

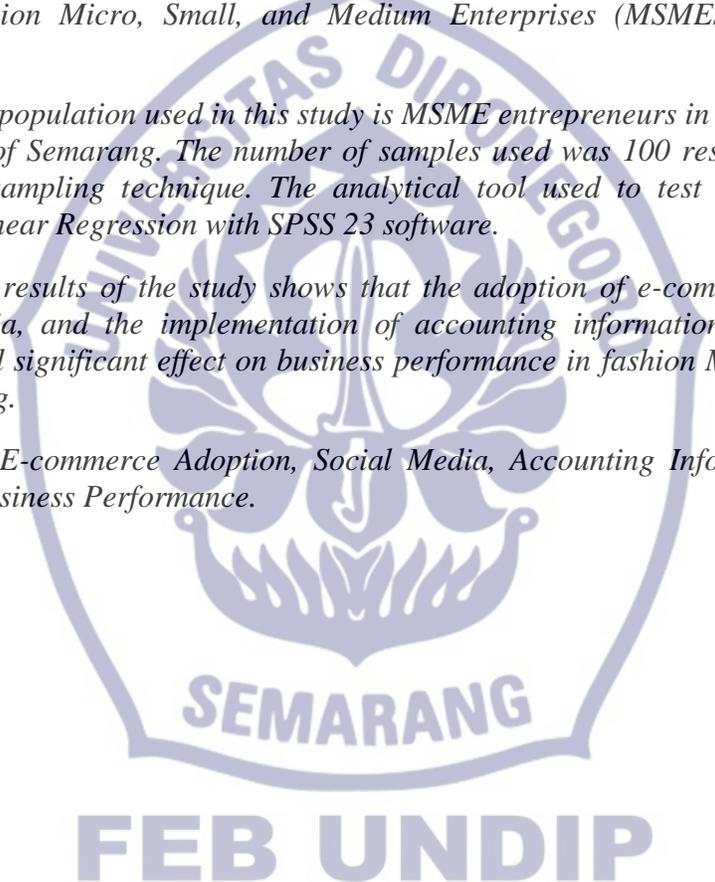
## ABSTRACT

*This study aims to analyze the effect of e-commerce adoption, use of social media, and application of accounting information systems on business performance in the fashion Micro, Small, and Medium Enterprises (MSMEs) in the city of Semarang.*

*The population used in this study is MSME entrepreneurs in the fashion sector in the city of Semarang. The number of samples used was 100 respondents using a purposive sampling technique. The analytical tool used to test the hypothesis is Multiple Linear Regression with SPSS 23 software.*

*The results of the study shows that the adoption of e-commerce, the use of social media, and the implementation of accounting information systems have a positive and significant effect on business performance in fashion MSMEs in the city of Semarang.*

*Keywords: E-commerce Adoption, Social Media, Accounting Information Systems, MSMEs, Business Performance.*



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