

The Dynamics of Technology Adoption Readiness of Micro, Small, and Medium Enterprises and Affecting Characteristics: The Experience from Indonesia.

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- **Abstract:** The objective of this research is analysis the level of MSMEs readiness for technology adoption and analyze the characteristics that influence technology adoption in Indonesia. The level of technology adoption for MSMEs divided into several clusters, namely the artisional cluster (the lowest), active cluster, dynamic cluster, and advanced cluster (the highest). The type of data is based on the Likert scale which in principle is a questionnaire-based survey data collection which aims to collect opinion information from MSMEs actors related to characteristics that affect the level of readiness for technology adoption. It is found that the majority of MSMEs actors is still in the artisional cluster in all categories, but, some of them are already in the advanced cluster. The contributions is managers/owners of MSMEs need to focus on variables that can strengthen (influence) MSMEs in order to increase their clusters.
- **Keywords:** MSMEs, Artisional cluster (the lowest), active cluster, dynamic cluster, and advanced cluster (the highest).