

ABSTRAK

Nurnilam Sari Yahya, 2022. Pengaruh Teknologi, Organisasi, dan Lingkungan Eksternal Melalui Adopsi *E-Marketing* Terhadap Kinerja Usaha Mikro di Makassar dibimbing oleh Enny Radjab dan Buyung Romadhoni.

Penelitian ini bertujuan untuk mengetahui pengaruh : (1) teknologi terhadap adopsi *e-marketing*, (2) organisasi terhadap adopsi *e-marketing*, (3) lingkungan eksternal terhadap adopsi *e-marketing*, (4) teknologi terhadap kinerja usaha, (5) organisasi terhadap kinerja usaha, (6) lingkungan eksternal terhadap kinerja usaha, (7) adopsi *e-marketing* terhadap kinerja usaha, (8) teknologi terhadap kinerja usaha melalui adopsi *e-marketing*, (9) organisasi terhadap kinerja usaha melalui adopsi *e-marketing*, (10) lingkungan eksternal terhadap kinerja usaha melalui adopsi *e-marketing*. Masalah dalam penelitian ini yakni sejauh mana teknologi, organisasi dan lingkungan eksternal berpengaruh terhadap kinerja usaha melalui adopsi *e-marketing* pada usaha mikro di Kota Makassar. Penelitian ini menggunakan metode kuantitatif, penarikan sampel ditentukan dengan *purposive sampling*, teknik pengumpulan data menggunakan kuesioner dibagikan pada 99 pelaku usaha mikro di Kota Makassar. Pengujian hipotesis menggunakan *Path Analysis* dengan bantuan *software* AMOS 21.

Hasil pengujian menunjukkan bahwa teknologi berpengaruh signifikan terhadap adopsi *e-marketing*. Organisasi dan lingkungan eksternal tidak berpengaruh signifikan terhadap adopsi *e-marketing*. Teknologi dan lingkungan eksternal tidak berpengaruh terhadap kinerja usaha, sedangkan organisasi berpengaruh signifikan terhadap kinerja usaha. Adopsi *e-marketing* tidak berpengaruh terhadap kinerja usaha. Adapun teknologi, organisasi dan lingkungan eksternal berpengaruh signifikan terhadap kinerja usaha melalui adopsi *e-marketing*.

Kata Kunci : Teknologi, Organisasi, Lingkungan Eksternal, *E-Marketing*, Kinerja Usaha

ABSTRACT

Nurnilam Sari Yahya, 2022. The Influence of Technology, Organization, and External Environment Through The Adoption of *E-Marketing* on Micro Business Performance in Makassar. Supervised by Enny Radjab and Buyung Romadhoni.

This research aimed at determining the influence of: (1) technology on the adoption of *e-marketing*, (2) organization on the adoption of *e-marketing*, (3) the external environment on the adoption of *e-marketing*, (4) technology on business performance, (5) organization on business performance, (6) external environment on business performance, (7) adoption of *e-marketing* to business performance, (8) technology to business performance through adoption *e-marketing*, (9) organization to business performance through the adoption of *e-marketing*, (10) external environment to business performance through the adoption of *e-marketing*. The issue in this research was in what extent of technology, organization and the external environment affected business performance through the adoption of *e-marketing* in micro-businesses in Makassar City. This study deployed quantitative methods, sample withdrawal was determined by *purposive sampling*, data collection techniques using questionnaires that distributed to 99 micro-businesses in Makassar. Hypothesis testing applied *Path Analysis* with the help of AMOS 21 *software*.

Test results showed that technology had a significant influence on *e-marketing* adoption. The organization and the external environment had no significant influence on the adoption of *e-marketing*. Technology and the external environment had no influence on business performance, while the organization had a significant influence on business performance. The adoption of *e-marketing* had no effect on business performance. Technology, organization and the external environment had a significant impact on business performance through the adoption of *e-marketing*.

Keywords: *Technology, Organization, External Environment, E-Marketing, Business Performance*



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