

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.