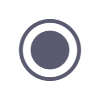
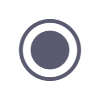
**Research Presentation-20251006\_234312-Meeting Recording**

October 6, 2025, 9:43PM

21m 40s

 **Fiqki Azizah** started transcription

 **Fiqki Azizah** 0:04  
My name is Vicky and in today's session I want to explain about my research proposal with the topic, with the topic use of information systems to transform.  
Small businesses in Indonesia.  
Our study begins with the simple fact that small and medium-sized enterprises are the backbone of Indonesia's economy, accounting for over 99% of all businesses and contributing more than 60% to national GDP.  
Despite this economic centrality, most SMEs are lagging in effective digital transformation. The adoption of information systems such as e-commerce platforms and digital payment tools is a critical pathways demonstrably driving operational efficiency.  
competitiveness and economic inclusion. These benefits are vital for Indonesia's rapidly evolving economy.  
However, existing research is fragmented and urban focused. This leaves a crucial gap by neglecting the unique infrastructural and digital literacy challenges faced by rural and regional SMEs.  
This study addresses these disparities. We contribute context specific insights into the factors that drive and hinder information system adoption across Indonesia's diverse regions and sectors, crucially.  
Our findings will be synthesized into a framework for sustainable SME digital transformation that can inform policymakers and practitioners in emerging economies.  
Although the Indonesian government has introduced several programs such as UMKM Go Digital and the National Digital Literacy Movement, digital transformation among small businesses remains uneven.  
A report that was made by Tamunan and Busneti in 2024 found that fewer than 4 million of Indonesia's more than 65 million SMEs currently operate online, revealing a substantial  
Digital defied.  
Much of the existing academic research has focused on limited geographical and thematic areas. For instance, Ardentia examined that 237.  
SMEs in Central Java and identified perceived usefulness.  
Determinants of information system adaption. However, their study, like many others, concentrated on early adoption behavior in urban areas, offering little insight into rural or sectoral variations.  
Similarly, Vivek and Angara highlight that while.  
Coppedia and Shopee have enabled many SMEs to go online. Adoption remains fragmented and heavily urban-centric. Their review also notes that most existing research analyzes adoption factors rather than long-term transformation outcomes, such as.  
Sustained performance reimprovements or innovation.  
Therefore, the research problem addressed by this study is limited. Fragmented understanding of how IS adoption leads to measurable transformation across diverse SME contexts in Indonesia.  
Indonesia. The rationale for this research is to full is to fill these gaps by providing regionally inclusive, outcome oriented insights to guide future policy and practice.  
Building on the caps identified in the literature, this study is guided by three central research questions.  
The first question asks what factors influence the adoption of information systems among small business in Indonesia?  
This question addresses the need to understand the drivers and barriers influencing digitalization, including the organizational readiness, digital literacy, infrastructure, and perceived usefulness. It builds upon findings from Ardian Shah ET al.  
Who identified consumer integration and perceived usefulness as key determinants, but extends this to include broader contextual factors such as resource availability and government support. The second question explores how do small businesses integrate information?  
System into their oerations and strategy.  
This goes beyond initial adoption, examining how SMEs embed digital tools such as e-commerce platforms, ERP systems and mobile banking into everyday business processes to achieve operational and strategic benefits. The third question focuses on outcomes. In what ways does?  
Is adoption contribute to the long term transformation and performance of Indonesia SMEs across different regions? This question directly responds to the research gap noted by Viveko and Angara 2025, who observed.  
Limited empirical evidence on post adoption outcomes, particularly for rural and unreserved SMEs.  
Based on the research problem and three guiding questions, this study has one over aching aim to investigate how information systems adoption to transforms small businesses in Indonesia and to identify the factors that enable or.  
Under this this transformation.  
The first objective is to examine both internal and external factors influencing adoption. Internal factors include organizational readiness, digital literacy, and managerial attitudes, while external factors include infrastructure  
Availability, government support and the role of digital ecosystems such as e-commerce platforms and fintech solution. This directly relates to findings by Ardyan Shah in 2024 who emphasized perceived usefulness but did not explore contextual influences.  
The second objective is to analyze how SM ES integrate I S tools into their day-to-day operation and long term strategies. This step moves beyond adoption to explore how businesses embed systems like ARPCRM and digital payments for sustained improvement.  
Finally, the third objective is to evaluate the outcome of IS adoption.  
Including improvements, productivity, innovation and competitiveness while comparing different regional contexts across Indonesia. This objective response to the gap identified by Viveko and Angara in 2025, who noted a lack of evidence on post adoption.  
Performance. Together, this objective provide a structured pathway to achieve the overall aim and contribute meaningful insights to both academic research and SME policy development.  
The literature reveals both progress and persistent gaps in understanding how information systems transform Indonesian SMEs.  
Ardian Shah used a quantitative structural equation model approach with 237 SM ES in central Java. They found that perceived usefulness and consumer integration are the strongest prediction of adoption, while statistically robust.  
There is their sample was largely urban, providing limited insight into rural contexts. Complementing this, Tambunan and Busnetti combined survey and secondary government data to show that digital literacy levels and infrastructural.  
Constraints remain the dominant barriers, particularly outside major cities. Their work reinforces the existence of a persistent digital divide.  
A broader perspective is offered by Viveko and Angara, whose systematic review concluded that many SMEs engage in short-term platform based on digitalization without full integration into business strategy.  
They also identified a lack of longitudinal or comparative research, leaving uncertainty about long term transformation. Pournomo echoed this limitation, calling for sector specific and regional studies to reflect Indonesia's diversity.  
Finally, in the wider context, Kobaklo and Iran Manesh demonstrated how digital transformation under Industry 4.0 increases SME competitiveness globally. Their work provides theoretical grounding and illustrates.  
Why IS should be viewed not merely as operational tools, but as strategic enablers of growth. Together, these studies highlight consistent benefits of IS adoption, but also expose methodological and contextual gaps.  
That justify the need for a regionally inclusive outcome focused investigation, such as the one proposed here.  
In this slide, this is the summary of a comparison comparison of the key literature that I just explained earlier.  
To address the methodological gaps identified in the literature, this research adopts A mixed methods approach. The quantitative component will involve an online survive of approximately 100 SMEs across multiple Indonesian province.  
Including both urban and rural regions. This will provide statistically meaningful insights into relationship between information system adoption, business performance and organizational characteristics. The qualitative component will consist of eight to 10 semi structures.  
Interviews with the SME owners and policymakers. These interviews will explore in greater depth the motivations, experience and challenges associated with is adoption. This qualitative data will help interpret.  
The numerical trends and reveal contextual nuance that surveys alone cannot capture. Sampling will follow a purposive strategy, ensuring diversity in terms of business size, sector and geography.  
For example, participants will be selected from sectors such as retail, manufacturing and services across Java, Sumatra and eastern Indonesia to reflect regional differences.  
Data analysis will employ descriptive and regression analysis for survey results using SPSS, while interview transcripts will be coded thematically using Nvivo. This design directly responds to the limitation of earlier studies.  
Whereas Ardienza use a single urban sample and we may call locked empirical grounding. This mixed methods approach ensure both breadth and depth, capturing not only adoption factors but also the integration processes and long-term impacts of information.  
System on SME transformation.  
This study follows A sequential mixed method process, as illustrated in the diagram. It begins with a literature review to refine the research framework, followed by a quantitative survey and qualitative interviews, the findings from both phases.  
Will then be integrated and analyzed to produce context specific recommendation for SME digital in transformation.  
Ethically integrated the East Central this to this research design, especially since it involves human participants from small and medium size businesses. Before any data collection begins, all participants will be provided with an information sheet outlining the research purpose.  
Procedures and expected duration. They will also be required to sign an informed consent form confirming voluntary participation and the right to withdraw at any time without penalty to protect confidentiality.  
Participant's name, company details and identifiable information will not appear in any part of the published research. Response will be coded, anonymized and stored securely on encrypted university approved platforms.  
Data handling also will comply with the UK GDPR and institutional data management policies. Only the researcher and supervisor will have the access to raw data, which will be destroyed after the completion of the study.  
Given the nature of the topic, focusing on technology adoption rather than sensitive personal issues, the ethical risks are minimal. However, reputational and privacy concerns are acknowledged.  
Particularly when SMS discuss operational weaknesses, this will be mitigated by ensuring confidentiality, careful reporting and secure communication channels. Formal ethical approval will be obtained from university's ethics committee prior to field work, ensuring full compliance.  
with research ethics standards.  
This study's data analysis strategy combines both quantitative and qualitative techniques to ensure a comprehensive understanding of information system adoption among SMEs.  
The quantitative survey data will be processed and analyzed using SPSS. Descriptive statistic will summarize general trends in IS adoption, while regression analysis will identify relationships between adoption factors.  
Such as organizational readiness, digital literacy and infrastructure and business outcomes like roductivity and growth. The qualitative interview data will be transcribed and analyzed thematically.  
Using NVivo, enabling deeper exploration of participants, experience and perceptions. This method will reveal nuance insights about integration processes, challenges.  
And the perceived value of IS in everyday operations. Both data sets will be triangulated, meaning that survey findings and interfield insights will be compared and integrated to the strengthen the validity of the results. This mixed method.  
The approach ensures that both measurable patterns and contextual understanding are captured. The expected outcomes include identifying the key factors influencing IS adoption, providing empirical evidence of how IS integration improves SME performance.  
And revealing regional disparities that affect transformation. Ultimately, the research aim to produce practical framework for inclusive and sustainable SMA digital transformation in Indonesia, a contribution that can inform both academic understanding and national SMA policy.  
Development.  
To ensure the study is structure and achievable in a seven-month period, the project will begin with the preliminary phase over the first one month.  
Focusing on refining the literature review, finalizing the conceptual framework, and securing ethical approval.  
Phase two will prepare for data collection, including the design and pilot testing of the survey and the recruitment of participants from both urban and rural regions. Data collection will take place during.  
The months of three and four.  
Consisting of both online surface and semi structured in the interviews. Following this data analysis will occur in the month of six.  
Using SPSS for quantitative data and in in Vivo for qualitative data. The integration phase will follow and combine both data sets through triangulation, producing a clear analytical framework for understanding.  
extending SME digital transformation. Finally, in the month seven, we'll focus on writing, review and submission of the final report, including visual presentation on the findings.  
This phase timeline not only ensures adequate time for analysis and quality control, but also reflects A realistic and ethical approach to conducting postgraduate level research.  
In conclusion, this research highlights the the transformative potential of information system for small business in Indonesia by exploring the factors influencing adoption, the impact on business performance and the challenges in digital transformation.  
The study aims to provide both academic insights and practical guidance for DSMEs and policymakers.  
The next steps begins with contacting the potential SMEs who willing to participate and engaging relevant policy makers to ensure effective participation.  
After that, we will complete the ethics review, finalize research instruments and proceed with the data collection that I just explained earlier.  
Subsequently, the results will be analyzed, integrated into a practical digital transformative framework and shared through a final report and presentation. This process will ensure that the research is both rigorous and actionable, supporting small business.  
In leveraging technology for sustainable growth.  
That's all for my presentation of this session and if you have any question, please let me know. I hope you have a good day. Thank you.

 **Fiqki Azizah** stopped transcription