing countries. *Sustainability (Switzerland)*, 12(24), 1–26. <https://doi.org/10.3390/su122410616>
- Ramdani, B., Chevers, D., & Williams, D. A. (2013). SMEs' adoption of enterprise applications: A technology-organisation-environment model. *Journal of Small Business and Enterprise Development*, 20(4), 735–753. <https://doi.org/10.1108/JSBED-12-2011-0035>
- Rana, N. P., Barnard, D. J., Baabdullah, A. M. A., Rees, D., & Roderick, S. (2019). Exploring barriers of m-commerce adoption in SMEs in the UK: Developing a framework using ISM. *International Journal of Information Management*, 44(October 2018), 141–153. <https://doi.org/10.1016/j.ijinfomgt.2018.10.009>
- Reginato, E., Fadda, I., & Paglietti, P. (2016). The Influence of Resistance to Change on Public-Sector Reform Implementation: The Case of Italian Municipalities' Internal Control System. *International Journal of Public Administration*, 39(12), 989–999. <https://doi.org/10.1080/01900692.2015.1068325>
- Rienda, L., Ruiz-Fernández, L., & Carey, L. (2021). Analysing trademark and social media in the fashion industry: tools that impact performance and internationalization for SMEs. *Journal of Fashion Marketing and Management*, 25(1), 117–132. <https://doi.org/10.1108/JFMM-03-2020-0035>
- Rogers, E. M. (2010). *Diffusion of Innovations*, 4th Edition (p. 518). <http://books.google.com/books?hl=en&lr=&id=v1ii4QsB7jIC&pgis=1>

- Salimon, M. G., Kareem, O., Mokhtar, S. S. M., Aliyu, O. A., Bamgbade, J. A., & Adeleke, A. Q. (2023). Malaysian SMEs m-commerce adoption: TAM 3, UTAUT 2 and TOE approach. *Journal of Science and Technology Policy Management*, 14(1), 98–126. <https://doi.org/10.1108/JSTPM-06-2019-0060>
- Samuelson, W., & Zeckhauser, R. (1988). Status Quo Bias in Decision Making
Author (s): WILLIAM SAMUELSON and RICHARD ZECKHAUSER Stable
URL : <http://www.jstor.org/stable/41760530> . *Journal of Risk and Uncertainty*, 1(1), 7–59. [https://sites.hks.harvard.edu/fs/rzeckhau/status quo bias.pdf](https://sites.hks.harvard.edu/fs/rzeckhau/status%20quo%20bias.pdf)
- Sani, I. A., AbdulKadir, K., Palladan, A. A., & Abubakar, Y. (2023). Effects of Social Media Adoption on SMEs Performance The Moderating Role of Business Strategy. *International Journal of Technoentrepreneurship*, 4(4). <https://doi.org/10.1504/ijte.2023.10059488>
- Schaffer, V. (2015). Student mentors: aiding tourism businesses to overcome barriers to social media. *Current Issues in Tourism*, 18(11), 1022–1031. <https://doi.org/10.1080/13683500.2014.904847>
- Schillebeeckx, S. J., Chaturvedi, S., George, G., & King, Z. (2016). What do i want? the effects of individual aspiration and relational capability on collaboration preferences. *Strategic Management Journal*, 37(7), 1493–1506. <https://doi.org/10.1002/smj.2396>
- Sekaran, U. (2006). Research method of business: A skill-building approach. In *Writing*.
- Shahbaz, M., Gao, C., Zhai, L. L., Shahzad, F., & Hu, Y. (2019). Investigating the adoption of big data analytics in healthcare: the moderating role of resistance to change. *Journal of Big Data*, 6(1). <https://doi.org/10.1186/s40537-019-0170-y>
- Shahbaz, M., Gao, C., Zhai, L., Shahzad, F., & Arshad, M. R. (2020). Moderating Effects of Gender and Resistance to Change on the Adoption of Big Data Analytics in Healthcare. *Complexity*, 2020. <https://doi.org/10.1155/2020/2173765>
- Sharabati, A. A. A., Ali, A. A. A., Allahham, M. I., Hussein, A. A., Alheet, A. F., & Mohammad, A. S. (2024). The Impact of Digital Marketing on the Performance of SMEs: An Analytical Study in Light of Modern Digital Transformations. *Sustainability (Switzerland)*, 16(19), 1–25. <https://doi.org/10.3390/su16198667>
- Sharafizad, J. (2016). Women business owners' adoption of information and communication technology. *Journal of Systems and Information Technology*, 18(4), 331–345. <https://doi.org/10.1108/JSIT-07-2016-0048>
- Sharma, M., Gupta, R., & Acharya, P. (2020). Prioritizing the Critical Factors of Cloud Computing Adoption Using Multi-criteria Decision-making Techniques. In *Global Business Review* (Vol. 21, Issue 1, pp. 142–161). <https://doi.org/10.1177/0972150917741187>
- Sheikh, Z., Islam, T., Rana, S., Hameed, Z., & Saeed, U. (2017). Acceptance of social commerce framework in Saudi Arabia. *Telematics and Informatics*, 34(8), 1693–1708. <https://doi.org/10.1016/j.tele.2017.08.003>
- Sherratt, F., & Leicht, R. (2020). Unpacking Ontological Perspectives in CEM

- Research: Everything Is Biased. *Journal of Construction Engineering and Management*, 146(2), 1–9. [https://doi.org/10.1061/\(asce\)co.1943-7862.0001734](https://doi.org/10.1061/(asce)co.1943-7862.0001734)
- Shi, S., Cao, Y., Chen, Y., & Chow, W. S. (2019). How social media brand pages contribute to functional conflict: The central role of commitment. *International Journal of Information Management*, 45(November 2018), 95–106. <https://doi.org/10.1016/j.ijinfomgt.2018.11.007>
- Siamagka, N. T., Christodoulides, G., Michaelidou, N., & Valvi, A. (2015). Determinants of social media adoption by B2B organizations. *Industrial Marketing Management*, 51, 89–99. <https://doi.org/10.1016/j.indmarman.2015.05.005>
- Singh, S., Kaur, R., & Dana, L. P. (2024). Partial least squares structural equation modeling. In *Women Entrepreneurs*. <https://doi.org/10.1201/9781032725581-7>
- Sobti, N. (2019). Impact of demonetization on diffusion of mobile payment service in India: Antecedents of behavioral intention and adoption using extended UTAUT model. *Journal of Advances in Management Research*, 16(4), 472–497. <https://doi.org/10.1108/JAMR-09-2018-0086>
- Solihat, I., Hamundu, F. M., Hendrian, & Wahyu, M. (2023). Determinants of Behavior Intention To Adopt Peer-To-Peer Lending Services Among Indonesia Msmes. *International Journal of Business and Society*, 24(1), 543–558. <https://doi.org/10.33736/ijbs.5633.2023>
- Sombultawee, K. (2020). Antecedents and consequences of e-commerce adoption for SMEs. *Kasetsart Journal of Social Sciences*, 41(2), 256–261. <https://doi.org/10.34044/j.kjss.2020.41.2.05>
- Sonia, P. N., Hakim, M. M., Aryotejo, G., Adhy, S., Ashari, Y. F., & Alfarisi, S. (2024). Factors Influencing the Use of Mobile Social Commerce Application with UTAUT2 Extended Model. *Journal of Information Systems Engineering and Business Intelligence*, 10(1), 25–37. <https://doi.org/10.20473/jisebi.10.1.25-37>
- Soong, K. K., Ahmed, E. M., & Tan, K. S. (2020). Factors influencing Malaysian small and medium enterprises adoption of electronic government procurement. *Journal of Public Procurement*, 20(1), 38–61. <https://doi.org/10.1108/JOPP-09-2019-0066>
- Srivastava, S. C., & Teo, T. S. (2010). E-Government, E-Business, and National Economic Performance. *Communications of the Association for Information Systems*, 26(14), 267–286.
- Surya, B., Menne, F., Sabhan, H., Suriani, S., Abubakar, H., & Idris, M. (2021). Economic growth, increasing productivity of smes, and open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 1–37. <https://doi.org/10.3390/joitmc7010020>
- Syaifullah, J., Syaifudin, M., Sukendar, M. U., & Junaedi, J. (2021). Social Media Marketing and Business Performance of MSMEs During the COVID-19 Pandemic. *Journal of Asian Finance, Economics and Business*, 8(2), 523–531. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0523>

- Tajvidi, R., & Karami, A. (2021). The effect of social media on firm performance. *Computers in Human Behavior*, 115, 1–10. <https://doi.org/10.1016/j.chb.2017.09.026>
- Tatik, & Setiawan, D. (2024). Does social media marketing important for MSMEs performance in Indonesia?itle. *Asia Pacific Journal of Marketing and Logistics, ahead-of-p*. <https://doi.org/https://doi.org/10.1108/APJML-01-2024-0090>
- Thompson, R. L., Higgins, C. A., & Howell, J. M. (1991). Personal Computing: Toward a Conceptual Model of Utilization Utilization of Personal Computers Personal Computing: Toward a Conceptual Model of Utilization1. *Source: MIS Quarterly*, 15(1), 125–143.
- Tripopsakul, S. (2018). Social media adoption as a business platform: An integrated tam-toe framework. *Polish Journal of Management Studies*, 18(2), 350–362. <https://doi.org/10.17512/pjms.2018.18.2.28>
- Ullah, I., Khan, M., Rakhmonov, D. A., Bakhritdinovich, K. M., Jacquemod, J., & Bae, J. (2023). Factors Affecting Digital Marketing Adoption in Pakistani Small and Medium Enterprises. *Logistics*, 7(3). <https://doi.org/10.3390/logistics7030041>
- Vatanasakdakul, S., Aoun, C., & Suyoso Putra, Y. H. (2020). Social media in micro-enterprises: Exploring adoption in the Indonesian retail sector. *Journal of Global Information Management*, 28(3), 184–203. <https://doi.org/10.4018/JGIM.2020070110>
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly: Management Information Systems*, 27(3), 425–478. <https://doi.org/10.2307/30036540>
- Venkatesh, V., Thong, J. Y. L., & Xu, X. (2016). Unified Theory of Acceptance and Use of Technology: A Synthesis and the Road Ahead by Viswanath Venkatesh, James Y.L. Thong, Xin Xu :: SSRN. *Journal of the Association for Information Systems*, 17(5), 328–376. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2800121
- Viswanath Venkatesh, James Y. L. Thong, X. (2012). Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology1. *MIS Quarterly*, 36(1), 57–178. <https://www.jstor.org/stable/41410412>
- Wang, H., Tao, D., Yu, N., & Qu, X. (2020). Understanding consumer acceptance of healthcare wearable devices: An integrated model of UTAUT and TTF. *International Journal of Medical Informatics*, 139. <https://doi.org/10.1016/j.ijmedinf.2020.104156>
- Wang, Y. M., Wang, Y. S., & Yang, Y. F. (2010). Understanding the determinants of RFID adoption in the manufacturing industry. *Technological Forecasting and Social Change*, 77(5), 803–815. <https://doi.org/10.1016/j.techfore.2010.03.006>
- Wong, L. W., Leong, L. Y., Hew, J. J., Tan, G. W. H., & Ooi, K. B. (2020). Time to seize the digital evolution: Adoption of blockchain in operations and supply chain management among Malaysian SMEs. *International Journal of Information Management*, 52(xxxx).

<https://doi.org/10.1016/j.ijinfomgt.2019.08.005>

- WonWong, L. W., Leong, L. Y., Hew, J. J., Tan, G. W. H., Ooi, Keng Boong, L. W., Leong, L. Y., Hew, J. J., Tan, G. W. H., & Ooi, K. B. (2020). Time to seize the digital evolution: Adoption of blockchain in operations and supply chain management among Malaysian SMEs. *International Journal of Information Management*, 52(August), 1–19. <https://doi.org/10.1016/j.ijinfomgt.2019.08.005>
- Xiang, T. C., Talib, Z. M., & Md Johar, M. G. (2023). An analysis of sustainable change management for quality 4.0: Evidence from hybrid project management adoption in the Malaysian FinTech context. *Journal of Project Management (Canada)*, 8(4), 253–272. <https://doi.org/10.5267/j.jpm.2023.6.001>
- Yasa, N. N. K., Giantari, I. G. A. K., Sukaatmadja, I. P. G., Sukawati, T. G. R., Ekawati, N. W., Nurcaya, I. N., Rahanatha, G. B., & Astari, A. A. E. (2021). The role of relational and informational capabilities in mediating the effect of social media adoption on business performance in fashion industry. *International Journal of Data and Network Science*, 5(4), 569–578. <https://doi.org/10.5267/j.ijdns.2021.8.011>
- Yawised, K., Apasrawirote, D., Chatrangsarn, M., & Muneesawang, P. (2020). Factors Affecting SMEs' Intention to Adopt a Mobile Travel Application based on the Unified Theory of Acceptance and Use of Technology (UTAUT-2). *Emerging Science Journal*, 4(Special issue), 207–224. <https://doi.org/10.28991/esj-2021-SP1-014>
- Ye, B. H., Barreda, A. A., Okumus, F., & Nusair, K. (2019). Website interactivity and brand development of online travel agencies in China: The moderating role of age. *Journal of Business Research*, 99(November 2016), 382–389. <https://doi.org/10.1016/j.jbusres.2017.09.046>
- Yeh, C. C., & Chen, Y. F. (2018). Critical success factors for adoption of 3D printing. *Technological Forecasting and Social Change*, 132(February), 209–216. <https://doi.org/10.1016/j.techfore.2018.02.003>
- Yu, C. W., Chao, C. M., Chang, C. F., Chen, R. J., Chen, P. C., & Liu, Y. X. (2021). Exploring Behavioral Intention to Use a Mobile Health Education Website: An Extension of the UTAUT 2 Model. *SAGE Open*, 11(4). <https://doi.org/10.1177/21582440211055721>
- Zhen, Z., Yousaf, Z., Radulescu, M., & Yasir, M. (2021). Nexus of digital organizational culture, capabilities, organizational readiness, and innovation: Investigation of smes operating in the digital economy. *Sustainability (Switzerland)*, 13(2), 1–15. <https://doi.org/10.3390/su13020720>