

ABSTRAK

Penelitian ini membahas pengaruh Adopsi Teknologi Digital, Persepsi Kemudahan Penggunaan, dan Inovasi Digital terhadap Transformasi Digital pada UMKM Cafe di Kabupaten Bandung secara parsial maupun simultan. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan metode tidak acak dengan kriteria tertentu dengan responden sebanyak 100 pelaku usaha cafe di Kabupaten Bandung. Pengumpulan data dilakukan melalui kuesioner, observasi, dan studi kepustakaan. Analisis data meliputi analisis deskriptif, uji validitas, uji reliabilitas, regresi linier berganda, koefisien korelasi, koefisien determinasi, uji t, dan uji F menggunakan program SPSS 26. Hasil deskriptif menunjukkan Adopsi Teknologi Digital berkategori sangat baik (4,22), Persepsi Kemudahan Penggunaan berkategori baik (4,14), Inovasi Digital berkategori baik (3,90), dan Transformasi Digital berkategori baik (3,93). Hasil analisis verifikatif menunjukkan bahwa secara parsial, Adopsi Teknologi Digital berpengaruh positif tidak signifikan sebesar 8,90%, Persepsi Kemudahan Penggunaan berpengaruh positif dan signifikan sebesar 24,50%, sedangkan Inovasi Digital berpengaruh positif dan signifikan sebesar 26,60% terhadap Transformasi Digital. Secara simultan, ketiga variabel bebas berpengaruh positif dan signifikan terhadap Transformasi Digital dengan kontribusi sebesar 60%, sedangkan sisanya 40% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Adopsi Teknologi Digital, Persepsi Kemudahan Penggunaan, Inovasi Digital, Transformasi Digital.

ABSTRACT

This study discusses the influence of Digital Technology Adoption, Perceived Ease of Use, and Digital Innovation on Digital Transformation in MSME Cafes in Bandung Regency, both partially and simultaneously. The research method used is descriptive and verification with a quantitative approach. The sampling technique used non-probability purposive sampling with 100 cafe business operators in Bandung Regency as respondents. Data collection was conducted through questionnaires, observation, and literature studies. Data analysis includes descriptive analysis, validity testing, reliability testing, multiple linear regression, correlation coefficient, coefficient of determination, t-test, and F-test using the SPSS 26 program. descriptive results show that Digital Technology Adoption is in the very good category (4.22), Perceived Ease of Use is in the good category (4.14), Digital Innovation is in the good category (3.90), and Digital Transformation is in the good category (3.93). Verification analysis results show that partially, Digital Technology Adoption has an insignificant positive effect of 8.90%, Perceived Ease of Use has a significant positive effect of 24.50%, while Digital Innovation has a significant positive effect of 26.60% on Digital Transformation. Simultaneously, the three independent variables have a significant positive effect on Digital Transformation with a contribution of 60%, while the remaining 40% is influenced by other factors not examined in this study.

Keywords: *Digital Technology Adoption, Perceived Ease of Use, Digital Innovation, Digital Transformation.*