SUMMARY

This study aims to analyze the effect of technological readiness, digital capability, and government support on BUMDes performance with e-commerce adoption as a mediating variable. This research uses quantitative methods with an explanatory approach. The population in this study are BUMDes managers in West Java who have adopted e-commerce. The sample was determined by non-probability sampling and the data collected was collected by survey using a questionnaire. in the end as many as 145 BUMDes managers became respondents in this study. Based on the results of research and data analysis using SEM (Structural Equation Modeling) with SmartPLS analysis tools, it shows that technological readiness, digital capability, and government support have a positive and significant effect on e-commerce adoption, technological readiness has a positive and significant effect on BUMDes performance, digital capability and government support have no effect on BUMDes performance, e-commerce adoption has a positive and significant effect on BUMDes performance, e-commerce adoption mediates the effect of technological readiness on BUMDes performance, e-commerce adoption does not mediate the effect of digital capability on BUMDes performance, and e-commerce adoption mediates the effect of government support on BUMDes performance. The implications of this research are: (1) BUMDes and the government need to invest in the development of technological infrastructure. (2) In developing e-commerce training programs for BUMDes, the government needs to ensure that the training is comprehensive with sufficient quota. (3) BUMDes should optimize the use of e-commerce in its business operations.

Keywords: Technology Readiness, Digital Capability, Government Support, E-commerce Adoption, BUMDes Performance

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *technology readiness, digital capability, and government support* terhadap BUMDes *performance* dengan *e-commerce adoption* sebagai variable mediasi. Penelitian ini menggunakan metode kuantitatif dengan pendekatan eksplanasi. Populasi pada penelitian ini adalah para pengelola BUMDes di Jawa Barat yang telah mengadopsi e-commerce. Sampel ditentukan dengan non-probability sampling dan data yang dikumpulkan dikumpulkan dengan survey menggunakan kuesionner. pada akhirnya sebanyak145 pengelola BUMDes menjadi responden pada penelitian ini. Berdasarkan hasil penelitian dan analisis data menggunakan SEM (*Structural Equation Modeling*) dengan alat analisis SmartPLS menunjukan bahwa *technology readiness, digital capability, and government support* memiliki pengaruh positif dan signifikan terhadap *e-commerce adoption*, *technology readiness* memiliki pengaruh positif dan signifikan terhadap BUMDes *performance*, *digital capability* dan *government support* tidak memiliki pengaruh terhadap BUMDes *performance*, *e-commerce adoption* memiliki pengaruh positif dan signifikan terhadap BUMDes *performance*, *e-commerce adoption* memediasi pengaruh *technology readiness* terhadap BUMDes *performance*, e-*commerce adoption* tidak memediasi pengaruh *digital capability* terhadap BUMDes *performance*, dan *e-commerce adoption* memediasi pengaruh *government support* terhadap BUMDes *performance*. Implikasi dari penelitian ini yaitu: 1) BUMDes dan pemerintah perlu berinvestasi dalam pengembangan infrastruktur teknologi. (2) Dalam mengembangkan program pelatihan e-commerce untuk BUMDes, pemerintah perlu memastikan bahwa pelatihan tersebut komprehensif dengan kuota yang memadai. (3) BUMDes perlu mengoptimalkan penggunaan e-commerce dalam operasi bisnisnya.

Kata Kunci: Kesiapan Teknologi, Kapabilitas Digital, Dukungan Pemerintah, Adopsi E-commerce, Kinerja BUMDes