

Uses and Gratification Theory Perspective: Assessing Technological Readiness and E-commerce Adoption as Drivers of MSME Performance

Baniady Gennody Pronosokodewo¹, M. Sulkhanul Umam², Gulam Hazmin³, Adi
Prasetyo⁴, Amanda Desta Fitriyani⁵

¹Universitas PGRI Yogyakarta, Indonesia, baniady@upy.ac.id

²Universitas PGRI Yogyakarta, Indonesia, sulkhanul.umam@upy.ac.id

³Universitas PGRI Yogyakarta, Indonesia, gulam@upy.ac.id

³Universitas PGRI Yogyakarta, Indonesia, adipras@upy.ac.id

³Universitas PGRI Yogyakarta, Indonesia, amandaadestaa@gmail.com

Abstract

This study aims to examine how the performance of micro, small, and medium enterprises (MSMEs) in the Special Region of Yogyakarta (DIY) is influenced by technology readiness and e-commerce adoption. E-commerce is a key element in the digital era that enhances productivity and expands market reach, yet low technology readiness often hinders its optimal implementation. Using a quantitative survey method, data were collected from 115 MSMEs across sectors such as food and beverage, creative industries, fashion, and interior/crafts. Multiple linear regression analysis was conducted with SPSS. The results reveal that technology readiness positively and significantly affects MSME performance by improving business effectiveness and efficiency. E-commerce adoption also contributes to performance, particularly through increased sales and wider market coverage. Overall, the findings highlight that technology readiness and e-commerce adoption are critical factors in strengthening MSME competitiveness in the digital era.

Keywords: Technology Readiness, E-Commerce Adoption, MSME Performance