

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the results of the research analysis that has been carried out, it can be concluded:

1. Technology Readiness has a positive effect on E-commerce Adoption.
2. Digital Capability has a positive effect on E-commerce Adoption.
3. Government Support has a positive effect on E-commerce Adoption.
4. Technology Readiness has a positive effect on BUMDes Performance.
5. Digital Capability has no effect on BUMDes Performance.
6. Government Support has no effect on BUMDes Performance.
7. E-commerce Adaption has a positive effect on BUMDes performance.
8. E-commerce Adaptation mediates the influence of Technology Readiness on BUMDes Performance.
9. E-commerce Adaption does not mediate the influence between Digital Capability and BUMDes Performance.
10. E-commerce Adaption mediates the influence of Government Support on BUMDes Performance.

B. Implications

1. Managerial implications

- a. To improve the technological readiness of BUMDes, the government and BUMDes need to invest in the development of technological infrastructure that can improve technological

readiness and support the digitalization of BUMDes. The provision of digital access and technology tools to BUMDes needs to be considered to support the development of digital-based BUMDes that will increase e-commerce adoption and improve their performance.

- b. In providing government support in the form of digital marketing training for BUMDes, the government needs to provide regular training with continuous assistance and ensure that the training is evenly distributed in various regions. This can be a factor for BUMDes to increase their e-commerce adoption which in turn can improve their performance.
- c. BUMDes need to improve their digital capabilities by attending digital training and implementing digital management systems in BUMDes business activities. By improving its digital capabilities, BUMDes will find it easier to optimize the benefits and use of e-commerce in its business activities.
- d. BUMDes should optimize the use of e-commerce in its business operations, by selecting e-commerce platforms that are suitable for its products/services and target market, promotion through social media with engaging content such as videos or display customer reviews and provide responsive customer service. By optimizing the use of e-commerce, BUMDes can gain benefits such as increased

sales, market, and customer network expansion, as well as improved competitiveness of BUMDes in the digital era.

2. Theoretics implication

This research contributes to the TOE (technology, organization, environment) technology adoption framework that highlights the complex relationship between factors that can improve BUMDes performance, such as technology readiness, digital capability, government support, and e-commerce adoption as a mediating variable.

The findings of this study can also provide recommendations for future researchers to re-examine the causal relationship model between technology readiness, digital capability, government support, e-commerce adaptation, and BUMDes performance:

- a. Future research needs to consider more specific respondent characteristics, especially on BUMDes that have good digital capabilities or are familiar with digital marketing. This can provide deeper insights into how digital capabilities can improve performance to produce more relevant and applicable findings.
- b. Future research can examine other variables such as organizational readiness as organizational factor. This variable includes overall organizational readiness that can provide a broader perspective in assessing organizational performance in the face of digital transformation.

C. Research limitation

This research has several limitations, there are:

1. In the selection of respondent characteristics, there are still limitations that can affect the validity and generalizability of the findings. The characteristics used are not fully appropriate such as differences in the level of digital capability of BUMDes managers. So, in this research not all factors are optimally identified between the relationship between BUMDes digital capability, e-commerce adoption, and BUMDes performance.
2. In this study, the research focus is only on the variables of technology readiness, digital capability, and government support. It is only able to explain 45.8% of the influence of the independent variable on the dependent variable, so it still requires 54.2% of other variables such organizational readiness that must be studied to be able to perfect this research.

