

The Influence Of Corporate Governance and Corporate Characteristics On Technology Adoption (Case Study on MSMEs in Bogor City and Regency)

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Abstract (Times New Roman 10pt)

Economic and technological developments in both developed and developing countries constantly demand market players to continue to be innovative in advancing their business. This also applies to the Micro, Small, and Medium Enterprises (MSME) sector. Technology can provide many benefits for Micro, Small, and Medium Enterprises that have limitations on capital, recording, and bookkeeping of financial transactions, human resources, and access to marketing networks. The purpose of this study was to determine the influence of corporate governance and corporate characteristics on technology adoption in MSMEs. This study used a sample of 60 MSMEs in the city and district of Bogor. The data used are primary data obtained from respondents through questionnaires. The research instrument test uses validity and reliability tests. Data analysis used multiple linear regression. The results showed that simultaneously corporate governance and corporate characteristics have a significant effect on the level of technology adoption in MSMEs; this is evidenced by the results of the simultaneous test (F test). Partially shows the results of corporate governance and corporate characteristics have a positive and significant effect on technology adoption in MSMEs, this is evidenced by the partial test (t-test).

Keywords: corporate governance, corporate characteristics, technology adoption

Selected References (Times New Roman 10pt), (5 references)