

Empirical Study of E-Marketplace Acceptance in MSMEs: Integrating TTF and TOE Model

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Abstract

Technological advancement is inevitable in our lives these days. Not only did this advancement have made the life of mankind more convenient, but it also provided an opportunity for SMEs to use information technology as a medium in developing its market. However, not many studies have been done on the micro, small, and medium enterprises (MSMEs) acceptance towards e-commerce in Bali, Indonesia. Thus, the objectives of current study were to investigate and examine the crucial determinants that affect MSMEs' behavioral intention (BI) in the acceptance and adoption of e-marketplace. The integrated task technology fit (TTF) and technological organizational and environmental (TOE) model was applied to provide a more comprehensive understanding on the e-marketplace adoption. The target respondents are MSMEs in three regencies of Bali that already use internet and e-marketplace, since e-commerce and internet penetration rates are growing rapidly in Indonesia. The questionnaires were administered online and resulted in 100 data. Using SmartPLS 3.0, the results showed that two hypotheses such as organizational (ORG), and environmental factors (ENVR) positively significant towards BI. This is indicated by the path coefficient of 0.191 and t- statistic value of 2.062, and path coefficient of 0.216 and t-statistics of 2.587 for ORG and ENVR respectively. The theoretical and implications of this research are explained.

Keywords: MSME; TTF; TOE; e-marketplace; acceptance.

1.

2. Introduction

In the 21st century, globalization has brought the world to a borderless nature of the digital economy which is can be seen by the rapid emergence of electronic marketplace that have been reshaping the business world. Many large companies have used e-commerce called e- marketplace in developing their business, so they can compete in the global market. The use of this e-marketplace should also be applied to micro, small, and medium enterprises (MSMEs) in developing their business to gain a wider market share. E-commerce brings many advantages for SMEs such as provide wider market coverage, production expense reduction, management costs reduction, time reduction and increase customer relationship [1-3]. Unfortunately, there are still many MSMEs that have not been able to implement it, especially in developing countries such as in Indonesia today. The inability of MSMEs to adopt e-marketplace is caused by several obstacles faced by entrepreneurs.

In a study conducted by Mzee, Ogwen& Irene [4] on the factors influencing adoption of e-marketing by SMEs in the Kisumu Municipality of Kenya, it was found there were several key factors to be considered. Turnover and number of years in business are some of the major factors. The higher the turnover, the higher the adoption level and the less the duration in business, the lower the adoption levels. In addition to this, the cost of implementing e-marketing and access to financing also inhibited adoption of e-marketing. According to Sandhyaduhita [5], from a sellers' perspectives, the aspects which contributed to acceptance of e-commerce were perceived ease of use, available technology infrastructure, improved customer communication, and encouragement from environment culture. Findings by Makau [6] revealed that IT infrastructure was statistically a significant determinant of adoption of digital online marketing at 95% confidence level, IT personnel competence, as well as management strategies and organizational culture were found to be a significant determinant of adoption of digital online marketing. Nonetheless, type of business ownership was not a significant determinant of adoption of digital online marketing. Analogous results were reported by Yuldinawati et al. [7] and Cant, Wiid& Hung [8] who stated that SME entrepreneurs are still in lack of motivation and skills such as internet information skills, internet communication skills, internet content creation skills and internet marketing skills.

Overall, the slow development of e-marketplace in several countries may be explained by the lack of necessary physical infrastructure such as lower personnel computer penetration, poor telecommunication

infrastructure, and inefficiently managed telecommunication systems, as well as supportive institutional environment that facilitates the building of transactional integrity.

Technology acceptances among MSMEs are influenced by many factors. In this research, those factors are divided into two different aspects namely: the fitness between task and technology, and firm-level factors. Thus, this research integrates two technology acceptance theories such as TTF, and TOE to examine the important determinants that affect the technology adoption among MSMEs. The aim of this study was to provide comprehensive insights of the MSME's decision that affect the adoption of e-marketplace and to explore the effect of integrating framework.

Theoretical Foundation

a. *Task Technology Fit (TTF)*

Task technology fit was initially developed by Goodhue and Thompson [9] which has the purpose was to evaluate successful matching between task and information technology. TTF can be the foundation for a strong diagnostic tool to examine whether information system in an organization meets the user needs. The model explains technology adoption through the formation of five constructs such as task characteristics, technology characteristics, task technology fit, performance impacts, and utilization. Tasks referred as the actions fulfilled by users in order to turn input into output [10], while technology is the medium or tools that adopted by individuals in carrying their tasks [9]. The concept of this model is the perception of fit amongst the task and technology of a particular system will positively impact the use of technology. Good fit of task and technology occur when users feel that technology is able to accomplish their daily tasks easily and the functionalities of a system enable users to perform a smooth execution of tasks [11]. In other words, technology acceptance is not only determined by user perceptions and attitudes, but also by a good task technology fit [12].

b. *Technology-Organization-Environment Framework (TOE)*

Technology-organization-environment (TOE) framework was first developed by Tornatzky and Fleischer [13] which comprised of three crucial aspects in determining the technology adoption and utilization from the organizational perspectives. Three constructs that formed this model includes technological, organizational, and environmental factors. Technological context is conceptualized as the pool of technologies inside and outside of the organization [13-14]. Organization context is more related to organization characteristics and it captures the firm's business scope, top management support, organizational culture and readiness, complexity of managerial structure, the quality of human resources, and size-related issues [13, 15]. Environmental context more related to the facilitating and inhibiting factors from organization environment externally which includes competitive pressure, government encouragement, market forces, and relations [13, 16]. The concept of TOE framework is that an effective implementation of new system in an enterprise can be established when there is a right match and balance between internal and external drivers [17].

3.

4. Research Model and Hypothesis

a. *Task Technology Fit (TTF)*

Task Technology Fit defined as a fit between task, technology, and users which according to the theory, this fit is positively impacts the IT adoption. This theory argues that a user will only adopt an information technology when it fits his/her tasks at hand which then improves his/her performance [9]. TTF has been used in several studies. Yen et al. [18] used an integrated TTF model with TAM to explain the user's intention to adopt wireless technology, where the result of this study is that TTF has significant direct effect on Behavioral Intention which indicated that the better fit between task and technology result in higher intention to adopt the wireless technology. Another studies conducted by Tarhini et al. [19] in explaining customer's acceptance and use of internet banking in Lebanon shows there is a significant positive relationship between TTF and BI, where internet banking more convenient for those who always staying in the office and not have time for traditional banking services since they can perform banking transactions

from anywhere at any time. Thus, as a result, the customer's intention will be greater. The same significant and positive findings TTF on Behavioral Intention also shown in the study conducted by Pai & Tu [20] in explaining the acceptance and use of Customer Relationship Management (CRM) systems. Therefore, task technology fit is considered has a positive impact on the intention to adopt e-marketplace technology among MSMEs.

H1. TTF has a positive relationship towards behavior intention in utilizing E-marketplace.

b. Technology-Organization-Environment Framework (TOE)

c. Technological Factors (TECH)

Technological context refers to both internal and external technologies used by the firm or available to the firm [21]. This context can be claimed to have a high impact on SME's adoption of enterprise applications [22]. According to Wang et al. [23], the technological context refers to the technologies relevant to the firm that includes the existing technologies, as well as the emerging technologies in the firm which can influence its adoption. Based on the studies conducted by San Martin et al. [24] in determining the factors of firms' perceived performance of mobile commerce, technological competence shows a positive effect on performance. Therefore, firms perceive enhanced the performance if they are well equipped in information technology, when they have available infrastructure, and when they employ professionals with the necessary knowledge and skills to conduct the activities which firms required. According to research conducted by Awa et al. [25], the availability of ICT infrastructure and technical know-how were found to be critical factors in SMEs' adoption of ERP. Therefore, technological competence is considered to have a positive impact on the intention to adopt e-marketplace technology among MSMEs.

H2: Technological Context positively influences the behavioral intention to adopt e-marketplace technology

d. Organizational Factors (ORG)

Organizational factors were the most regularly used factors to determine and investigate the effect on the decision of technology adoption [26]. The organizational context is more related to the characteristics of an organization in the adoption of innovation [15]. A review of the related literature shows that the most crucial organizational factors are organizational readiness which is determined by both technology and financial readiness [27]. Financial readiness refers to the financial resources for e-market installation costs and for ongoing expenses [27]. According to the research conducted by Lim & Trakulmaykee [28] in explaining the factors affecting e-commerce adoption among SMEs in West Malaysia, organizational readiness shows significant effect on the adoption of e-commerce in West Malaysia. Studies conducted by Ramdani et al. [22] in explaining SMEs' adoption of enterprise applications, organizational readiness also found to be significant critical factor in adopting enterprise applications. It suggests that without sufficient financial resources, SMEs are unable to adopt enterprise applications. Regarding the top management support, the findings of Abu Bakar et al. [29] showed that top management support is critical in the adopting social media technology. Furthermore, top management support and financial resources also show a significant effect in technology adoption in several researches [14, 30-31]. Therefore, organizational context is considered has a positive impact on the intention to adopt e-marketplace technology among MSMEs.

H3: Organizational context positively influences the behavioral intention to adopt e-marketplace

e. Environmental Factors (ENVR)

Environmental factors refer to the external factors which is the arena where a company carried out its business [13]. Environmental factors in this study consist of government e-readiness, market forces, and support industries e-readiness. Government e-readiness related with the role of government in promoting e-marketplace to the MSMEs. Market forces refer to the firm's competitors, customers, suppliers, and other business partners. Whereas support-giving industries refers to IT industry, financial industry, logistics industry, etc. that support MSMEs in supporting the adoption of technology. Based on the research conducted by Zhai [16], government e-readiness, market forces, and support-giving e-readiness significantly affect the continuance intention to use B2B e-marketplaces in China. The result shows that government provides policy environment to push the developing of e-marketplace, so it will provide more

convenience for organizations to use e-marketplace. Market forces and support industries are considered critical factors for enterprise to use B2B e-marketplace. Duan et al. [27], Ghobakhloo et al. [32], Gangwar et al. [33], and Usman et al. [34] disclosed that external pressure was an important factor that positively influencing the acceptance of technologies in SMEs. Therefore, environmental context is considered has a positive impact on the intention to adopt e-marketplace technology.

H4: Environmental factors positively influences the behavioral intention to adopt e-marketplace technology

The framework of thought in this study is the analysis of information technology development by integrating two technology acceptance models, namely TTF, and TOE. Figure 1 presented the theoretical framework for developing hypotheses in this study.

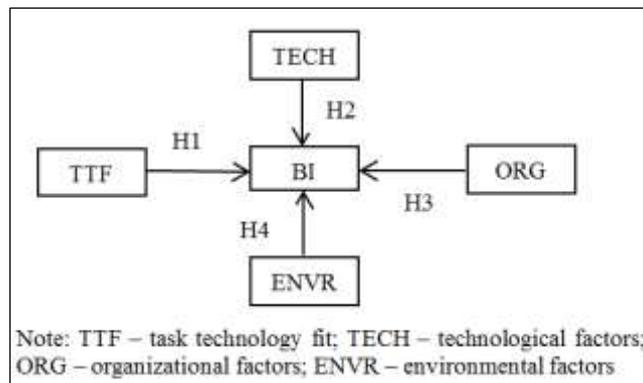


Figure 1. Conceptual framework
5.

6. Methodology

This empirical research was conducted in Bali, Indonesia. Thus, the population in this study is MSMEs found in the Province of Bali itself. Although the province of Bali which consists of nine regencies, this research was only conducted in three regencies, namely Denpasar, Badung and Gianyar. Since the population in this study is all MSMEs entrepreneurs who use e- marketplaces which is very large number, then a sample was taken for this study using cluster sampling technique. Based on cluster sampling calculations, it has been determined that the total sample size of 100 is divided into three districts proportionally, 45 respondents in Denpasar, 31 respondents in Badung, and 24 respondents in Gianyar. In this study, the sampling procedure used is non-probability.

Sources of data in this study include primary data derived from data sources specifically collected and directly related to the problem under study. The primary data used in this study is the result of the answers of respondents to the questionnaire that has been distributed and filled out. The questionnaire in this study included statements and each respondent was asked to give an assessment in accordance with the instructions in the questionnaire. The questions were designed using a five-point Likert scales ranging from 5 “strongly agree” to 1 “strongly disagree”. For statements on the questionnaire, regarding each variable used, it was prepared based on the adaptation of the questionnaire items that have been used in previous studies. This is done because the constructs of this study are the constructs of the theory of TTF and TOE which have long been developed. Data collection is carried out for two weeks in October, 2019 and the questionnaires were distributed directly to the MSMEs.

Based on the collected data, the hypotheses were tested using PLS-SEM analysis techniques, because this research was conducted using a model of causality or influence relations. Jogiyanto [35] stated that Partial Least Squares is a variance-based Structural Equation Models analysis technique that can simultaneously test measurement models that is used to test validity and reliability, as well as testing structural models used to causality test. The PLS-SEM analysis was done using SmartPLS 3.0 software. Meanwhile, the descriptive statistical data were analyzed using IBM SPSS version 25 software.

7. Results and Discussion

a. Respondents Characteristics

Respondent characteristics based on age are used to determine the age range of consumers who use e-marketplace platforms. According to the Table 1, respondents aged under or equal to 20 years who used e-marketplaces were 24 people (24.0%). Furthermore, users with an age range between 21 to 30 years who use the e-marketplace are 58 people (58.0%). Then, e-marketplace users with an age range of 31 to 40 years amounted to 18 people (18.0%) and users aged more than or equal to 41 years was 0 people. This shows that the majority of respondents aged 21 to 30 years who use e-marketplace in conducting the business.

Table 1: Respondents' characteristics based on age

Age	Number of Respondents	Percentage
≤ 20	24	24.0%
21 – 30	58	58.0%
31 – 40	18	18.0%
≥ 41	0	0%
Total	100	100%

Characteristics of respondents by gender are used as indicators to determine the gender of respondents who are more dominant in using e-marketplace. In Table 2, it can be seen that the male respondents amounted to 55 people (55.0%) whereas the female respondents who used e-marketplaces were 45 people (45.0%). This shows that based on the gender that dominates are male respondents who use e-marketplace in conducting the business.

Table 2: Respondents' characteristics based on gender

Gender	Number of Respondents	Percentage
Male	55	55.0%
Female	45	45.0%
Total	100	100%

Table 3 tabulated the experience of respondents in using e-marketplaces in business. The experience in this study is divided into five, namely the experience of using e-marketplaces is less than one year, 2-3 years, 4-6 years, 7-9 years, and more than 10 years. Based on Table 3, respondents who use e-marketplace in doing business for less than one year are 17 people, 2-3 years are 48 people, 4-6 years are 34 people, 7-9 years are 1 person, and 0 people are using e-marketplaces for more than 10 years. It can be concluded that, the dominant users in this study are respondents who have used e-marketplaces for 2-3 years.

Table 3: Respondents' characteristics based on experience

Experience	Number of Respondents	Percentage
Less than 1 year	17	17.0%
2-3 years	48	48.0%
4-6 years	34	34.0%
7-9 years	1	1.0%
More than 10 years	0	0.0%
Total	100	100%

b. Description of Research Variables

The data used in this study are based on the results of questionnaire responses distributed on October 17, 2019 and respondents were given about two weeks to fill in until the data was collected on October 31, 2019. The tabulated results in Table 4 for the research variables provided information about the

characteristics of the variables research consisting of the number of observations, minimum values, maximum values, average values, and standard deviations. These data were analyzed using SPSS software version 25. In this study, each variable consists of 3 statement items and uses a 5-point Likert scale so that the minimum and maximum values of each variable are 3 and 15.

Table 4: Descriptive statistical tests

Variable	Min	Max	Sum	Mean	Standard deviation
Task technology fit	9	15	1301	1301	1.636
Technological factors	8	15	1185	11.85	1.598
Organizational factors	8	15	1182	11.82	1.749
Environmental factors	7	15	1155	11.55	2.066

Note : N = 100

c. Measurement Model

The measurement of the model is also done through the reliability test of a construct, the reliability test is carried out with the aim of providing evidence of the accuracy, consistency, and accuracy of the instrument in measuring the construct. In SmartPLS 3.0 software, the measurement of the reliability of a construct with reflective indicators can be done in two ways, namely Cronbach's Alpha and composite reliability [36]. Refer to Table 5 for the results of the composite reliability and Cronbach's Alpha.

The rule of thumb used to assess construct reliability is that the value of Composite Reliability must be greater than 0.7 for confirmatory research and the value 0.6-0.7 is acceptable for exploratory research. With reference to the data in Table 5, it was found that the composite reliability value of all variables in the acceptance model of e-marketplace platforms has a composite reliability value greater than 0.7 so that it can be said that the reliability for the variables in the model is relatively high and reliable.

The reliability test on PLS was also strengthened by the presence of Cronbach alpha which showed consistency in answering the questionnaire tested. The rule of thumb for Cronbach's alpha is suggested to be greater than 0.7 for confirmatory research and a value of 0.6-0.7 is acceptable for explanatory research. Similar to the composite reliability values, the Cronbach's alpha value for each variable is greater than 0.7 so it can be said that the consistency of each answer is good.

Table 5: Results of composite reliability and Cronbach's alpha

Construct	Composite reliability	Cronbach's alpha
Task technology fit	0.870	0.775
Technological factors	0.836	0.750
Organizational factors	0.860	0.757
Environmental factors	0.865	0.783

d. Hypothesis Testing

In this study, the hypotheses were tested based on the sign, size and statistical significance between each latent variable and dependent variable (behavioral intention). Then the significance is done by looking at the value of the parameter coefficient and the statistical significance value t to determine the effect between variables through the bootstrapping procedure which was done in SmartPLS 3.0. The results of the analysis are presented in the Table 6.

The hypothesis stated that task technology fit has a positive effect on behavior intention. Table 6 showed that the relationship between task technology fit and behavioral intention on e-marketplace adoption is not significant with a p-value of 0.234 (≤ 0.05). The original sample estimate value in the e-marketplace adoption models showed a negative result which

was -0.118. In other word, it showed that the direction of the relationship between task technology fit and behavior intention was negative. Thus, hypothesis H1 in this study which stated that task technology fit has a positive effect on behavior intention is rejected.

The hypothesis stated that technological factors have a positive effect on behavioral intention. However, data in Table 6 showed that the relationship between technological factors and behavior intention on e-marketplace adoption is not significant with a p-value of 0.966 (≤ 0.05). The original sample estimate value for the e-marketplace adoption models shows the negative value amounted to -0.004 in the e-marketplace adoption. Therefore, it can be concluded that the direction of the relationship between technological factors and behavioral intention is negative in e-marketplace adoption. Thus, H2 hypothesis in this study which stated that technological factors positively affect behavior intention is rejected.

H3 hypothesis stated that organizational factors have a positive effect on behavior intention. Results from Table 6 did prove that the relationship between organizational factors and behavioral intention on e-marketplace adoption is significant with a p-value of 0.042 (≤ 0.05). The original sample estimate value in the e-marketplace adoption models showed positive results in the amount of 0.191 which showed that the direction of the relationship between organizational factors and behavioral intention was positive. Thus, the H3 hypothesis in this study which stated that organizational factors show a positive effect on behavioral intention in e-marketplace adoption is accepted.

The last hypothesis, H4 stated that environmental factors have a positive effect on behavior intention. Data in Table 6 are inclined towards this hypothesis since the relationship between environmental factors and behavioral intention on e-marketplace adoption is significant with a p-value of 0.011 (≤ 0.05). The original sample estimate value for the adoption models showed positive results, which was 0.216 for e-marketplace adoption, which showed that the direction of the relationship between environmental factors and behavioral intention was positive. Thus, the H4 hypothesis in this study which stated that environmental factors show a positive effect on behavior intention in e-marketplace adoption is accepted.

Table 6: Results of hypothesis testing

	Original Sample (O)	T Statistics (O/STDEV)	P Value	Hypothesis
TTF -> BI	-0.118	1.197	0.234	Not Supported
TECH -> BI	-0.004	0.043	0.966	Not Supported
ORG -> BI	0.191	2.062	0.042*	Supported
ENVR -> BI	0.216	2.587	0.011*	Supported

Note : TTF – task technology fit , TECH- technological factors, ORG- organizational factors, ENVR- environmental factors, BI- behavioral intention

e. Discussion

f. The Effect of Task Technology Fit on Behavior Intention

Based on the submission of the first hypothesis it is known that the proposed H1 was rejected. Table 6 showed that the t-statistic value in e-marketplace adoption is smaller than the t-table value (1.96), which was 1.197, so that the influence given by task technology fit on behavior intention is proven insignificant. In addition, the coefficient value of the latent task technology fit variable in the output path coefficient in the e-marketplace adoption model was -0.118, which meant there is a negative influence of 11.8% on behavior intention. This negative sign indicated that the more task is suitable with the technology that will be adopted is followed by a decrease in the level of desire or behavior of users to adopt the platform. This hypothesis was rejected because the hypothesis proposed in this study is that task technology fit has a positive effect on behavior intention.

This finding was in accordance with Oliveira et al. [37] where TTF could not explain the effect towards behavior intention in adopting m-banking. The reason that underlined the existence of insignificance is that there were still many MSMEs which do not understand how to operate e-marketplaces in business rather than just installing products. Perhaps many MSMEs do not understand the techniques of selling products in a good e-marketplace to make a profit. In addition, there may be some MSMEs who preferred to focus on selling in other online platforms, such as s-commerce. Hence, the results obtained are not significant.

g. The Effect of Technological Factors on Behavior Intention

Based on the submission of the second hypothesis, it is known that H2 proposed in the e-marketplace adoption model was rejected. The t-statistic value for the construct of technology factors to behavioral intention in using e-marketplaces is smaller than the value of t-table (1.96) which is equal to 0.043. Thus, the effect given by technology factors to behavior intention proved insignificant.

However, the problem regarding the rejection of the hypothesis in the adoption of e-marketplace also lies in the value of the variable coefficient. The coefficient of the latent variable technology factors in the output path coefficient in the e-marketplace adoption model is -0.004 which means there is a negative influence of 0.4% on the construct of behavioral intention. This statement is not in accordance with the research hypothesis which stated that technology factors have a significant positive impact on behavioral intention. Therefore, the hypothesis in the adoption of e-marketplace is rejected.

The insignificant result between these variables is consistent with past literature [38-39, 44] in which technological factors in these papers are related to the availability of ICT and internet, ICT competence of the employee, and the availability of ICT training for the employee. In this context, some MSMEs might not have proper ICT infrastructure in conducting e-marketplace. Even if MSMEs have sophisticated ICT in the organization, the lack of skills and knowledge of employees are still becoming the challenge in the MSMEs to utilize e-marketplace in business activities. In addition, given that MSMEs are businesses that have minimal capital, ICT training for employees is rarely done.

h. The Effect of Organizational Factors on Behavior Intention

It is known that the third hypothesis stating that organizational factors significantly influences behavior intention in the adoption of e-marketplace among MSMEs is accepted. The t-statistic value for the organizational factors construct on behavior intention to use e-marketplace is greater than the t-table value (1.96), which is 2.062. Therefore, the positive effect that organizational factors has on the behavior intention to use the system is proven significant. The coefficient value of the latent variable organization factors on the output path coefficient is 0.191, which meant there was a positive influence of 19.1% on the construct of behavioral intention in adopting e-marketplace.

The results of this study are in accordance with the results found by several previous studies. According to the research conducted by Lim &Trakulmaykee [28] in explaining the factors affecting e-commerce adoption among SMEs in West Malaysia, organizational readiness shows significant effect on the adoption of e-commerce in West Malaysia. Ramdani et al. [22] explained that in SMEs' adoption of enterprise applications, organizational readiness also found to be substantial aspect in adopting enterprise applications. In terms of the top management support, lack of top management commitment support can result from lack of experience and training, resistance to change, and unwillingness in adopting technology [40]. Similarly,

Awigah, Kang & Lim [41] as well as Iddris [42] reported that lack of concern from the management was an impediment to the acceptance of e-commerce amongst Ghanaian SMEs.

i. The Effect of Environmental Factors on Behavior Intention

The last hypothesis, H4 indicated that environmental factors significantly influence behavior intention in adopting e-marketplaces and it can be accepted. Table 6 showed that the t-statistic value for the construct of environmental factors on behavior intention to use e-marketplace is greater than the t-table value (1.96), which was 2.587. Thus, the positive effect given by environmental factors on behavior intention to use the system is proven significant. The coefficient value of the latent environmental factors variable on the output path coefficient is 0.216, which meant there was a positive influence of 21.6% on the construct of behavioral intention in adopting e-marketplace.

The results of this study are in accordance with the results found by several previous studies. Studies conducted by Duan et al. [27] Ghobakhloo et al. [32], Gangwar et al. [33], and Usman et al. [34] showed that external pressure was an important factor that positively influencing the acceptance of technologies in SMEs. External pressure in this paper included competitors, partners and customers, as well as the role of government. These three things have been proven in increasing MSMEs desire to adopt e-marketplaces to remain competitive and not be left behind by other competitors and want to meet the needs of their customers. Kartiwi et al. [43] emphasized that entrepreneurs who are more attentive and responsive to how their competitors strategically adopt and use e-commerce in the business, were more likely to experience the cost reduction in running day-to-day operations. In addition, currently the government in Indonesia also has one of the visions to improve e-commerce transactions by supporting MSMEs to join e-marketplaces in Indonesia and together can improve the nation's economy.

8.

9. Conclusion

The results of this study showed that technology factors did not affect the acceptance and use of e-marketplaces in MSMEs. One technological factor in this research is the availability and reach of the internet. Therefore, the role of the government here is to increase the reach and availability of the internet evenly so that it can be felt by MSMEs in urban and rural areas. As for environmental factors and organizational factors, both of which had a positive and significant effect on the acceptance and use of e-marketplaces in MSMEs. In other words, government support affects the acceptance of e-marketplaces in MSMEs. For that reason, government must be more focused on the acceptance of e-marketplaces by the MSMEs in Indonesia for their development by executing relevant policies and programs.

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