

ANALYSIS OF SOCIO-CULTURAL VALIDITY AND BUSINESS MANAGEMENT IN E-COMMERCE ADOPTION IN FAST FOOD SMEs

Fari Aus *

Halu Oleo University, Kendari, Indonesia

Fariaus2017@gmail.com

Bunga Kartika

Halu Oleo University, Kendari, Indonesia

Muh. Husriadi

Halu Oleo University, Kendari, Indonesia

ABSTRACT

Digital transformation through e-commerce offers opportunity big for fast food SMEs, however social cultural resistance and limitations business management becomes an obstacle main in the adoption process. This study aims to analyze socio-cultural validity and readiness management in adopting e-commerce in fast food SMEs, as well as identify factors key influencing success digital transformation. The research method uses a qualitative approach with case studies, involving interview in-depth and observation participatory in MSME actors in urban areas. The results of the study revealed that the value family and interaction look at advance Still dominant, causing resistance to digital transactions, while limitations capacity managerial and digitalization of internal processes hinders e-commerce optimization. This finding confirms the need integration of cultural approaches and strengthening organizational capabilities to support technology adoption effective. Implications the practical thing is the importance ongoing training and contextual mentoring, as well as support policies that are adaptive to characteristics local fast food MSMEs. This study contributes to the development of a more inclusive and sustainable e-commerce adoption model in the culinary MSME sector.

Keywords: Socio-culture, technology adoption, digital transformation

INTRODUCTION

Development The rapid growth of e-commerce in Indonesia has become a catalyst key in the digital transformation of the Micro, Small, and Medium Enterprises (MSMEs) sector (Hendrawan et al. 2024; Husriadi and Nurjanah 2024) . Fast food MSMEs, as one of the most dynamic subsector so that show potential strategic in supporting the growth of the national digital economy along increasing request consumers on services online -based (Anatan and Nur 2023) . Changes style life public increasingly urban prioritize practicality and efficiency have driven the occurrence disruption pattern consumption so that demands that MSMEs adapt through business innovation and utilization of digital technology (Aminullah et al. 2024; Husriadi 2021, 2023) . In this regard, the adoption of e-commerce offers opportunity growth

significant. However, fast food SMEs still face challenge multidimensional in its implementation. Social cultural resistance is reflected from preference transaction cash and dependence on communication look at the face that is at odds with the digital system (Husriadi 2024; Shahiduzzaman 2025) . On the other hand managerial , business actors experience gaps competence HR in digital platform management based on survey early researchers (Husriadi, Muh., Fari Aus 2025; Loo, Ramachandran, and Raja Yusof 2024) . E-commerce system integration is also hampered by inconsistencies in manual business processes and the absence of bookkeeping digitalized (Muh. Husriadi, La Ode Prediction 2025; Sain, Mewara, and Chatterjee 2018) . Further research (Bening et al. 2023) emphasize technological factors as temporary dominant (Loo, Ramachandran, and Raja Yusof 2024) find aspect organizational is more crucial . Based on previous research about adoption of e-commerce in MSMEs which has so far been dominated by the fashion and craft sectors which have different business characteristics and market dynamics compared to fast food SMEs.

In addition, these studies tend to adopt a quantitative or qualitative approach in a way separated so less able catch complexity interaction between local culture and organizational capabilities. Therefore, the development of instruments accommodating measurement characteristics unique fast-food business such as shelf-life product (shelf life), complexity logistics, and preferences consumers, becomes very important in the context of e-commerce adoption in MSMEs. Integration of the theory technology adoption with concept wisdom local in family MSMEs management allows for a more contextual and relevant approach culturally. This research contributes in a way practical by designing matrix evaluation readiness profile- based e -commerce adoption socio -business of MSMEs so that it can help business actors in identifying challenges and opportunities specific sector fast food. This approach is expected increase effectiveness implementation of digital technology at once maintain values local characteristic typical of family MSMEs.

RESEARCH METHODS

This research uses design qualitative with a case study approach to explore the phenomenon of e -commerce adoption in fast food MSMEs in Kendari City. The research procedure includes election informant purposive consisting of from owners and managers of MSMEs and data collection through interview in-depth and observation participatory. Data collection techniques are also supported by documentation related to business processes and the use of digital technology in MSME operations. Data analysis is carried out in a way thematic with stages data reduction, data presentation, and verification conclusion to ensure validity findings. This approach allows comprehensive understanding of the socio-cultural and managerial dynamics that have effect readiness adoption of e-commerce as well as identify factors relevant contextual in developing technology adoption models in the sector fast food.

RESULTS AND DISCUSSION

5.1 Experience and Perception of E-commerce

Based on the results of this study show that the experiences and perceptions of fast food MSME actors in e-commerce show complex dynamics. However, promising in the context of digital transformation. Based on results interview that platform like Shopee Food provide convenience significant market access. In addition, business actors disclose improvement range consumers and sales volume are factors main motivation adoption of e-commerce. However, on the other hand traffic there is constraint technical and lack of understanding digital features are still a barrier so that slows down the adaptation process. Furthermore, integration logistics and order management online are not yet optimal so cause challenge real operational. This finding is consistent with research (Hamdouna and Khmelyarchuk 2025) that support training and mentoring technical to speed up adoption of digital technology in the sector culinary is very much needed so that emphasizes the role of organizational capabilities and the technological environment in success adoption of e-commerce. Thus, the experiences and perceptions of MSME actors do not only reflect huge market opportunity but also the need strategic for improvement capacity technical and systems supporters so that digital transformation can run effective and sustainable.

5.2 Socio-Cultural Aspects

Based on the results of this study show that socio-cultural aspects play a role crucial in the process of adopting e-commerce in fast food SMEs in Kendari city. Based on results interview with one of the business actors that the values family and tradition interaction look at advance still very much embedded in everyday business practices so that cause resistance to digital transactions which is considered to reduce warmth personal relationships. This is in line with the findings (Hendrawan et al. 2024) that pattern consumption Fast food is heavily influenced by cultural and social factors including food preferences. communication direct and transaction cash. This condition creates challenge significant for MSMEs in integrating digital technology comprehensive. In addition , research (Ufholz and Werner 2023) that even though There is improvement order through e-commerce platforms such as Go-Food and Grab Food , technology adaptation is still limited by strong local social and cultural customs . This resistance demands an approach to technology adoption that does not only focus on the technical but also accommodate cultural values so that digital transformation can be accepted in a way wide. Thus, integration wisdom local in the digitalization strategy of MSMEs is important to overcome socio-cultural barriers at the same time maximize the potential of e-commerce in increasing the competitiveness of fast-food businesses in Kendari City.

5.3 Management and Organizational Readiness

Based on the results of this study are that business management and organizational readiness are factor key to success adoption of e-commerce in fast food SMEs in Kendari City.

Based on results interview that structure management is still informal and limited Human resources with digital competencies become an obstacle key in optimizing the use of digital platforms. In addition, although e-commerce increases Market reach and business efficiency Many business actors experience difficulties in managing business processes and recording. finances are still manual so hamper order management in a way effective. This is in line with research findings (Kahveci 2025) that MSMEs that have better organizational capabilities in digitalization able to reduce time processing order up to 30% impact positive on satisfaction and retention customers . Therefore, the implications in practice it is necessary training intensive and ongoing mentoring to improve digital literacy and management operational of MSMEs. Thus, strong organizational readiness will speed up digital transformation and increasing the competitiveness of fast food MSMEs in the increasingly digital market competitive.

CONCLUSION AND SUGGESTIONS

The conclusion of this study confirms that the adoption of e-commerce in fast food MSMEs in Kendari City can be seen in interactions complex between socio-cultural aspects and readiness business management. Cultural resistance to digital transactions and values strong family becomes a challenge main while limitations capacity managerial and digitalization of internal processes hinders effectiveness implementation of technology. This finding strengthens importance integration of cultural approaches and organizational capability development in e-commerce adoption models, especially in the sector fast food that has characteristics unique. As a suggestion, MSMEs actors need to be supported with ongoing training that combines aspect technical and cultural for digital transformation to work inclusive and sustainable. Government and stakeholders interest recommended provide mentoring programs that are adaptive to local contexts as well as strengthen digital infrastructure and systems logistics. Further research could explore the influence of new technologies such as intelligence artificial in improving efficiency and competitiveness of MSMEs in the digital era.

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