

ABSTRAK

Sinta Wulandari. 2023. Pengaruh Sumber Daya Manusia, Kesiapan Modal dan Pemanfaatan *E-commerce* Terhadap Daya Saing Usaha Mikro, Kecil, dan Menengah (UMKM) Di Kota Metro. Fakultas Ekonomi Dan Bisnis Program Studi S1 Akuntansi Universitas Muhammadiyah Metro. Pembimbing (1) Nedi Hendri Pembimbing (2) Gustin Padwa Sari

Kata Kunci: Sumber Daya Manusia, Kesiapan Modal, Pemanfaatan *E-commerce*

Penelitian ini bertujuan untuk mengetahui Pengaruh Sumber Daya Manusia, Kesiapan Modal dan Pemanfaatan *E-commerce* Terhadap Daya Saing Usaha Mikro, Kecil, dan Menengah (UMKM) Di Kota Metro. Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif dengan pendekatan deskriptif. Analisis data dilakukan dengan pengujian instrumen, asumsi klasik dan pengujian hipotesis. Hasil penelitian menunjukkan bahwa Sumber Daya Manusia memiliki pengaruh positif dan signifikan terhadap Daya saing Usaha Mikro, Kecil, dan Menengah (UMKM) Di Kota Metro. Kesiapan modal memiliki pengaruh positif dan signifikan terhadap Daya saing Usaha Mikro, Kecil, dan Menengah (UMKM) Di Kota Metro. *E-Commerce* memiliki pengaruh positif dan signifikan terhadap keputusan pembelian Usaha Mikro, Kecil, dan Menengah (UMKM) Di Kota Metro. Sumber Daya Manusia, kesiapan modal dan *E-Commerce* memiliki pengaruh positif dan signifikan secara bersama-sama terhadap Daya saing Usaha Mikro, Kecil, dan Menengah (UMKM) Di Kota Metro

ABSTRACK

Sinta Wulandari. 2023. Influence of Human Resources, Capital Readiness and Utilization of *E-commerce* on the Competitiveness of Micro, Small and Enterprises Medium (UMKM) in Metro City. Faculty of Economics and Business Undergraduate Study Program Muhammadiyah Metro University Accounting. Supervisor (1) Nedi Hendri Supervisor (2) Gustin Padwa Sari

Keywords: Human Resources, Capital Readiness, Utilization of *E-commerce*

This research aims to determine the influence of human resources, Capital Readiness and Utilization of *E-commerce* on the Competitiveness of Micro, Small and Medium Enterprises (MSMEs) in Metro Cities. The type of research used in this research is quantitative with a descriptive approach.

Data analysis was carried out by instrument testing, classical assumptions and hypothesis testing. The research results show that Human Resources have a positive and significant influence on the competitiveness of Micro, Small and Medium Enterprises (MSMEs) in Metro Cities. Capital readiness has a positive and significant influence on the competitiveness of Micro, Small and Medium Enterprises (MSMEs) in Metro Cities. *E-Commerce* has a positive and significant influence on purchasing decisions for Micro, Small and Medium Enterprises (MSMEs) in Metro Cities.

Human Resources, capital readiness and *E-Commerce* have a positive and significant influence together on the competitiveness of Micro, Small and Business Enterprises. Medium (UMKM) in Metro City