

# Determinants Strategic Factors for Digital Business Transformation in Micro and Small Business in Makassar

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**Abstract.** The Indonesian government has plans to encourage micro and small businesses to use information and communication technology (ICT) in order to compete in the world market. This study surveyed 180 micro- and small-business owners in Makassar City using the Unified Theory of Acceptance and Use of Technology (UTAUT) model. The results showed that performance expectations and business expectations had no effect on the behavioral intentions of micro- and small-business owners, but social influence and the availability of facilities had a positive effect on the use of ICT in micro- and small-business in Makassar City. This study is new and different because it fills a gap in the research on digital transformation strategies, especially in Makassar City. Such studies are currently scarce, making our research a novel contribution in this field.

**Keywords:** Technology Adoption; Micro-And Small-Business; Unified Theory of Acceptance and Use of Technology.