

## **ABSTRACT**

*Using E-Commerce can improve business performance for micro entrepreneur in handicraft sector in Semarang. There is affecting factors for adoption e-commerce such as organizational support, entrepreneur innovativeness, perceived usefulness. The problem of this research is how to improve business performance through adoption e-commerce and what factors affect the adoption e-commerce.*

*The sample of this study amounted to 110 respondents but the questionnaire returned as many as 105 questions. Determine of sample is done by random sampling technique, where each respondent has equal opportunity to become respondent. Respondent in this research is owner of micro business of handicraft sector in Semarang City. The Data Analysis tool used in this research is Structural Equation Modeling (SEM) in AMOS 23 program.*

*There is six hypotheses in this research and there are four hypotheses accepted. So the significant factors of organizational support and perceived usefulness. The adoption of e-commerce also has a significant effect on business performance. Entrepreneur innovativeness factor have an influence on business performance without going through adoption.*

*Keywords: Adoption E-commerce, Innovative Attitudes of Entrepreneurs, Perceived Benefits, Organizational Support, Business performance*

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