Leveraging business competitiveness by adopting cloud computing in Indonesian creative industries

*Yudi Fernando**
Business Engineering Department, Faculty of Industrial Management, Universiti Malaysia Pahang, 26300, Malaysia
Email: yudi@ump.edu.my
and
Management Department, BINUS Online Learning, Bina Nusantara University, Jakarta, 11530, Indonesia
Email: yudi.fernando@binus.ac.id
*Corresponding author

Syarif Achmad
Graduate Program in Computer Studies, School of Information Systems, Bina Nusantara University, Jakarta, 11480, Indonesia
Email: mysyarif@gmail.com

Anderes Gui
Information Systems Audit Program, Information Systems Department, School of Information Systems, Bina Nusantara University, Jakarta, 11480, Indonesia
Email: anderesgui@binus.edu

ABSTRACT

The purpose of this study is to identify determinants of the cloud computing adoption in creative industries in Indonesia, and the impact of that adoption on business competitiveness. A theoretical model was developed based on the two complementary models, the technology acceptance model (TAM) and technology-organisation-environment (TOE). An e-survey was conducted among firms that had adopted cloud-computing technology in Indonesia creative industries. This study provides sufficient statistical evidence to infer that perceived usefulness, compatibility, security and privacy, management support and competitive pressure were related to the adoption of cloud computing. Cloud vendors must consider incorporating networks that offer more user friendly and affordable solutions to the market. One factor related user friendliness is that the network must be convenient to use without any issues related to performance. Solutions tied to the cloud should be cost effective for small and medium-sized businesses.

KEYWORDS
Cloud computing; adoption; creative industries; competitiveness; Indonesia.

DOI: https://dx.doi.org/10.1504/IJBIS.2019.103082

REFERENCES

Ababneh, H., Shrafat, F. and Zeglat, D. (2017) 'Approaching information system evaluation methodology and techniques: a comprehensive review', *Int. J. Business Information Systems*, Vol. 24, No. 1, pp.1–30.

Alkhalil, A., Sahandi, R. and John, D. (2017) 'A decision process model to support migration to cloud computing', *Int. J. Business Information Systems*, Vol. 24, No. 1, pp.102–126.

Alshamaila, Y., Papagiannidis, S. and Li, F. (2013) 'Cloud computing adoption by SMEs in the north east of England: a multi-perspective framework', *Journal of Enterprise Information Management*, Vol. 26, No. 3, pp.250–275.

Armbrust, M., Fox, A., Griffith, R., Joseph, A.D., Katz, R., Konwinski, A., Lee, G., Patterson, D., Rabkin, A., Stoica, I. and Zaharia, M. (2010) 'A view of cloud computing', *Commun. ACM*, Vol. 53, No. 4, pp.50–58.

Badrinath, R. (2004) 'Building business competitiveness', *The Magazine of the International Trade Centre*, Vol. 2, No. 1, pp.6–8.

…