

## FACTORS INFLUENCING SOCIAL COMMERCE ADOPTION : A TOE FRAMEWORK ANALYSIS

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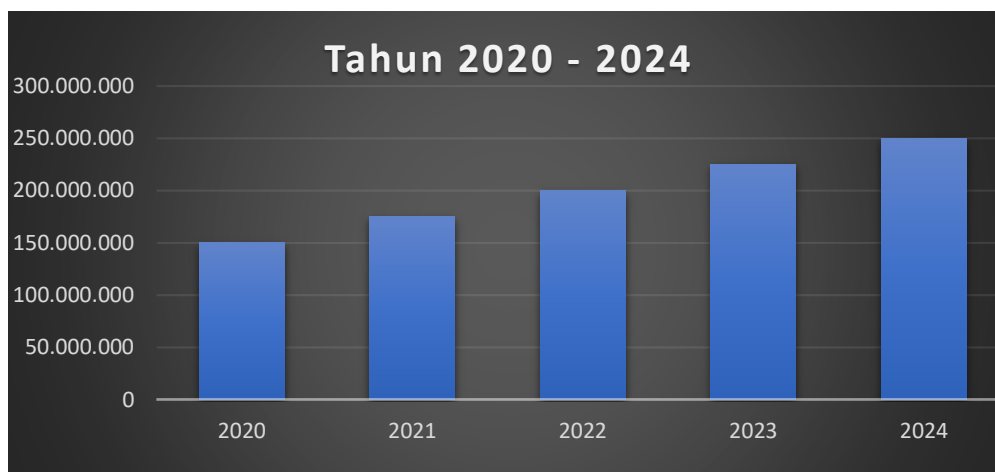
**Abstract:** The increasing use of social media has led to a new business trend called social commerce. This study investigates the factors that influence the adoption of social commerce in Solo Raya SMEs using the technology, organizational, and environment (TOE) model. This research is a quantitative research using primary data. Data collection techniques use questionnaires via Google Form. The population of this research is SMEs in Solo Raya that have used social commerce technology. The sampling technique in this study used purposive sampling technique with a sample size of 132 respondents. The data analysis technique in this study uses structure equation modeling partial least square (SEM - PLS) with the help of smartPLS 3.0 software. The results of this study indicate that perceived usefulness, security concerns, top management support, organizational readiness, consumer pressure, and trading partner pressure have a positive effect on the behavioral intention of social commerce adoption. These findings can help SMEs in utilizing digital technology to increase their competitiveness in today's digital era.

**Keywords:** Social commerce, TOE Framework, SMEs

### 1. Introduction

The development of the economy is closely linked to the role of small and medium-sized enterprises (SMEs). In recent years, SMEs have experienced rapid growth. This makes them crucial to Indonesia's economic growth (Fitriani et al., 2023). At present, the total number of SMEs in Indonesia has reached 64 million, accounting for more than 99% of all business actors in the country, with a labour absorption of 119 million employees, or 97% of the total labour absorption in the business sector (Br Tarigan et al., 2022). They have a significant impact on Indonesia's GDP with a contribution of 60% (Putranto, 2020). As the number of SMEs in Indonesia continues to grow, technological advancements are also progressing rapidly. This provides opportunities for SMEs to expand their market reach (Namira, 2022).

According to the Ministry of Cooperatives and SMEs, there are 3.79 million small and medium enterprises (SMEs), which is about 8% of the total SMEs actors, that have used online platforms and are running their businesses with the help of technology. This is a significant increase from the previous year (Lina & Suwarni, 2022). Currently, there is an increase in the use of social media by companies as it is a new phenomenon which has had a transformative effect on communication and online transactions (Abed, 2020). The number of social media users in Indonesia is continuing to increase from year to year (Septiani et al., 2021). Based on DataReportal's website (2024), social media users in Indonesia have experienced significant growth from 2020 to 2024.



**Figure 1: Social Media Users**  
**Source: DataReportal, (2024)**

The increasing use of social media has given rise to a new business trend known as social commerce. Social commerce is defined as Internet-based social media that allows users to actively participate in marketing and selling products online (Abed, 2020). Social commerce generates significant economic benefits and holds great potential for the growth of SMEs. This is an opportunity for SMEs to leverage the digital space for business growth acceleration and performance improvement (Lina & Suwarni, 2022).

However, SMEs in the Solo Raya region are not fully taking advantage of these benefits, despite the great potential of SMEs for economic growth. According to the Surakarta Cooperative and SME Office, Solo Raya is one of the regions with the highest number of SMEs in Indonesia. Among the many SMEs in Solo Raya, a significant proportion have yet to adopt digital technology. This is due to a lack of technology skills among SME actors, limited innovation, limited capital, and a focus on offline business practices to the neglect of rapidly evolving technology (Solopos, 2023). Despite these limitations, using social commerce provides an effective way for SMEs to improve their business and can help bridge the gap between SME actors and their customers (Trawnih et al., 2023).

According to previous research, in the context of technology, perceived usefulness, as indicated by the studies of Abdulla Ali et al. (2019), Ali et al., (2019) shows a significant positive effect on the intention to adopt social commerce. However, these findings are contradicted by Trawnih et al., (2023) who state that perceived usefulness does not have a significant effect on the intention to adopt social commerce. With regard to security concerns, research by Abed, (2020) and Mahirah et al., (2022) indicates that security concerns have a positive impact on social commerce adoption intentions. However, this contradicts the findings of Ratnasari & Hasnawati, (2023) who show that security concerns have a significant negative effect on the intention to adopt social commerce.

Furthermore, in the organizational context, top management support has a positive effect on intending to use social commerce, as reported in the studies conducted by Ali et al., (2019), Nguyen et al., (2022). However, this is not consistent with the study by Tajudeen et al., (2018) where top management support has no effect on social media use intention. Regarding organizational readiness, studies conducted by Abed, (2020) and Fathimah, (2019) indicate that organizational readiness has a significant positive effect on the intention to adopt social

commerce. This is in contrast to the findings of Jauhari et al., (2022) which suggest that organizational readiness has an insignificant effect on the intention to adopt e-commerce.

Furthermore, in the environmental context, consumer pressure has a positive effect on the intention of SMEs to adopt e-commerce, as shown in the studies by Zahra et al., (2023) and Chau & Deng, (2018). However, these findings are in contradiction with Lina & Suwarni, (2022) study that consumer pressure has no effect on social commerce technology adoption. On the other hand, according to Trawnih et al., (2023) dan Abed, (2020) trading partner pressure has a significant positive effect on SMEs' intention to adopt social commerce technology. This contrasts with the findings of Palangan, (2023) who found that trading partner pressure had no effect on the adoption of e-commerce technology.

The purpose of this research is to use the Technology, Organizational, and Environment (TOE) model to investigate the factors that influence the adoption of social commerce among SMEs in Solo Raya. The research questions are as follows:

1. Does perceived usefulness have a positive effect on behavioral intention to adopt social commerce?
2. Do security concerns have a positive effect on social commerce adoption behavior intention?
3. Does top management support have a positive effect on the behavioral intention of social commerce adoption?
4. Does organizational readiness have a positive effect on the intention of social commerce adoption behavior?
5. Does consumer pressure have a positive effect on social commerce adoption behavior intention?
6. Does trading partner pressure have a positive effect on social commerce adoption behavior intention?

This research is expected to provide valuable insights for the sustainability of SMEs as considerations and references for using social commerce, which can contribute to developing and improving SMEs operations.

## **2. Literature Review**

### **Diffusion of Innovation Theory**

The Diffusion of Innovation (DOI) theory was developed by Rogers, (2003) it explains the adoption of information technology, the purpose of this theory is to promote the continuous development of technological innovations from adoption to use. The DOI theory illustrates adoption patterns and diffusion mechanisms. It helps predict whether technological innovations will be successful (Matias & Hernandez, 2021). According to Rogers, (2003) ), the DOI theory includes three main categories that influence decisions to adopt technology: characteristics of the innovation, characteristics of the organization, and characteristics of the individual. The DOI theory includes five characteristics that can explain technology adoption: relative advantage, the degree to which the innovation is perceived to be better and more beneficial than previous solutions. Compatibility, the degree to which the innovation is perceived to be consistent with existing values, past experiences, and the needs of the adopters. Complexity, the degree to which the innovation is perceived as difficult to understand and use. Triability, the extent to which the innovation can be tested on a limited basis. Observability, the degree to which the results of the innovation can be seen by others (Rogers, 2003). The diffusion of

innovation theory can be analyzed and understood more deeply using the TOE framework (Abed, 2020).

### **Social Commerce Adoption Behavioral Intention**

Social commerce is a combination of social media and e-commerce and is defined as a part of e-commerce that uses social media and online platforms for online shopping (Yanti Nasution & Indria, 2022). Social commerce is a trend in online shopping in terms of the influence of social media on the business world as a direct marketing tool that supports customer decision making and behavior (Rahmadiane & Utami, 2022). Social commerce adoption intention refers to an individual's decision to fully utilize social commerce technology (Hidayatulloh et al., 2020). The intention to use it is interpreted as a behavioral tendency to continue to use a particular technology (Muntianah et al., 2021). In this study, this behavioral intention is considered from the level of technology use by an individual, which can be predicted by their attitude toward this technology, such as their motivation to continue using it.

### **TOE Framework**

The TOE framework was developed by Tornatzky & Fleischer in 1990. Its purpose is to understand the factors that influence the adoption and diffusion of technology (Trawnih et al., 2023). According to Abed, (2020) the TOE (Technology, Organizational, Environment) framework is based on a strong theoretical foundation and provides robust empirical support for the study of technology adoption and plays a critical role in technology adoption decision making. The TOE framework proposes three main aspects in the acceptance of technology adoption by organizations: the technological context which includes the characteristics and usefulness of a technology, the organizational context which addresses internal issues within the organization such as management, employees, products, and services; and the environmental context which includes factors related to the business, competitors, and business partners (Matias & Hernandez, 2021). By combining the diffusion of innovation theory with the TOE framework, it is shown that the adoption of innovations is not only influenced by the characteristics of the innovation itself, but also by the organizational context and the environmental context.

### **Perceived Usefulness**

Perceived usefulness is defined as the degree to which SMEs believe in the benefits of adopting a particular technology (Mahirah et al., 2022). Perceived usefulness becomes a key factor in SMEs' decision making. It can provide benefits such as easier communication with consumers, greater ease of work, and increased productivity (Lina & Suwarni, 2022). The more management understands the perceived benefits of adopting technology, the greater the likelihood of the organization adopting the technology (Palangan, 2023). Studies conducted by Lina & Suwarni, (2022), Abdulla Ali et al., (2019) and Ali et al., (2019) indicate that perceived usefulness has a positive effect on social commerce technology adoption. The higher the understanding of the benefits of adopting social commerce, the higher the intention of SMEs to adopt social commerce. Based on the above discussion, the following hypothesis can be proposed:

**H1: Perceived usefulness has a positive effect on behavioral intention to adopt social commerce.**

### **Security Concern**

Security concern are defined as the level of trust that SMEs have in a technology's ability to protect data information (Ratnasari & Hasnawati, 2023). Security concerns involve attacks on businesses that can compromise information, including issues such as viruses, hacking, and data breaches (Mahirah et al., 2022). Despite concerns about security, if it is well managed, it can enhance trust and influence business actors to adopt social commerce (Soleimani, 2022). In this study, security concern refer to the trust of SMEs in social commerce to protect their data information. Research by Mahirah et al., (2022), Setiyani & Yeny Rostiani, (2021) indicates that security concerns have a positive effect on the intention to adopt social commerce. This means that the higher the level of trust in the security of social commerce, the greater the intention to adopt social commerce. Based on the discussion above, the following hypothesis can be proposed:

**H2: Security concern has a positive effect on behavioral intention to adopt social commerce.**

### **Top Management Support**

Top management support plays a crucial role in determining innovations that align with the company's strategy and can overall drive the development of creativity and innovation (Mahirah et al., 2022). Top management is key because creativity requires the integration of resources and the redesign of business structures. Therefore, top management support is essential to foster the acceptance of creativity within the organization (Setiyani & Yeny Rostiani, 2021). (Setiyani & Yeny Rostiani, 2021). Research by Abed, (2020), Trawnih et al., (2023), Ali et al., (2019) and Lina & Suwarni, (2022) indicates that top management support positively influences the intention to adopt social commerce. This means that the greater the support from top management, the stronger the intention of SMEs to adopt social commerce. Based on the discussion above, the following hypothesis can be proposed:

**H3: Top mangement support has a positive effect on behavioral intention to adopt social commerce.**

### **Organizational Readiness**

Organizational readiness refers to a company's preparedness to implement technology adoption (Setiyani & Yeny Rostiani, 2021). Technology readiness relates to an organization's accessibility, which is determined by financial readiness to fund the implementation of technology and the readiness of human resources to support the technology's implementation (Chau et al., 2021). Research by Fathimah, (2019) shows that organizational readiness has a positive impact on e-commerce adoption. Similarly, studies by Abed, (2020) and Trawnih et al., (2023) also indicate that organizational readiness positively influences the adoption of social commerce. This means that when organizational readiness is high, the organization is more likely to adopt social commerce technology. Based on the discussion above, the following hypothesis can be proposed:

**H4: Organizational Readiness support has a positive effect on behavioral intention to adopt social commerce.**

### **Consumer Pressure**

Consumer pressure refers to the demand from consumers for SMEs to utilize technology in their business operations (Mahirah et al., 2022). With online shopping causing significant changes in consumer behavior because consumers demand convenience and availability of

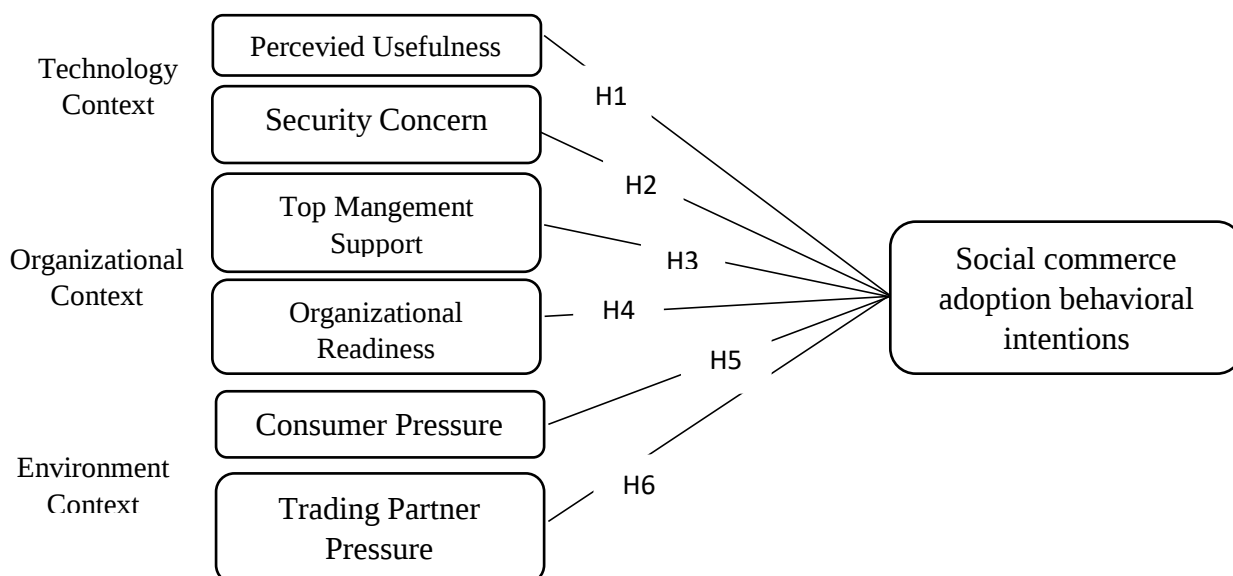
choice, changes in consumer behavior have forced SMEs to switch to online shopping platforms (Trawnih et al., 2023). Research conducted by Abed, (2020) and Zahra et al., (2023) indicates that consumer pressure has a significant positive effect on the intention of SMEs to adopt social commerce. This means that the higher the consumer pressure, the greater the intention to adopt social commerce. Based on the discussion above, the following hypothesis can be proposed:

**H5: Consumer pressure has a positive effect on behavioral intention to adopt social commerce.**

### Trading Partner Pressure

The readiness of business partners is a key factor in successfully implementing internet-based technologies (Abed, 2020). An organization's relationship with trading partners is a key determinant in the adoption of new technology, strong trading partners can force an organization to adopt new technology (Trawnih et al., 2023). Research by Trawnih et al., (2023) and Abed, (2020) shows that partner pressure has a significant positive effect on the intention of SMEs to adopt social commerce. This means that the higher the pressure from trading partners, the greater the intention of SMEs to adopt social commerce. Based on the discussion above, the following hypothesis can be proposed:

**H6: Trading partner pressure has a positive effect on behavioral intention to adopt social commerce.**



**Figure 2: Research Model**

### 3. Method

This study employed a quantitative research approach with a survey method. The population of this research consists of SMEs located in the Solo Raya area. The sampling technique used is purposive sampling with the following criteria: (1) SMEs based in the Solo Raya area, and (2) SMEs that have adopted social commerce in their business operations. The sample size includes 132 respondents. Data collection was carried out through online questionnaires distributed via Google Forms. The variables in this study were measured using a 5-point Likert

scale. The data analysis technique utilized in this research is SEM-PLS, conducted with the assistance of Smart-PLS software.

## 4. Result and Discussion

### Descriptive Analysis

Table 1 presents the demographics of the respondents in this study. The results show that, based on their roles in the business, 59.8% of the respondents were owners, 1.5% were managers, and 38.6% were employees. Based on the business sectors, 35.6% of the respondents were from the manufacturing sector, 47% from wholesale/retail, 10.6% from the service sector, and 6.8% from other sectors. In terms of the duration of the business establishment, 22.7% of respondents' businesses had been operating for less than 2 years, 48.5% for 2-5 years, 18.2% for 6-10 years, and 10.6% for more than 10 years. Based on the number of employees, 89.4% of respondents had 2-49 employees, while 10.6% had 50-200 employees. In terms of monthly turnover, 35.6% of respondents had a monthly turnover of less than 10.000.000, 40.9% between 10.000.000 and 60.000.000, and 23.5% had more than 60.000.000. Regarding the use of TikTok Shop, 93.2% of respondents were currently using TikTok Shop, and 6.8% had used it in the past but no longer do so.

**Tabel 1. Respondent Data**

| Characteristics        | Category                | Total | Percentage |
|------------------------|-------------------------|-------|------------|
| Position               | Owner                   | 79    | 59,8%      |
|                        | Manager                 | 2     | 1,5%       |
|                        | Employees               | 51    | 38,6%      |
| Business sector        | Manufacturing           | 47    | 35,6%      |
|                        | Retail / wholesale      | 62    | 47%        |
|                        | Services                | 14    | 10,6%      |
|                        | Other                   | 9     | 6,8%       |
| Time of the business   | < 2 years               | 30    | 22,7%      |
|                        | 2-5 years               | 64    | 48,5%      |
|                        | 6-10 years              | 24    | 18,2%      |
|                        | >10 years               | 14    | 10,6%      |
| Number of employees    | 2- 49 Employpess        | 118   | 89,4%      |
|                        | 50-200 Employpess       | 14    | 10,6%      |
| Total turnover / month | <10.000.000             | 54    | 35,6%      |
|                        | 10.000.000 – 60.000.000 | 50    | 40,9%      |
|                        | >60.000.000             | 28    | 23,5%      |
| Using tiktokshop?      | Yes                     | 123   | 93,2%      |
|                        | Yes, but now no         | 9     | 6,8%       |

**Source: Table created by author (2024)**

### Measurement Model Testing

The results of the convergent and discriminant validity tests indicate that all items are valid and meet the required criteria. Based on the testing results in Table 2, it can be seen that the value for each indicator or outer loading is greater than 0.7. Therefore, it can be concluded that the convergent validity is valid and meets the necessary requirements. Furthermore, the reliability

test yielded Cronbach's Alpha values above 0.7 and AVE values above 0.6. Thus, it can be concluded that the constructs in this study are reliable.

**Tabel 2. Convergent Validity and Reliability**

| Variabel                                             | Indic<br>ator | Cross<br>Loading | Cronbach's<br>Alpha | Rho_A | Composite<br>Reliability | AVE   |
|------------------------------------------------------|---------------|------------------|---------------------|-------|--------------------------|-------|
| Perceived Usefulness                                 | PU1           | 0.845            | 0.878               | 0.879 | 0.916                    | 0.732 |
|                                                      | PU2           | 0.860            |                     |       |                          |       |
|                                                      | PU3           | 0.857            |                     |       |                          |       |
|                                                      | PU4           | 0.861            |                     |       |                          |       |
| Security Concern                                     | SC1           | 0.825            | 0.847               | 0.869 | 0.895                    | 0.681 |
|                                                      | SC2           | 0.778            |                     |       |                          |       |
|                                                      | SC3           | 0.862            |                     |       |                          |       |
|                                                      | SC4           | 0.834            |                     |       |                          |       |
| Top Management<br>Support                            | TMS1          | 0.828            | 0.875               | 0.878 | 0.909                    | 0.667 |
|                                                      | TMS2          | 0.826            |                     |       |                          |       |
|                                                      | TMS3          | 0.837            |                     |       |                          |       |
|                                                      | TMS4          | 0.792            |                     |       |                          |       |
|                                                      | TMS5          | 0.799            |                     |       |                          |       |
| Organizational<br>Readiness                          | OR1           | 0.805            | 0.859               | 0.863 | 0.898                    | 0.639 |
|                                                      | OR2           | 0.758            |                     |       |                          |       |
|                                                      | OR3           | 0.785            |                     |       |                          |       |
|                                                      | OR4           | 0.802            |                     |       |                          |       |
|                                                      | OR5           | 0.844            |                     |       |                          |       |
| Consumer Pressure                                    | CP1           | 0.791            | 0.838               | 0.846 | 0.892                    | 0.673 |
|                                                      | CP2           | 0.794            |                     |       |                          |       |
|                                                      | CP3           | 0.818            |                     |       |                          |       |
|                                                      | CP4           | 0.876            |                     |       |                          |       |
| Trading Partner<br>Pressure                          | TPP1          | 0.743            | 0.899               | 0.900 | 0.923                    | 0.666 |
|                                                      | TPP2          | 0.823            |                     |       |                          |       |
|                                                      | TPP3          | 0.855            |                     |       |                          |       |
|                                                      | TPP4          | 0.827            |                     |       |                          |       |
|                                                      | TPP5          | 0.822            |                     |       |                          |       |
|                                                      | TPP6          | 0.823            |                     |       |                          |       |
| Social Commerce<br>Adoption<br>Behavioral Intentions | BI1           | 0.881            | 0.869               | 0.872 | 0.920                    | 0.793 |
|                                                      | BI2           | 0.894            |                     |       |                          |       |
|                                                      | BI3           | 0.896            |                     |       |                          |       |

**Source: Table created by author (2024)**

Table 3 presents the results of the discriminant validity test. The findings show that the AVE value is greater than its correlation with other constructs. Therefore, it can be concluded that the requirements for discriminant validity have been met and are acceptable.

**Tabel 3. Discriminant Validity**

| Variabel | CP    | OR    | PU    | SC    | BI    | TMS   | TPP   |
|----------|-------|-------|-------|-------|-------|-------|-------|
| CP       | 0.821 |       |       |       |       |       |       |
| OR       | 0.627 | 0.799 |       |       |       |       |       |
| PU       | 0.688 | 0.637 | 0.856 |       |       |       |       |
| SC       | 0.441 | 0.459 | 0.469 | 0.825 |       |       |       |
| BI       | 0.740 | 0.754 | 0.762 | 0.546 | 0.890 |       |       |
| TMS      | 0.515 | 0.598 | 0.612 | 0.437 | 0.679 | 0.817 |       |
| TPP      | 0.543 | 0.687 | 0.628 | 0.397 | 0.715 | 0.550 | 0.816 |

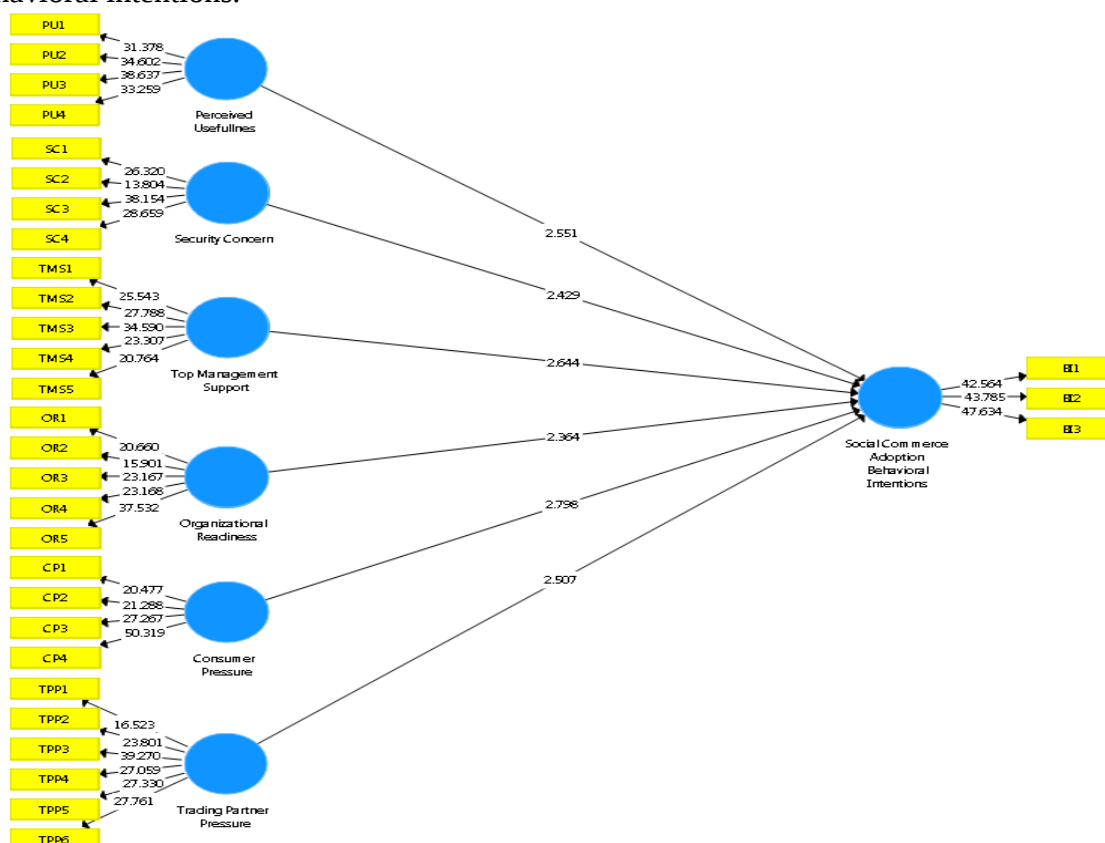
Notes : PU = Perceived Usefulness, SC = Security Concern, TMS = Top Management Support, OR = Organizational Readiness, CP = Consumer Pressure, TPP = Trading Partner Pressure

Source: Table created by author (2024)

## Structural Model Testing

### Inner Model

A variable is considered to have a significant effect if it has a t-statistic > t-critical value of 1.96 (Hair et al., 2021). Based on Figure 2, it can be concluded that perceived usefulness, security concerns, top management support, organizational readiness, consumer pressure, and trading partner pressure have a significant positive impact on social commerce adoption behavioral intentions.



**Figure 3: Inner Model**

Source: Output SmartPLS 3.0 (2024)

### Hypothesis Testing

Based on the results of hypothesis testing in Table 4, it shows that 6 hypotheses are supported and significant. The factors of Perceived Usefulness represented by H1, security concern represented by H2, top management support represented by H3, organizational readiness represented by H4, consumer pressure represented by H5, and trading partner pressure represented by H6 demonstrate a positive and significant effect on social commerce adoption behavioral intentions.

**Tabel 4. Hypothesis Testing**

| Hypothesis     | Original Sample | T Statistics | P-values | Information |
|----------------|-----------------|--------------|----------|-------------|
| H1: PU→BI      | 0.199           | 2.551        | 0.011    | Supported   |
| H2 : SC→BI     | 0.109           | 2.429        | 0.015    | Supported   |
| H3 :TMS→BI     | 0.162           | 2.644        | 0.008    | Supported   |
| H4 : OR→BI     | 0.196           | 2.364        | 0.018    | Supported   |
| H5 : CP→BI     | 0.246           | 2.798        | 0.005    | Supported   |
| H6 :<br>TPP→BI | 0.189           | 2.507        | 0.012    | Supported   |

Notes : PU = Perceived Usefulness, SC = Security Concern, TMS = Top Management Support, OR = Organizational Readiness, CP = Consumer Pressure, TPP = Trading Partner Pressure

**Source: Table created by author (2024)**

This study examines the relationship between perceived usefulness, security concern, top management support, organizational readiness, consumer pressure, and trading partner pressure on social commerce adoption behavioral intentions. **H1** indicates that perceived usefulness has a positive and significant influence on social commerce adoption behavioral intentions, with a p-value ( $0.011 < 0.05$ ). This aligns with the research of Lina & Suwarni, (2022), Ali et al., (2019) and Abed, (2020) which state that perceived usefulness has a positive and significant effect on the behavioral intention to adopt technology. Therefore, the higher the users' perception of the benefits of technology, the greater their intention to continue adopting the technology. **H2** shows that security concern has a positive and significant influence on social commerce adoption behavioral intentions, with a p-value ( $0.015 < 0.05$ ). This is consistent with the findings of Mahirah et al., (2022) and Setiyani & Yeny Rostiani, (2021) who found that security concern positively influences the behavioral intention to adopt technology. This suggests that when users feel that the technology is secure, they are more likely to be interested in using it.

**H3** demonstrates that top management support has a positive and significant influence on social commerce adoption behavioral intentions, with a p-value ( $0.008 < 0.05$ ). This is in line with research by Ali et al., (2019) and Lina & Suwarni, (2022) which shows that top management support has a positive and significant effect on behavioral intentions to adopt technology. This indicates that when management supports the use of technology, the intention to continue using the technology increases. **H4** shows that organizational readiness has a positive and significant effect on social commerce adoption behavioral intentions, with a p-value ( $0.018 < 0.05$ ). This is consistent with the findings of Abed, (2020), Trawnih et al., (2023) and Fathimah, (2019) who found that organizational readiness has a positive and significant influence. Organizations that are prepared in terms of resources, capabilities, and infrastructure have a strong intention to continue using technology.

**H5** demonstrates that consumer pressure has a positive and significant effect on social commerce adoption behavioral intentions, with a p-value ( $0.005 < 0.05$ ). This result aligns with research by Abed, (2020), Zahra et al., (2023) and Chau & Deng, (2018) which found that consumer pressure has a positive and significant influence. This indicates that when consumers demand the adoption of technology, SMEs are more inclined to continue adopting it. **H6** shows that trading partner pressure has a positive and significant effect on social commerce adoption behavioral intentions, with a p-value ( $0.012 < 0.05$ ). This result is consistent with the research of Chau et al., (2021) and (Abed, 2020) which found that trading partner pressure positively and significantly affects technology adoption intentions. SMEs are more likely to adopt technology when trading partners (such as suppliers or large customers) exert pressure for technology adoption.

## **5. Conclusions**

This research identifies the factors that influence the intentions of SMEs in Solo Raya to adopt social commerce using the Technology, Organization, and Environment (TOE) framework. Based on the analysis, in the technological context (perceived usefulness and security concerns), organizational context (top management support and organizational readiness), and environmental context (consumer pressure and trading partner pressure), there is a positive and significant influence on social commerce adoption behavioral intentions. This study explains that the implementation of social commerce offers substantial opportunities for SMEs to grow their businesses through technology adoption. Moreover, this research enriches the literature on factors influencing technology adoption among SMEs.

However, this research has limitations, as it only focuses on SMEs in Solo Raya, which may limit the generalizability of the findings to other regions. With a sample size of 132 SMEs, the results may not fully represent the broad population of SMEs. Additionally, the study focuses solely on the TOE framework, without considering other external factors. Future researchers are recommended to use a larger sample size and more representative sampling techniques. They could also consider other external factors influencing technology adoption.

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