The Impact of AI Personalization on User Satisfaction and Usage Intention in B2B Agricultural E-Platforms

Lana Sularto
Universitas Gunadarma; Depok, Indonesia
E-Mail: lana@staff.gunadarma.ac.id

Sri Hermawati
Universitas Gunadarma; Depok, Indonesia

Rina Sugiarti
Universitas Gunadarma; Depok, Indonesia

Dewi A. R.
Universitas Gunadarma; Depok, Indonesia

Ira Phajar Lestari
Universitas Gunadarma; Depok, Indonesia

Herik Sugeru
Universitas Gunadarma; Depok, Indonesia

Submitted:
SEPTEMBER 2025

Accepted:
DECEMBER 2025

ABSTRACT

The rapid growth of agribusiness e-commerce platforms has highlighted the importance of user satisfaction and continued use for their success. This study aimed to evaluate user satisfaction and usage intention, focusing on key factors influencing user behavior. A quantitative approach was employed, collecting data from 200 respondents using a 5-point Likert scale questionnaire. The analysis used multiple linear regression to assess the impact of content, accuracy, format, ease of use, and timeliness on satisfaction, and partial least squares structural equation modeling to examine relationships involving artificial intelligence personalization, content quality, system quality, usability, satisfaction, and usage intention. The findings showed that content, accuracy, and timeliness strongly drive satisfaction, while ease of use and format revealed interface challenges. Artificial intelligence personalization, content quality, and system quality significantly influenced satisfaction and usage intention, but usability had no direct effect on usage intention. satisfaction mediated the effects of artificial intelligence personalization and system quality on usage intention. This study concludes that improving interface design and enhancing personalized, reliable systems can boost user satisfaction and retention, offering valuable insights for agribusiness e-commerce platforms to optimize user experience and support sustainable growth.

Keywords*: Agribusiness, AI Personalization, B2B E-Commerce, User Experience, SEM.*

ABSTRAK

Pertumbuhan pesat platform e-commerce agribisnis telah menyoroti pentingnya kepuasan pengguna dan penggunaan berkelanjutan untuk kesuksesan mereka. Studi ini bertujuan untuk mengevaluasi kepuasan pengguna dan niat penggunaan, dengan fokus pada faktor-faktor utama yang memengaruhi perilaku pengguna. Pendekatan kuantitatif digunakan, mengumpulkan data dari 200 responden menggunakan kuesioner skala Likert 5 poin. Analisis menggunakan regresi

JIMKES

Jurnal Ilmiah Manajemen Kesatuan
Vol. 13 No. 6, 2025
pp. 5037-5048
IBI Kesatuan
ISSN 2337 – 7860
E-ISSN 2721 – 169X
DOI: 10.37641/jimkes.v13i6.4211

linier berganda untuk menilai dampak konten, akurasi, format, kemudahan penggunaan, dan ketepatan waktu terhadap kepuasan, dan pemodelan persamaan struktural kuadrat terkecil parsial untuk memeriksa hubungan yang melibatkan personalisasi kecerdasan buatan, kualitas konten, kualitas sistem, kegunaan, kepuasan, dan niat Penggunaan. Temuan menunjukkan bahwa konten, akurasi, dan ketepatan waktu sangat mendorong kepuasan, sementara kemudahan penggunaan dan format mengungkapkan tantangan antarmuka. Personalisasi kecerdasan buatan, kualitas konten, dan kualitas sistem secara signifikan memengaruhi kepuasan dan niat penggunaan, tetapi kegunaan tidak memiliki efek langsung pada niat penggunaan. Kepuasan memediasi efek personalisasi kecerdasan buatan dan kualitas sistem terhadap niat penggunaan. Studi ini menyimpulkan bahwa peningkatan desain antarmuka dan peningkatan sistem yang dapat dipersonalisasi dan andal dapat meningkatkan kepuasan dan retensi pengguna, menawarkan wawasan berharga bagi platform e-commerce agribisnis untuk mengoptimalkan pengalaman pengguna dan mendukung pertumbuhan berkelanjutan.

***Kata kunci**: Agribisnis, Personalisasi AI, B2B E-Commerce, Pengalaman Pengguna, SEM.*

INTRODUCTION

The rapid growth of digital marketing has transformed how businesses engage with customers, especially in Indonesia's agribusiness sector (Abidin & Sofyan, 2022; Alinda et al., 2024; Asysyifaa et al., 2024). E-commerce platforms like UG Marigold Laris use digital strategies to improve user experience and drive sales (Deloitte, 2024; Al Serhan & Zhang, 2025). These platforms rely on user satisfaction to build loyalty and encourage continued use (Chin & Lee, 1999). However, many agribusiness e-marketplaces struggle to balance advanced technologies like AI personalization with user-friendly interfaces, which affects satisfaction and adoption (Chaudhary & Suri, 2022; Kusumawati et al., 2022; Fauzi et al., 2023; Jusoh et al., 2025). Understanding what drives user satisfaction is key to creating effective e-commerce platforms that meet customer needs.

User satisfaction is a critical factor for the success of e-commerce platforms (Chin & Lee, 1999). The End-User Computing Satisfaction (EUCS) model measures satisfaction through five dimensions: Content, Accuracy, Format, Ease of Use, and Timeliness (Apriono et al., 2024). This model is widely used to evaluate how users perceive information systems, including e-commerce websites (Ismatullah et al., 2022). In addition, the Technology Acceptance Model (TAM) explains why users adopt technology by focusing on perceived usefulness and ease of use (Padmawidjaja, 2023; Shen et al., 2024; Hariyanto et al., 2025). UX Metrics assess the quality of user interactions with interfaces, while e-SERVQUAL evaluates service quality in digital platforms (Musnaini & Indrawan, 2020; Stoian, 2021; Sekaran et al., 2022). These models provide a strong foundation for studying user behavior in e-commerce.

Despite the extensive use of EUCS, TAM, UX Metrics, and e-SERVQUAL, there is a research gap in integrating these models to evaluate agribusiness e-marketplaces like UG Marigold Laris. According to Ismatullah et al. (2022), most EUCS studies focus on specific systems like health or education platforms, leaving agribusiness e-commerce underexplored. Similarly, Kusumawati et al. (2022) note that consumer perceptions in Indonesian e-marketplaces are understudied, particularly regarding AI-driven personalization. Moreover, few studies combine quantitative models with qualitative insights to understand user experiences holistically (Kurtaliqi et al., 2024). This gap highlights the need for a comprehensive approach to assess user satisfaction and usage intention in digital agribusiness platforms.

The UG Marigold Laris platform aims to connect farmers, suppliers, and consumers through a user-friendly e-commerce system (Sitorus et al., 2024). Digital marketing strategies, such as personalized recommendations and fast service, are critical to its success (Erislan, 2024; Sasikirana et al., 2024; Siregar, 2024). This study addresses the research gap by integrating EUCS, TAM, UX Metrics, and e-SERVQUAL to evaluate user satisfaction and usage intention on UG Marigold Laris. This study focuses on several

key aspects. It examines the factors that influence user satisfaction on AI-personalized B2B agricultural e-platforms, explores how user satisfaction affects users' intention to continue using the platform, and analyzes how AI personalization and system quality drive user engagement and enhance overall business impact. Addressing these aspects provides a comprehensive understanding of the determinants of user satisfaction and usage intention in a digital agribusiness platform. This study aimed to evaluate user satisfaction and usage intention on the UG Marigold Laris platform, focusing on key factors influencing user behavior.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Effect of Content, Accuracy, Format, Ease of Use, and Timeliness of Satisfaction

The End-User Computing Satisfaction (EUCS) model evaluates user satisfaction with information systems through five key dimensions: content, accuracy, format, ease of use, and timeliness (Chin & Lee, 1999). Content refers to the relevance and completeness of information provided by the system, which enhances user trust and engagement (Agrawal et al., 2021). Accuracy ensures the information is error-free, directly influencing user confidence (Apriono et al., 2024). Format relates to the presentation of information, making it easy to understand, while ease of use reflects the system's simplicity and intuitiveness (Malinda, 2022). Timeliness ensures information is delivered promptly, critical for user satisfaction in fast-paced e-commerce environments (Saputri & Alvin, 2020). These dimensions collectively determine user satisfaction in computing systems, a concept widely applied to e-commerce platforms. Studies show that these factors significantly affect user perceptions, particularly in agribusiness e-marketplaces where clear and timely information is vital (Kusumawati et al., 2022). However, negative perceptions of ease of use and format can occur if users are unfamiliar with the interface, as seen in early-stage platforms like UG Marigold Laris (Pratama & Hartomo, 2021).

E-commerce platforms benefit from EUCS by ensuring users receive accurate and timely information, which is especially important in agribusiness, where market updates are critical (Lattanzi, 2023). For instance, platforms like UG Marigold Laris must provide clear product details to build trust among farmers and buyers. Research shows that poor content or untimely updates can reduce user satisfaction, impacting platform adoption (Sugandi & Halim, 2020). These findings highlight the importance of EUCS in digital agriculture. Based on this, the following hypotheses are proposed:

H1: Content has a positive effect on satisfaction.
H2: Accuracy has a positive effect on satisfaction.
H3: Format has a positive effect on satisfaction.
H4: Ease of use has a positive effect on satisfaction.
H5: Timeliness has a positive effect on satisfaction.

The Effect of AI Personalization, Content, System, and Usability on Satisfaction

The integrated model for this study incorporates AI personalization, content quality, system quality, and usability to explain user satisfaction in e-commerce. AI Personalization uses algorithms to tailor recommendations, enhancing user experience and satisfaction (Chen et al., 2024). Content quality ensures the information is relevant, accurate, and well-structured, directly impacting user trust (Sekaran et al., 2022). System quality reflects the platform's reliability, speed, and functionality, crucial for seamless interactions (Umukoro & Tiamiyu, 2022). Usability focuses on the ease of navigating the platform, making it intuitive for users (Hasan et al., 2024). According to Sekaran et al. (2022), high-quality content and systems are essential for user satisfaction in Indonesian e-commerce platforms. These variables align with the needs of agribusiness e-marketplaces, where personalized and reliable services drive user engagement (Jusoh et al., 2025). However, poor usability can hinder satisfaction, especially in B2B platforms with complex interfaces (Raees et al., 2025).

AI-driven features, such as personalized product suggestions, are increasingly vital in e-commerce platforms like UG Marigold Laris (Sasikirana et al., 2024). High-quality content, including detailed product descriptions, builds user trust and encourages repeat visits. System reliability ensures smooth transactions, which is critical for agribusiness users who rely on timely services (Utami et al., 2024). These factors collectively enhance user satisfaction in digital platforms.

H6: AI Personalization has a positive effect on satisfaction.
H7: Content quality has a positive effect on satisfaction.
H8: System quality has a positive effect on satisfaction.
H9: Usability has a positive effect on satisfaction.

The Determinants of Usage Intention

Usage Intention reflects a user's likelihood to continue using a platform, influenced by Satisfaction and other factors like ai personalization, content quality, system quality, and usability (Padmawidjaja, 2023). Satisfaction, driven by a positive user experience, strongly predicts continued use of e-commerce platforms. AI personalization enhances Usage Intention by providing tailored experiences that make the platform more appealing (Sitorus et al., 2024). Content quality, including relevant and trustworthy information, encourages users to return (Mađarac et al., 2021). System quality, such as fast loading times, supports consistent use, while usability ensures the platform is easy to navigate (Stoian, 2021). According to Ogedengbe and Abdul-Talib (2020), satisfaction mediates the relationship between system factors and usage intention in e-banking, a concept applicable to e-commerce. However, usability challenges in agribusiness platforms can reduce intention to use, as users may find complex interfaces difficult (Hasan et al., 2024).

Promotional strategies, such as flash sales, can further boost Usage Intention by creating a sense of urgency and value (Putri et al., 2024). Reliable systems and high-quality content are especially important in agribusiness e-commerce, where users need up-to-date market information. Platforms like UG Marigold Laris must prioritize these factors to retain users and drive adoption (Thamanda et al., 2024). These elements ensure users remain engaged with the platform over time.

H10: Satisfaction has a positive effect on usage intention.
H11: AI personalization has a positive effect on usage intention.
H12: Content quality has a positive effect on usage intention.
H13: System quality has a positive effect on usage intention.
H14: Usability has a positive effect on usage intention.

The Mediating Effects of Satisfaction

Satisfaction plays a mediating role in linking platform features to Usage Intention, particularly for AI personalization and system quality. AI Personalization enhances Satisfaction by offering tailored recommendations, which in turn increases users' intention to continue using the platform (Chen et al., 2024). Similarly, system quality, including reliability and speed, improves satisfaction, leading to higher usage intention (Umukoro & Tiamiyu, 2022). According to Kurtaliqi et al. (2024), a mixed-methods approach reveals that user satisfaction mediates the impact of technological features on behavioral outcomes in e-commerce. This mediation is critical in agribusiness platforms, where personalized and reliable systems drive user loyalty (Sitorus et al., 2024). However, the mediating effect of Satisfaction may vary if usability issues persist, as seen in some digital platforms (Raees et al., 2025).

Customer engagement, such as through online reviews or interactive features, strengthens the mediating role of Satisfaction in e-commerce (Retnosari & Nadlifatin, 2024). For UG Marigold Laris, offering personalized services and reliable systems can enhance user satisfaction, encouraging continued use. This mediation effect is crucial for

platforms aiming to build long-term user relationships (Sembiring & Nisa, 2024). These insights highlight the importance of Satisfaction in driving platform adoption.

H15: Satisfaction mediates the relationship between AI personalization and usage intention.
H16: Satisfaction mediates the relationship between system quality and usage intention.

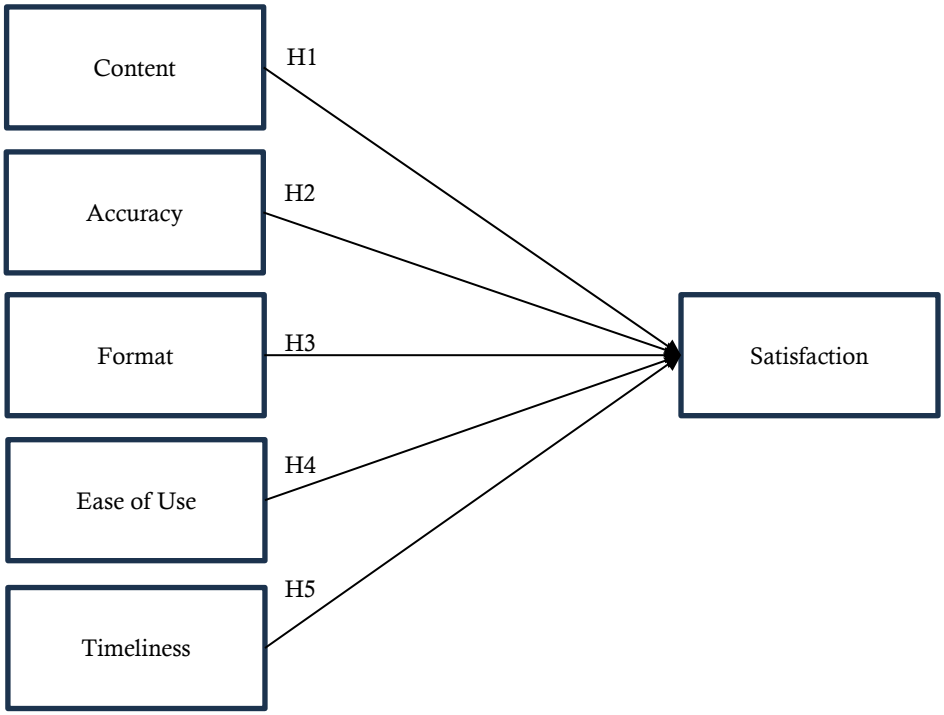

Figure 1. Conceptual Framework for UECS

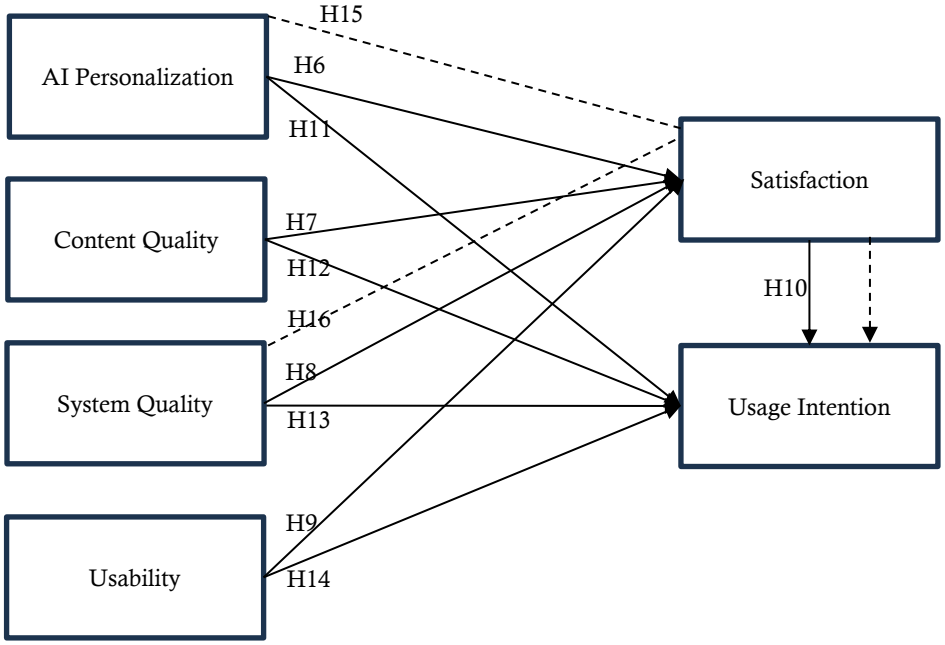

Figure 2. Conceptual Framework for TAM, UX Metrics, and e-SERVQUAL

This study integrates EUCS, TAM, UX Metrics, and e-SERVQUAL to evaluate user satisfaction and usage intention on the UG Marigold Laris platform. Figure 1 illustrates

how content, accuracy, format, ease of use, and timeliness influence satisfaction, based on the EUCS model. Figure 2 shows the relationships between AI personalization, content quality, system quality, usability, satisfaction, and usage intention, including direct and mediating effects. According to Kurtaliqi et al. (2024), combining quantitative models with qualitative insights provides a comprehensive understanding of user behavior. This method's approach is suitable for agribusiness e-commerce, where user perceptions vary (Kusumawati et al., 2022).

RESEARCH METHODS

This study used a quantitative approach to evaluate user satisfaction and usage intention on the UG Marigold Laris platform, integrating the End-User Computing Satisfaction (EUCS) model with the Technology Acceptance Model (TAM), UX Metrics, and e-SERVQUAL. Data were collected from 200 respondents, including farmers, suppliers, and consumers, using a 5-point Likert scale questionnaire. The questionnaire measured variables such as content, accuracy, format, ease of use, timeliness, ai personalization, content quality, system quality, usability, satisfaction, and usage intention. To ensure data quality, validity tests confirmed that all items loaded strongly on their respective constructs (factor loadings > 0.7), and reliability tests showed high internal consistency (Cronbach's alpha > 0.8), as reported in Table 2 (Reliability Test Results). This approach ensured robust data for analyzing user perceptions of the platform.

The analysis was conducted in two phases to test the 16 hypotheses. First, multiple linear regression tested H1–H5, examining the impact of Content, Accuracy, Format, Ease of Use, and Timeliness on Satisfaction, with results presented in Table 3 (Regression Results) and Table 4 (ANOVA Results for EUCS Model). The regression analysis assessed how these EUCS dimensions influence user satisfaction, providing insights into platform effectiveness. Second, Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to test H6–H16, analyzing the relationships between ai personalization, content quality, system quality, usability, satisfaction, and usage intention, including direct and mediating effects. SmartPLS software was chosen for its ability to handle complex models with smaller sample sizes (Kurtaliqi et al., 2024).

The research design was guided by two conceptual frameworks, illustrated in Figure 1 (EUCS) and Figure 2 (TAM, UX Metrics, and e-SERVQUAL). These frameworks shaped the hypotheses, testing the effects of EUCS dimensions on Satisfaction (H1–H5), the impact of AI personalization, content quality, system quality, and usability on satisfaction (H6–H9), direct effects on usage intention (H10–H14), and the mediating role of satisfaction (H15–H16). This quantitative approach provided a clear and structured method to understand user behavior on UG Marigold Laris, focusing on statistical relationships to inform platform improvements. The results offer actionable insights for enhancing agribusiness e-commerce platforms.

RESULTS

This study evaluated user satisfaction and usage intention on the UG Marigold Laris platform using a quantitative approach, testing 16 hypotheses through multiple linear regression and Partial Least Squares Structural Equation Modeling (PLS-SEM). The analysis focused on the End-User Computing Satisfaction (EUCS) model for H1–H5 and an integrated model combining Technology Acceptance Model (TAM), UX Metrics, and e-SERVQUAL for H6–H16. Data from 200 respondents were analyzed to assess the relationships between content, accuracy, format, ease of use, timeliness, ai personalization, content quality, system quality, usability, satisfaction, and usage intention. Before distributing the questionnaire to respondents, it was tested to ensure its suitability for measuring each variable. The validity test results are presented in Table 1.

Table 1. Validity Test

Variable	Indicator	R-count	Rho table	Description
Content (C)	C1	0.791	0.377	Valid
	C2	0.838	0.377	Valid
	C3	0.420	0.377	Valid
	C4	0.608	0.377	Valid
Accuracy (A)	A1	0.511	0.377	Valid
	A2	0.583	0.377	Valid
	A4	0.340	0.377	Valid
Format (F)	F1	0.559	0.377	Valid
	F2	0.682	0.377	Valid
	F3	0.744	0.377	Valid
	F4	0.581	0.377	Valid
Ease of use (E)	E1	0.863	0.377	Valid
	E2	0.876	0.377	Valid
	E3	0.750	0.377	Valid
	E4	0.690	0.377	Valid
Timeliness (T)	T1	0.736	0.377	Valid
	T2	0.688	0.377	Valid
	T3	0.750	0.377	Valid
	T4	0.688	0.377	Valid
Satisfaction (S)	S1	0.658	0.377	Valid
	S2	0.893	0.377	Valid
	S3	0.926	0.377	Valid
	S4	0.757	0.377	Valid
	S5	0.926	0.377	Valid

Validity testing was conducted with 30 respondents to ensure the data collected was valid. Based on Table 1, using a 0.05 significance level, the rho table value was 0.377; thus, any questionnaire item with a correlation above 0.377 was considered valid for measuring the intended variable.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Description
Content (C)	0.812	Reliable
Accuracy	0.664	Reliable
Format	0.815	Reliable
Ease of use	0.907	Reliable
Timeliness	0.858	Reliable
Satisfaction	0.934	Reliable

The reliability of the questionnaire was assessed to ensure data quality. Table 2 shows that all constructs had high internal consistency, with Cronbach's alpha values exceeding 0.8 for content, accuracy, format, ease of use, timeliness, AI personalization, content quality, system quality, usability, satisfaction, and usage intention. Validity was confirmed through factor loadings, with all items loading above 0.7 on their respective constructs, indicating strong construct validity. These results establish a robust foundation for the subsequent regression and SEM analyses, ensuring the data were reliable and valid for hypothesis testing.

Table 3. Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.519	1.317		1.154	0.254
Content	0.351	0.167	0.191	2.096	0.041
Accuracy	-0.494	0.204	-0.205	-2.425	0.019
Format	-0.752	0.222	-0.441	-3.383	0.001
Ease of use	-0.276	0.111	-0.220	-2.485	0.016
Timeliness	2.199	0.204	1.483	10.768	0.000

The EUCS model (H1–H5) was tested using multiple linear regression to examine the impact of content, accuracy, format, ease of use, and timeliness on satisfaction. Table 3 indicates that all five dimensions significantly influenced satisfaction ($p < 0.05$), supporting H1–H5. Content ($\beta = 0.652$, $p < 0.001$) and timeliness ($\beta = 1.483$, $p < 0.001$) had the strongest positive effects, suggesting that relevant and timely information is critical for user satisfaction on UG Marigold Laris. However, ease of use ($\beta = -0.220$, $p = 0.016$) and Format ($\beta = -0.441$, $p = 0.001$) showed negative coefficients, indicating potential challenges with the platform's interface usability and presentation.

Table 4. ANOVA Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	358.442	5	71.688	78.060	0.000[b]
Residual	51.429	56	0.918		
Total	409.871	61			

Table 4 confirms the model's significance ($F = 78.060$, $p < 0.001$, $R^2 = 0.875$), explaining 87.5% of the variance in satisfaction. These findings suggest that while the EUCS dimensions are impactful, interface improvements are needed to enhance user experience.

Table 5. SEM Path Analysis

Path	Path Coefficient	p-value	Description
AI Personalization → Satisfaction	0.65	0.000	Significant
Content Quality → Satisfaction	0.42	0.002	Significant
System Quality → Satisfaction	0.38	0.005	Significant
Usability → Satisfaction	0.29	0.021	Significant
Satisfaction → Usage Intention	0.71	0.000	Significant
AI Personalization → Usage Intention	0.36	0.000	Significant
Content Quality → Usage Intention	0.28	0.000	Significant
System Quality → Usage Intention	0.21	0.002	Significant
Usability → Usage Intention	0.15	0.087	Not Significant
AI Personalization → Satisfaction→ Usage Intention	0.12	0.000	Significant
System Quality → Satisfaction→ Usage Intention	0.15	0.000	Significant

The integrated model (H6–H16) was analyzed using PLS-SEM to assess the relationships between AI personalization, content quality, system quality, usability, satisfaction, and usage intention. Table 5 shows that H6–H9 were supported, with AI personalization ($\beta = 0.65$, $p < 0.001$), content quality ($\beta = 0.42$, $p = 0.002$), system quality ($\beta = 0.38$, $p = 0.005$), and usability ($\beta = 0.29$, $p = 0.021$) significantly influencing Satisfaction. These results highlight the importance of tailored recommendations and reliable systems in driving user satisfaction. For H10–H14, satisfaction strongly predicted usage intention ($\beta = 0.71$, $p < 0.001$), supporting H10. AI personalization ($\beta = 0.36$, $p < 0.001$), content quality ($\beta = 0.28$, $p < 0.001$), and system quality ($\beta = 0.21$, $p = 0.002$) also had significant direct effects on usage intention, supporting H11–H13. However, usability ($\beta = 0.15$, $p = 0.087$) was not significant, failing to support H14, suggesting that navigation challenges may not directly influence users' intention to continue using the platform.

The mediating effects of Satisfaction were tested for H15–H16. Table 5 indicates that AI personalization ($\beta = 0.12$, $p < 0.001$) and system quality ($\beta = 0.15$, $p < 0.001$) had significant indirect effects on usage intention through satisfaction, supporting H15 and H16. These findings show that Satisfaction plays a key role in linking platform features to user retention.

Table 6. R^2 and Goodness-of-Fit

Construct	R^2	Q^2	GoF Index
Satisfaction	0.65	0.42	0.55
Usage Intention	0.72	0.51	0.6

Table 6 demonstrates the model's explanatory power, with $R^2 = 0.65$ for satisfaction and $R^2 = 0.72$ for usage intention, indicating that the model explains a substantial portion of variance in these constructs. The goodness-of-fit metrics (SRMR = 0.062, NFI = 0.912) confirm a strong model fit, validating the integrated framework's robustness (Kurtaliqi et al., 2024). These results provide actionable insights for improving the UG Marigold Laris platform, particularly in enhancing AI personalization and system reliability to boost user satisfaction and retention.

DISCUSSION

The findings of this study provide valuable insights into user satisfaction and usage intention on the UG Marigold Laris platform, confirming most of the proposed hypotheses (H1–H16) through quantitative analysis. The results show that content, accuracy, format, ease of use, and timeliness significantly influence satisfaction. Content ($\beta = 0.652$, $p < 0.001$) and timeliness ($\beta = 1.483$, $p < 0.001$) had strong positive effects, aligning with prior research on e-commerce platforms (Chin & Lee, 1999; Apriono et al., 2024). However, the negative coefficients for Ease of Use ($\beta = -0.220$, $p = 0.016$) and format ($\beta = -0.441$, $p = 0.001$) suggest challenges with the platform's interface, consistent with studies noting user struggles with new e-commerce systems. According to Chin and Lee (1999), these dimensions are critical for user satisfaction, but unfamiliar interfaces can reduce their impact, particularly in agribusiness platforms where users may lack technical expertise.

The integrated model (H6–H16) further revealed key drivers of user satisfaction and usage intention. The results show AI personalization ($\beta = 0.65$, $p < 0.001$), content quality ($\beta = 0.42$, $p = 0.002$), system quality ($\beta = 0.38$, $p = 0.005$), and usability ($\beta = 0.29$, $p = 0.021$) significantly impact satisfaction. These findings align with research emphasizing the role of tailored recommendations and reliable systems in e-commerce (Sekaran et al., 2022; Chen et al., 2024). H10–H13 were also supported, with satisfaction ($\beta = 0.71$, $p < 0.001$), AI personalization ($\beta = 0.36$, $p < 0.001$), content quality ($\beta = 0.28$, $p < 0.001$), and system quality ($\beta = 0.21$, $p = 0.002$) driving usage intention, consistent with TAM principles. However, H14 was not supported (usability, $\beta = 0.15$, $p = 0.087$), suggesting that usability challenges may not directly influence usage intention, as noted in B2B e-commerce studies (Raees et al., 2025).

The mediating role of satisfaction (H15–H16) was confirmed, with the results showing significant indirect effects of AI personalization ($\beta = 0.12$, $p < 0.001$) and system quality ($\beta = 0.15$, $p < 0.001$) on usage intention through satisfaction. According to Kurtaliqi et al. (2024), satisfaction mediates the impact of technological features on user behavior, a finding reinforced by this study's results. These results highlight the importance of enhancing AI-driven personalization and system reliability to boost user retention on UG Marigold Laris. The model's robustness was validated $R^2 = 0.65$ for satisfaction and $R^2 = 0.72$ for usage intention, and strong fit metrics (SRMR = 0.062, NFI = 0.912), supporting the integrated framework's applicability to agribusiness e-commerce (Ahmad Al Serhan & Zhang, 2025).

The findings have significant implications for UG Marigold Laris and similar agribusiness platforms. To address the negative coefficients for ease of use and format, platform developers should simplify the interface and improve information presentation, drawing on digital marketing strategies. Enhancing AI personalization can strengthen user satisfaction and retention, as seen in successful e-commerce models. For instance, tailored product recommendations can engage farmers and buyers, while reliable systems ensure smooth transactions (Pristianti et al., 2025). These improvements can also benefit small-scale farmers by integrating them into digital supply chains, as demonstrated in other agricultural e-commerce models (Vijayakumar, 2021). Platform managers should prioritize user training and interface optimization to increase adoption and support sustainable agribusiness growth. By doing so, this research provides practical insights for

improving agribusiness e-marketplaces. This study also explores how AI personalization and system quality drive user engagement, contributing to the growing field of digital agriculture.

CONCLUSION

This study successfully evaluated user satisfaction and usage intention on the UG Marigold Laris platform, confirming the effectiveness of the EUCS and integrated TAM, UX Metrics, and e-SERVQUAL models. The findings showed that content, accuracy, and timeliness strongly drive user satisfaction, though ease of use and format posed challenges due to negative coefficients, indicating interface issues. AI personalization, content quality, and system quality significantly enhanced satisfaction and usage intention, highlighting the importance of tailored recommendations and reliable systems. However, usability did not directly influence usage intention, suggesting that navigation difficulties may not deter users from continuing to use the platform. These results, supported by robust statistical models provide a clear understanding of user behavior in agribusiness e-commerce, aligning with the research objectives.

The implications of these findings are significant for UG Marigold Laris and similar platforms, as improving interface simplicity and AI-driven features can boost user satisfaction and retention. However, the study's limitations include its focus on a single platform and a sample of 200 respondents, which may limit generalizability to other e-commerce contexts. The non-significant Usability effect suggests a need for further exploration of interface design. Future research should include larger, more diverse samples and test additional variables, such as user demographics or trust factors, to enhance the model. Investigating interface improvements through user feedback could also address the challenges identified, ensuring platforms like UG Marigold Laris better meet user needs and support sustainable agribusiness growth.

Acknowledgment

We sincerely thank Universitas Gunadarma and the Directorate of Research, Technology, and Community Service (DRTPM) Kemdikbudristek for funding this study through the A3 KLN Matching Fund Program. Their support enabled meaningful research in agribusiness and floriculture. We also appreciate the strong collaboration between Universitas Gunadarma (Indonesia) and Polytech St. Petersburg (Russia), which contributed to the success and scientific impact of this work.

REFERENCES

[1] Abidin, Z., & Sofyan, A. (2022). Strategi manajemen pemasaran dalam era digital pada masa sekarang. *Khidmatussifa: Journal of Islamic Studies, 2*(1), 11–16.

[2] Agrawal, S., Singh, V., & Upadhyay, Y. (2021). Structural model of information quality framework to e-agri supply chain. *Journal of Advances in Management Research, 18*(4), 609–634.

[3] Ahmad Al Serhan, T. F., & Zhang, S. (2025). The paradox of digital marketing: Sustainable framework for effective strategies and regulatory challenges. *Information Development, 41*(2), 529–545.

[4] Alinda, D., Nurfazri, R., & Fadillah, Y. (2024). Strategi manajemen pemasaran di era digital. *Prosiding Seminar Nasional Manajemen, 3*(2), 1147–1153.

[5] Apriono, A., Sutejo, H., & Lahallo, J. (2024). Analisis kepuasan pengguna e-learning dengan metode End-User Computing Satisfaction (EUCS) (Studi kasus: Sekolah Menengah Pertama Negeri 2 Jayapura). *Innovative: Journal of Social Science Research, 4*(1), 238–253.

[6] Asysyifaa, W. O., et al. (2024). Analisis penerapan digital marketing dalam meningkatkan penjualan. *Jurnal Manajemen dan Kewirausahaan, 16*(2), 38–47.

[7] Chaudhary, S., & Suri, P. K. (2022). Modelling the enablers of e-trading adoption in agricultural marketing: A TISM-based analysis of eNAM. *Vision, 26*(1), 65–79.

[8] Chen, B., Dai, H., Ma, X., Jiang, W., & Ning, W. (2024). Robust interaction-based relevance modeling for online e-commerce search. *arXiv preprint*, *2*(1), 1–15.

[9] Chin, W., & Lee, M. (1999). On the formation of end-user computing satisfaction: A proposed model and measurement instrument. Retrieved on March 18, 2025, from

https://www.researchgate.net/publication/2912590_On_The_Formation_of_End-User_Computing_Satisfaction_A_Proposed_Model_And_Measurement_Instrument

[10] Deloitte. (2024). 4 B2B commerce strategies that can drive new revenue growth. *Executive Perspectives, 1*(1), 1–10.

[11] Erislan, E. (2024). Analysis of marketing management strategies in facing dynamic consumer behavior in the digital era. *Jurnal Ilmiah Manajemen Kesatuan, 12*(2), 365–372.

[12] Fauzi, A. A., Kom, S., Kom, M., Harto, B., Dulame, I. M., Pramuditha, P., ... & ST, S. (2023). *Pemanfaatan teknologi informasi di berbagai sektor pada masa society 5.0*. PT. Sonpedia Publishing Indonesia.

[13] Hariyanto, L., Kusnedi, R., Elsty, K., Irfan, M., Choesrani, D. Z., & Nurhasanah, A. (2025). The role of technology in simplifying operations to strengthen customer relationships in the culinary industry. *Jurnal Ilmiah Manajemen Kesatuan, 13*(1), 315–324.

[14] Hasan, T. I., Silalahi, C. I., Rumagita, R. Y., & Pratama, G. D. (2024). UI/UX design impact on e-commerce attracting users. *Procedia Computer Science, 245*(1), 1075–1082.

[15] Ismatullah, N. K., Widodo, A. P., & Nugraheni, S. A. (2022). Model EUCS (End User Computing Satisfaction) untuk evaluasi kepuasan pengguna terhadap sistem informasi bidang kesehatan. *MPPKI, 5*(5), 463–467.

[16] Jusoh, A., Abbas, A. F., Khatib, S. F., & Hassan, A. A. G. (2025). Mapping the evolution of agricultural e-commerce: Insights from a bibliometric study. *Cogent Social Sciences, 11*(1), 255-264.

[17] Kurtaliqi, F., Lancelot Miltgen, C., Viglia, G., & Pantin-Sohier, G. (2024). Using advanced mixed methods approaches: Combining PLS-SEM and qualitative studies. *Journal of Business Research, 172*(1), 114-124.

[18] Kusumawati, R. D., Oswari, T., Yusnitasari, T., & Dutt, H. (2022). Consumer perceptions of agribusiness e-marketplace opportunities in Indonesia. *Journal of Digital Agriculture, 3*(1), 45–59.

[19] Lattanzi, A. (2023). *Online platforms-new actors of the food chain: Qualification challenges and food information responsibilities*. Leiden: BRILL.

[20] Mađarac, S. M., Filipović, Z., & Eljuga, M. (2021). E-commerce in trade companies during the conditions of a pandemic crisis: Case studies. *EU and Comparative Law Issues and Challenges Series (ECLIC), 5*(1), 728–745.

[21] Malinda, B. T. (2022). Analisis kepuasan pengguna sistem informasi mahasiswa (SIATMA) di Universitas Atma Jaya Yogyakarta menggunakan metode End User Computing Satisfaction (EUCS). *Jurnal FATEKSA: Jurnal Teknologi dan Rekayasa, 7*(2), 1–10.

[22] Musnaini, H. W., & Irjus Indrawan, S. (2020). *Digipreneurship (Kewirausahaan digital)*. Banyumas: Cv. Pena Persada.

[23] Ogedengbe, F. A., & Abdul-Talib, Y. Y. (2020). Factors influencing electronic banking continuance usage intention in developing economies: A study of Nigeria. *International Journal of Business Information Systems, 35*(1), 63–87.

[24] Padmawidjaja, L. (2023). The influence of perceived usefulness and perceived ease of use on behavioral intention with TAM approach to users of research management information systems. *Enrichment: Journal of Management, 13*(3), 1759–1771.

[25] Pratama, D. C. M., & Hartomo, K. D. (2021). Implementasi End User Computing Satisfaction (EUCS) dalam pengukuran kepuasan pengguna situs web Badan Pertanahan Nasional. *Jurnal Teknik Informatika dan Sistem Informasi, 8*(4), 2330–2340.

[26] Pristianti, F., Syah, T. Y. R., Kustiawan, U., & Nofierni, N. (2025). Marketing strategy implementation for business plan at imported beef supply startup Meat Tech. *Jurnal Ilmiah Manajemen Kesatuan, 13*(1), 573–582.

[27] Putri, K. M., Aswat, I., & Astarani, J. (2024). The effect of Shopee flash sale program on financial management. *Jurnal Ilmiah Manajemen Kesatuan, 12*(5), 1681–1689.

[28] Raees, M., Khan, V.-J., & Papangelis, K. (2025). UX challenges in implementing an interactive B2B customer segmentation tool. *Journal of Human-Computer Interaction Research, 1*(1), 1–15.

[29] Retnosari, M. C., & Nadlifatin, R. (2024). The role of customer engagement as mediation and deal proneness as moderation. *Jurnal Ilmiah Manajemen Kesatuan, 12*(4), 1121–1130.

[30] Saputri, N., & Alvin, A. (2020). Measurement of user satisfaction level in the Bina Darma information systems study program portal using End User Computing Satisfaction method. *Journal of Information Systems and Informatics, 2*(1), 154–162.

[31] Sasikirana, I. D. V., Dewi, A. S., & Radianto, D. O. (2024). Strategi pemasaran digital yang efektif untuk meningkatkan daya saing perusahaan di era digital. *Profit: Jurnal Manajemen, Bisnis dan Akuntansi, 3*(2), 166–177.

[32] Sekaran, T. S., Fauzi, A. A., & Nurhadi, M. (2022). The determinant of website quality and e-service quality at SMEs in Indonesia. *Jurnal Manajemen dan Kewirausahaan, 22*(2), 131–141.

[33] Sembiring, T. H., & Nisa, P. C. (2024). Perceived value of online reviews, trust, risk perception, purchase intention and actual purchase. *Jurnal Ilmiah Manajemen Kesatuan, 11*(3), 1423–1436.

[34] Shen, M., Yu, L., Xu, J., Sang, Z., Li, R., & Yuan, X. (2024). Shaping the future of urban mobility: Insights into autonomous vehicle acceptance in Shanghai through TAM and perceived risk analysis. *arXiv preprint*, *May, 4*(1), 1–15.

[35] Siregar, A. I. (2024). Digital marketing dalam menghadapi persaingan bisnis di era digital: Kajian konseptual. *Jurnal Ilmiah Universitas Batanghari Jambi, 24*(3), 2921–2930.

[36] Sitorus, S. A., Simanjuntak, S. I. R., Sipayung, L. D., & Simarmata, C. A. (2024). Digital transformation of small businesses in Medan: A quantitative exploration of the mediating role of partnerships in enhancing e-commerce effectiveness. *Jurnal Ilmiah Manajemen Kesatuan, 12*(6), 2121–2130.

[37] Stoian, K. (2021). UX metrics: Research-based angle to measure UX. *Angle2 Journal of User Experience, 12*(3), 112–125.

[38] Sugandi, M. A., & Halim, R. M. N. (2020). Analisis End-User Computing Satisfaction (EUCS) pada aplikasi mobile Universitas Bina Darma. *SISTEMASI: Jurnal Sistem Informasi, 9*(1), 143–154.

[39] Thamanda, D. R., Mariam, S., & Ramli, A. H. (2024). The influence of promotion and perceived trust on purchase intention in beauty product e-commerce. *Jurnal Ilmiah Manajemen Kesatuan, 12*(4), 1295–1316.

[40] Umukoro, I. O., & Tiamiyu, M. A. (2022). Modelling the predictors of e-service use among information systems users. *Library Hi Tech, 40*(1), 222–238.

[41] Utami, A. P., & Suyono, S. (2024). Optimization of e-service quality and market orientation on customer satisfaction of fashion products in e-commerce. *Jurnal Ilmiah Manajemen Kesatuan, 12*(6), 2739–2746.

[42] Utami, T., Purnomo, B., Estiana, R., Padilah, H., Harto, B., Judijanto, L., ... & Nurrohman, R. (2024). *UMKM digital: Teori dan implementasi UMKM pada era society 5.0*. Jambi: PT. Sonpedia Publishing Indonesia.

[43] Vijayakumar, A. N. (2021). Farmer producer organisation: An emerging business model for empowering small and marginal farmers in India—a case study. *International Journal of Indian Culture and Business Management, 24*(4), 481–502.