

IMPACT OF DIGITAL TECHNOLOGY ADOPTION ON READINESS FOR THE INDUSTRIAL REVOLUTION 4.0 AND **BUSINESS PERFORMANCE OF INDONESIAN AND THAI CULINARY MICRO AND SMALL ENTERPRISES**

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MASTER OF SCIENCE MANAGEMENT PROGRAM FACULTY OF ECONOMICS AND MANAGEMENT **IPB UNIVERSITY BOGOR** 2024



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RINGKASAN

Meygy Alifudin. DAMPAK ADOPSI TEKNOLOGI DIGITAL TERHADAP KESIAPAN REVOLUSI INDUSTRI 4.0 DAN KINERJA BISNIS USAHA MIKRO DAN KECIL KULINER INDONESIA DAN THAILAND. Superviced by Dr. rer. pol. Heti Mulyati, S.T.P., M.T., Dr. Ir. Naufal Mahfudz., MM and Dr. Jul Thanasrivanitchai.

Revolusi Industri 4.0, telah mengubah aspek manajerial dasar suatu industri. Tujuan dari era ini adalah untuk mentransformasi industri melalui digitalisasi. usaha mikro dan kecil merupakan salah satu industri yang berkontribusi besar-besaran terhadap lapangan kerja, pertumbuhan ekonomi di Indonesia dan Thailand terutama sangat berdampak pada sosial ekonomi masyarakat kelas menengah ke bawah. Teknologi dapat memanfaatkan bisnisnya untuk beradaptasi dengan cepat, mempercepat transformasi digital, dan bertahan dari pandemi COVID-19. Penelitian ini bertujuan untuk membuktikan pengaruh teknologi digital terhadap kesiapan Usaha Kecil Mikro dalam menghadapi Revolusi Industri 4.0, dan untuk meningkatkan kinerja bisnis. Mengukur kesiapan dan kinerja bisnis diperlukan untuk menetapkan standar perancangan strategi bisnis. Penelitian ini menggunakan metode kuantitatif dengan alat analisis Structural Equation Modeling (SEM) pada 227 pelaku usaha di Indonesia dan Thailand. Perhitungan nilai rata-rata indikator kesiapan Indonesia dan Thailand tergolong "tercapai" yang artinya mampu menerapkan teknologi digital untuk menghadapi revolusi 4.0 dengan skor rata-rata masing-masing 59,2% dan 55,2%. Penelitian ini menemukan bahwa adopsi teknologi digital oleh pelaku usaha memiliki pengaruh yang sangat kecil dan tidak signifikan terhadap kinerja bisnis pada Usaha Mikro dan Kecil bidang kuliner. Namun, adopsi teknologi digital mampu mempengaruhi kesiapan menghadapi Revolusi Industri 4.0. Indikator kesiapan secara tidak langsung mempengaruhi penggunaan teknologi digital dan kinerja bisnis. Penelitian ini akan bermanfaat dalam mengetahui keadaan kuliner Usaha Kecil Mikro di Indonesia dan Thailand melalui penelitian komparasi pemanfaatan teknologi digital.

Kata Kunci: Adopsi Teknologi Digital, Kinerja Bisnis, Revolusi Industri 4.0, Indikator Kesiapan, Usaha Mikro dan Kecil

SUMMARY

Meygy Alifudin. IMPACT OF DIGITAL TECHNOLOGY ADOPTION ON READINESS FOR THE INDUSTRIAL REVOLUTION 4.0 AND BUSINESS PERFORMANCE OF INDONESIAN AND THAI CULINARY MICRO AND SMALL ENTERPRISES. Superviced by Dr. rer. pol. Heti Mulyati, S.T.P., M.T., Dr. Ir. Naufal Mahfudz., MM and Dr. Jul Thanasrivanitchai.

Industrial Revolution 4.0, has changed the basic managerial aspects of an industry. The goal of this era is to transform industries through digitalization. micro and small enterprises are one of the industries that massively contribute to employment, economic growth in Indonesia and Thailand especially very impactful on the socio-economy of the lower middle class community. Technology can utilize its business to quickly adapt, accelerate digital transformation, and survive the COVID-19 pandemic. This study aims to prove the influence of digital technology on the readiness of Micro Small Enterprises to face the Industrial Revolution 4.0, and to improve business performance. Measuring readiness and business performance is necessary to establish a standard for designing business strategies. This research uses quantitative methods with Structural Equation Modeling (SEM) analysis tools on 227 business actors in Indonesia and Thailand. The calculation of the average value of the readiness indicator of Indonesia and Thailand is classified as "achieved" which means that it is capable of applying digital technology to face the 4.0 revolution with an average score of 59.2% and 55.2%, respectively. This study found that the adoption of digital technology by business actors has a very small and insignificant influence on business performance in culinary Micro Small Enterprises, but it affects readiness to face the Industrial Revolution 4.0. Readiness indicators indirectly affect digital technology use and business performance. This research will be useful in determining the state of culinary Micro Small Enterprises in Indonesia and Thailand through comparative studies on the use of digital technology.

Keywords: Adoption of Digital Technology, Business Performance, Industrial Revolution 4.0, Readiness Indicators, Micro and Small Enterprises



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As one of the requirement for obtaining a
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Management Science Study Program

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IPB UNIVERSITY
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- 1. Dr. Jul Thanasrivanitchai
 - 2. Dr. Eko Ruddy Cahyadi, S.Hut., M.M.,

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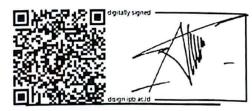
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PREFACE

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Hopefully this scientific paper will be useful for those in need and for the advancement of science, especially in the field of micro and small enterprises Management in Indonesia and in Thailand, generally in ASEAN countries.

Bogor, August 2024

Meygy Alifudin



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