

## **ABSTRAK**

### **PENGARUH SEKTOR TEKNOLOGI INFORMASI TERHADAP PERKEMBANGAN SEKTOR *E-COMMERCE* (STUDI KASUS: NEGARA-NEGARA ASEAN 2015-2019)**

**Oleh**

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Penelitian ini bertujuan untuk mengetahui pengaruh perkembangan sektor teknologi informasi terhadap perkembangan sektor transaksi *e-commerce*, menganalisis variabel-variabel yang menunjang penggunaan teknologi informasi seperti jumlah pengguna *mobile phone*, jumlah pengguna internet dan jumlah pengguna *broadband telephone* terhadap nilai transaksi *e-commerce* negara-negara di ASEAN. Penelitian ini menggunakan data sekunder. Penelitian ini menggunakan pendekatan *Fixed Effect Model* (FEM). Model analisis data yang digunakan adalah regresi data panel.

Hasil penelitian ini menunjukkan bahwa variabel jumlah pengguna internet dan jumlah pengguna *mobile phone* berpengaruh positif dan signifikan terhadap nilai transaksi *e-commerce* di negara-negara ASEAN. Sedangkan jumlah pengguna *broadband telephone* berpengaruh positif tetapi tidak signifikan terhadap nilai transaksi *e-commerce* di negara-negara ASEAN.

**Kata kunci:** *broadband telephone, e-commerce, internet, mobile cellular*

## **ABSTRACT**

### **The Influence of the Information Technology on The Value of *E-commerce* Transaction (Case Study: The ASEAN Countries in 2015-2019)**

**By**

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The objectives of this research were to determine the influence of the information technology users on value of *e-commerce* transaction, analyze the variables which support the information technology such as the total number of the users of mobile phone, internet and the broadband telephone through the value of *e-commerce* transaction and its effect in ASEAN countries. This research applied Fixed Effect Model (FEM) approach. The model of the data analysis which was used for this research was Data Panel Regression.

The result of the research showed that the variable of the total number of the internet and mobile phone users were significantly have a positive effect on the value of *e-commerce* transaction in ASEAN countries. Meanwhile, the variable of the total number of *broadband* telephone users were not significant but it has a positive effect on the value of *e-commerce* transaction in ASEAN countries.

**Keywords:** *broadband telephone, e-commerce, internet, mobile phone*