

In-Depth Review of Perceived Usefulness, Ease of Use, and Usage Intent as Mediating Factors in Digital Marketing Technology Adoption: Case Study of Meta Ads Users in Jember Regency

Mochammad Zhafran Rizky Hernanto 1*, Dwi Cahyono 2, Budi Santoso 3

¹²³Universitas Muhammadiyah Jember ; zhafran98@gmail.com, dwicahyono@unmuhjember.ac.id, budisantoso@unmuhjember.ac.id

*Correspondence: Mochammad Zhafran
Rizky Hernanto

Email: zhafran98@gmail.com

Published: September, 2024



Copyright:© 2024 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0/>).

Abstract: This study examines the factors influencing the adoption and usage of digital marketing technology at PT. Rahayu Citra Mandiri, using the Technology Acceptance Model (TAM) as a theoretical framework. TAM suggests that perceived usefulness and perceived ease of use are key determinants of users' attitudes and intentions, which ultimately impact actual technology usage. Data was collected through a survey of 58 employees, and Structural Equation Modeling (SEM) with Warp PLS was used for data analysis. Results indicate that both perceived usefulness and ease of use have significant direct effects on actual technology usage, while also indirectly influencing it through intention to use. Perceived ease of use emerged as particularly impactful, underscoring the importance of user-friendly technology for encouraging consistent adoption. Intention to use was found to mediate the relationship between perceived usefulness and actual use, as well as between perceived ease of use and actual use, reinforcing its role as a critical intermediary in the adoption process. These findings suggest that PT. Rahayu Citra Mandiri can optimize digital marketing technology usage by enhancing the perceived benefits and ease of use for employees, thereby fostering a stronger intention to adopt and regularly utilize these tools. This study contributes to understanding how TAM-based factors can effectively promote technology adoption within organizations, particularly in digital marketing contexts

Keywords: Digital Marketing, Intention To Use, Perceived Ease Of Use, Perceived Usefulness, Structural Equation Modeling, Technology Acceptance Model

INTRODUCTION

Digital marketing has evolved into a crucial element of modern business strategies, allowing companies to reach broader audiences more effectively and efficiently. In today's digital era, the use of internet-based marketing tools goes beyond merely establishing an online presence; it encompasses the strategic utilization of digital platforms to engage customers meaningfully (Saeed et al., 2023). Digital marketing activities include search engine optimization (SEO), content marketing, social media advertising, and email marketing, each contributing to enhancing visibility and driving conversions (Wuisan & Handra, 2023). Effective digital marketing strategies not only foster brand building and customer acquisition but also aid in customer retention, ultimately leading to increased sales and profitability (Qurtubi, 2022).

In the digital marketing context, sales are influenced not only by product quality but also by how products are promoted and presented through diverse online channels (Nel et al., 2019). Digital marketing technologies enable companies to reach a wider audience, conduct precise market segmentation, and offer personalized shopping experiences, all of which contribute to increased sales performance (Li et al., 2020). Furthermore,

leveraging data analytics allows companies to monitor consumer behavior in real-time, making it possible to adjust marketing strategies responsively and enhance effectiveness (Zhou, 2023). Thus, a well-integrated and innovative digital marketing strategy is essential for driving product sales in an increasingly competitive business landscape.

The Technology Acceptance Model (TAM) serves as a framework for understanding the factors that influence technology adoption. TAM posits that perceived usefulness (X1) and perceived ease of use (X2) are the primary determinants affecting users' attitudes and intentions to use a technology, which subsequently influences actual usage (Mardiana et al., 2022). Perceived usefulness refers to the belief that utilizing a specific technology will enhance performance, while perceived ease of use pertains to the simplicity of operating the technology. These two factors significantly shape users' positive attitudes, which encourage their intention to adopt the technology in daily practices, as shown in various studies on digital payment systems and online marketing (Chaveesuk et al., 2021).

The actual usage of digital marketing technology is influenced by multiple factors, including perceived usefulness and perceived ease of use (Mardiana et al., 2022). Studies demonstrate that perceived ease of use positively impacts the intention to utilize digital marketing technology, thus contributing to increased actual usage (Siagian et al., 2022). Trust in digital marketing professionals is also instrumental in enhancing the perceived usefulness and ease of use of the technology, which subsequently promotes its actual adoption. Additionally, user confidence in digital marketing technology strengthens their intention to use it consistently (Sadriwala & Sadriwala, 2022). Research further reveals that ease of use directly affects perceived usefulness, ultimately enhancing actual usage in digital marketing contexts (Susanti & Astuti, 2019).

Intention to use (Z) in digital marketing technology refers to an individual's desire or inclination to use a particular technology based on their perception of its usefulness and ease of use (Chaveesuk et al., 2021). This intention is greatly influenced by perceived usefulness, where users believe that the technology will improve their performance (Fard & Marvi, 2019). Furthermore, perceived ease of use is also critical, as users are more inclined to use technology if it is considered user-friendly (Pasaribu et al., 2023). This intention then translates into actual usage, wherein the technology is truly adopted by individuals or organizations (Yasa, 2021). The actual usage is largely impacted by the strength of initial user intent, which is influenced by external factors such as marketing campaigns and user interaction with the technology (Chaveesuk et al., 2021). Hence, stronger usage intentions typically result in the tangible adoption of digital marketing technology in everyday practices (Fard & Marvi, 2019).

Extensive prior research consistently illustrates that perceived usefulness (X1) and perceived ease of use (X2) significantly and positively affect the actual usage of technology. Perceived usefulness has been shown to increase technology adoption substantially, as evidenced by the implementation of ERP systems and mobile banking applications, where users are more likely to adopt the technology when they perceive it to be beneficial (Muliati, 2019). Additionally, perceived ease of use has a notable influence on actual usage across various digital contexts, including e-commerce and application platforms, as users are inclined to adopt technology when it is easy to operate (Saksono & Untoro, 2023). Intention to use, generally shaped by perceived usefulness and ease of use, also has a strong positive relationship with actual usage, underscoring that user intent significantly drives tangible adoption behavior (Gideon, 2021).

However, a few studies indicate divergent findings in the relationships among these factors. For instance, perceived usefulness has, in some cases, shown an insignificant effect on actual usage, especially when other determinants such as user satisfaction or additional features become more influential in technology adoption decisions (Lee et al., 2019). Similarly, perceived ease of use does not consistently lead to actual usage,

particularly if the technology is considered irrelevant or lacks substantial value for users (Isma et al., 2021). Even intention to use, which theoretically should result in actual usage, does not always manifest in concrete adoption behavior, especially when external factors like risk perception or technology complexity deter users from adopting the technology (Isma et al., 2021).

This research focuses on PT. Rahayu Citra Mandiri, a company located in Jember Regency, specializing in wedding souvenirs and ticket reservations for domestic and international flights. Despite adopting digital marketing technology to enhance sales, the company still encounters challenges in actual technology usage. Data indicates that while various digital marketing strategies have been implemented, the rate of actual usage among employees and customers remains suboptimal. Over the past five years, there have been fluctuations in the adoption of digital marketing technology, largely attributed to issues such as inadequate comprehension of the technology's usefulness by employees and perceived difficulty of use by certain users. This study aims to analyze the factors influencing the actual usage of digital marketing technology at PT. Rahayu Citra Mandiri, emphasizing the roles of perceived usefulness (X1), perceived ease of use (X2), and intention to use (Z) as mediating factors. By integrating the TAM framework into digital marketing strategy, this research provides a new perspective on how technology can be more effectively adopted and utilized to support the stability and growth of sales at PT. Rahayu Citra Mandiri...

METHOD

This research employs a quantitative approach with a survey design to test the developed hypotheses. The population consists of all employees of PT. Rahayu Citra Mandiri, totaling 58 individuals, providing a comprehensive perspective on digital marketing technology adoption within the organization. Data collection is conducted through a questionnaire specifically designed to measure key variables: perceived usefulness, perceived ease of use, intention to use, and actual use of digital marketing technology. By surveying the entire population, this study aims to capture a complete picture of the factors influencing digital marketing technology usage. The data analysis utilizes Structural Equation Modeling (SEM) with the Warp PLS software. SEM allows for simultaneous examination of relationships among latent variables, making it an ideal tool for complex models with multiple interrelated factors. Warp PLS is chosen for its capacity to handle non-normally distributed data, providing accurate parameter estimates for sophisticated models.

Key variables are identified to fully understand their influence on digital marketing technology adoption at PT. Rahayu Citra Mandiri. Perceived usefulness reflects the degree to which users believe the technology enhances their marketing effectiveness and productivity, while perceived ease of use assesses how comfortable and intuitive the technology is for users. Intention to use captures users' commitment to adopting the technology, and actual use measures the frequency, duration, and integration of the technology in daily operations. Operational definitions are established for each variable to ensure precise measurement and accurate analysis. This study employs methods such as convergent validity, discriminant validity, and reliability analysis within the SEM framework to evaluate the model's quality, while various indices assess model fit and structural relationships. This approach provides comprehensive insights into the impact of digital marketing technology and the factors that influence its sustained use.

RESULTS AND DISCUSSION

Result

The following section presents the results of the Structural Equation Modeling (SEM) analysis conducted to test the hypotheses related to the adoption and use of digital marketing technology at PT. Rahayu Citra Mandiri. The analysis focuses on examining the relationships between perceived usefulness, perceived ease of

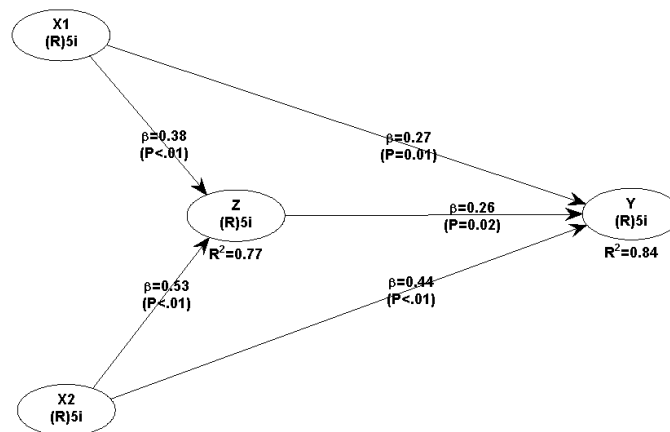
use, intention to use, and actual use of the technology. These relationships are assessed through path coefficients, significance levels, and mediating effects, which provide insight into the factors driving digital marketing technology adoption within the organization. Table 2 below summarizes the inner model results, detailing the direct and mediating effects for each hypothesis tested.

Table 2: Inner Model Results

Hypothesis	Relationship	Path Coefficient	P Value	Description
H1: Perceived usefulness positively affects actual use.	X1 -> Y (Perceived Usefulness -> Actual Use)	0.272	0.013	Moderate positive effect, indicating perceived usefulness influences actual use directly.
H2: Perceived ease of use positively affects actual use.	X2 -> Y (Perceived Ease of Use -> Actual Use)	0.437	<0.001	Strong positive effect, showing perceived ease of use significantly impacts actual use.
H3: Perceived usefulness positively affects intention to use.	X1 -> Z (Perceived Usefulness -> Intention to Use)	0.385	<0.001	Significant positive effect, suggesting perceived usefulness enhances intention to use.
H4: Perceived ease of use positively affects intention to use.	X2 -> Z (Perceived Ease of Use -> Intention to Use)	0.525	<0.001	Strong positive effect, showing perceived ease of use strongly influences intention to use.
H5: Intention to use positively affects actual use.	Z -> Y (Intention to Use -> Actual Use)	0.255	0.019	Positive effect, indicating that intention to use directly impacts actual use.
H6: Intention to use mediates the effect of perceived usefulness on actual use.	X1 -> Z -> Y (Perceived Usefulness -> Intention -> Actual Use)	0.198	0.039	Partial mediation effect, where intention to use mediates the relationship between perceived usefulness and actual use.
H7: Intention to use mediates the effect of perceived ease of use on actual use.	X2 -> Z -> Y (Perceived Ease of Use -> Intention -> Actual Use)	0.134	0.048	Partial mediation effect, where intention to use mediates the relationship between perceived ease of use and actual use.

The SEM analysis reveals significant relationships across all proposed hypotheses, indicating that both perceived usefulness and perceived ease of use play pivotal roles in the adoption of digital marketing technology at PT. Rahayu Citra Mandiri. The findings show that perceived ease of use has a particularly strong direct impact on both intention to use and actual use, highlighting its importance in encouraging user engagement with the technology. Perceived usefulness also positively affects both intention and actual use, albeit to a slightly lesser extent. Furthermore, intention to use serves as a mediating factor, enhancing the relationship between perceived ease of use and perceived usefulness on actual use. These results emphasize the need to foster both ease of use and perceived benefits to optimize the adoption and integration of digital marketing technology within the organization.

Figure 2: Path Coefficients



Discussions

Perceived Usefulness and Its Impact on Actual Use

The analysis confirms a significant positive effect of perceived usefulness on actual use of digital marketing technology at PT. Rahayu Citra Mandiri. This outcome suggests that when employees perceive digital marketing technology as beneficial in enhancing their work performance, they are more likely to integrate it into their daily tasks. The Technology Acceptance Model (TAM) argues that perceived usefulness is fundamental in shaping users' attitudes towards technology adoption, influencing actual behavior by motivating users who recognize its potential to boost productivity (Mardiana et al., 2022; Chaveesuk et al., 2021). In practical terms, employees are more likely to consistently use technology that they perceive as directly contributing to task efficiency and effectiveness.

Previous studies consistently highlight the importance of perceived usefulness in driving actual technology usage. For example, findings by Susanti and Astuti (2019) indicate that perceived usefulness significantly enhances the likelihood of adopting technology in marketing, as users prioritize tools that yield tangible performance benefits. Research by Fard and Marvi (2019) also emphasizes that perceived usefulness encourages technology integration in daily workflows, as users tend to value tools that make their tasks easier and more productive. This suggests that for PT. Rahayu Citra Mandiri, demonstrating the practical benefits of digital marketing technology to employees can drive adoption. Such alignment with TAM principles shows that reinforcing the perceived usefulness of technology can lead to sustained usage within the organization.

Perceived Ease of Use and Its Impact on Actual Use

The study shows a strong positive relationship between perceived ease of use and actual use, suggesting that user-friendly technology fosters greater engagement levels among employees at PT. Rahayu Citra Mandiri. According to TAM, perceived ease of use reduces the cognitive and operational effort required, thus encouraging more frequent usage by removing potential barriers to adoption (Mardiana et al., 2022). For PT. Rahayu Citra Mandiri, the implication is clear: making digital marketing tools accessible and easy to operate will likely result in broader usage across the company, enhancing the effectiveness of technology investments.

Supporting literature reinforces the significance of perceived ease of use in promoting actual use. Siagian et al. (2022) highlight that when technology is easy to navigate, users are more inclined to incorporate it into

their routine activities without hesitation. This finding is further supported by Isma et al. (2021), who observe that perceived ease of use fosters positive attitudes towards technology usage by simplifying its operation. Consequently, PT. Rahayu Citra Mandiri's focus on ensuring ease of use aligns well with TAM's emphasis on making technology intuitive and user-friendly. This strategy could enhance technology adoption and boost employee engagement with digital marketing tools, helping the company achieve its broader marketing goals.

Perceived Usefulness and Its Influence on Intention to Use

The results demonstrate that perceived usefulness positively influences employees' intention to use digital marketing technology, suggesting that when employees see the technology as valuable in achieving their marketing objectives, they are more likely to intend to adopt it. In line with TAM, perceived usefulness is a critical determinant of intention to use, as it fosters favorable attitudes towards technology adoption (Chaveesuk et al., 2021; Mardiana et al., 2022). For PT. Rahayu Citra Mandiri, highlighting the tangible benefits of digital marketing tools is crucial for encouraging employees to actively engage with the technology.

Prior research supports the importance of perceived usefulness in shaping intention to use. Studies by Fard and Marvi (2019) demonstrate that users with high perceived usefulness are more committed to adopting technology, particularly when it aligns with their work goals. Similarly, Susanti and Astuti (2019) underscore that perceived usefulness enhances intention to use, as employees are motivated by tools that improve their productivity and efficiency. This implies that for PT. Rahayu Citra Mandiri, reinforcing the practical advantages of digital marketing technology can strengthen employees' intention to engage with it, thereby facilitating its integration into daily activities.

Perceived Ease of Use and Its Influence on Intention to Use

The analysis shows that perceived ease of use has a significant positive impact on intention to use, suggesting that employees are more likely to adopt technology if it is easy to learn and operate. TAM posits that ease of use lowers perceived barriers, making technology more accessible and encouraging user engagement (Mardiana et al., 2022; Pasaribu et al., 2023). For PT. Rahayu Citra Mandiri, this finding implies that simplifying digital marketing tools can increase employees' willingness to adopt them consistently.

Literature consistently supports the role of perceived ease of use in fostering intention to use. Pasaribu et al. (2023) highlight that when employees find technology intuitive, they are more motivated to use it regularly, as it requires less cognitive effort. Additionally, research by Susanti and Astuti (2019) indicates that perceived ease of use enhances intention by making technology less intimidating, which is particularly valuable in digital marketing contexts. This finding suggests that PT. Rahayu Citra Mandiri can boost adoption rates by ensuring that its digital marketing tools are user-friendly, enabling employees to quickly adapt to and embrace the technology.

The Role of Intention to Use in Influencing Actual Use

The study demonstrates a positive relationship between intention to use and actual use, emphasizing that strong user intent is essential for consistent technology adoption. According to TAM, intention to use is a key predictor of actual use, where a higher intent leads to sustained engagement with technology (Chaveesuk et al., 2021; Mardiana et al., 2022). For PT. Rahayu Citra Mandiri, fostering employees' intention to use digital marketing tools can drive actual adoption and integration into regular operations.

Supporting research emphasizes the predictive power of intention on actual use. Studies by Yasa (2021) and Gideon (2021) affirm that a strong intention to use leads to consistent technology engagement, as employees

are more motivated to explore and utilize the technology's capabilities. This aligns with TAM's framework, where intention serves as the critical link between users' attitudes and actual behavior. For PT. Rahayu Citra Mandiri, enhancing employees' intention to adopt digital tools can facilitate more widespread usage, ultimately contributing to improved performance and operational efficiency.

Mediating Role of Intention to Use between Perceived Usefulness and Actual Use

The results indicate that intention to use mediates the relationship between perceived usefulness and actual use, suggesting that when employees perceive the technology as beneficial, it strengthens their intention, which in turn leads to greater actual use. This finding aligns with TAM's proposition that intention to use acts as an intermediary between perceived usefulness and actual use, enhancing technology adoption through increased commitment (Chaveesuk et al., 2021; Mardiana et al., 2022). For PT. Rahayu Citra Mandiri, this implies that cultivating a strong perception of usefulness can bolster employees' commitment to adopt digital marketing tools.

Research supports the mediating effect of intention in technology adoption. Studies by Fard and Marvi (2019) and Susanti and Astuti (2019) highlight that intention to use strengthens the pathway from perceived usefulness to actual usage, as users with a strong intention are more likely to engage with the technology over time. This finding suggests that PT. Rahayu Citra Mandiri can achieve higher adoption rates by fostering a strong intent among employees to use technology, emphasizing its value and benefits. By following TAM's framework, the organization can promote sustained technology use, enhancing the effectiveness of its digital marketing strategies.

Mediating Role of Intention to Use between Perceived Ease of Use and Actual Use

The study also confirms that intention to use mediates the relationship between perceived ease of use and actual use. This indicates that when employees find the technology easy to use, it strengthens their intention to adopt it, which subsequently translates into greater actual use. TAM suggests that perceived ease of use influences actual behavior through intention, with easier technology generating stronger commitment to use it (Mardiana et al., 2022; Chaveesuk et al., 2021). For PT. Rahayu Citra Mandiri, simplifying the technology's usability can indirectly promote actual usage by reinforcing employees' intention to engage with it.

Supporting studies demonstrate that intention to use enhances the connection between ease of use and actual usage. Pasaribu et al. (2023) and Isma et al. (2021) highlight that intention plays a crucial role in translating ease of use into sustained technology adoption, as employees with high intention are more likely to consistently use intuitive technology. This implies that PT. Rahayu Citra Mandiri can drive technology adoption by focusing on ease of use, as this will increase employees' intent to adopt the tools. By aligning with TAM, the company can reinforce the usability of its digital marketing tools, encouraging broader and more effective use among employees.

CONCLUSION

This study highlights the critical roles of perceived usefulness, perceived ease of use, and intention to use in driving the adoption of digital marketing technology at PT. Rahayu Citra Mandiri. Findings indicate that both perceived usefulness and ease of use directly impact actual technology usage and indirectly influence it through intention to use, supporting the Technology Acceptance Model (TAM). Perceived ease of use emerged as particularly influential, underscoring the need for user-friendly digital tools. By enhancing the perceived usefulness and ease of use of its digital marketing technology, PT. Rahayu Citra Mandiri can foster stronger intentions among employees, thereby promoting consistent, effective use.

REFERENCES

- [1] S. Chaveesuk, B. Khalid, and W. Chaiyasoonthorn, *Digital payment system innovations: A marketing perspective on intention and actual use in the retail sector*, vol. 17, no. 3. Innovative Marketing, 2021. doi: 10.21511/im.17(3).2021.09.
- [2] D. S. Gideon and . M., "The Influence of Perceived Ease of Use, Perceived Usefulness and Effort Expectancy with Intention to Use as an Intervening Variable on Use Behavior Mobile Banking: Study at Bank BNI in DKI Jakarta, Indonesia," *Int. J. Bus. Manag.*, vol. 9, no. 1, 2021, doi: 10.24940/theijbm/2021/v9/i1/bm2101-040.
- [3] H. DIOUANI, A. GRAA, and K. BECHELAGHEM, "Digital Marketing Adoption Factors in Algerian Small and Medium Enterprises: a Tam Approach," vol. 21, no. 1. Management & Marketing, 2023. doi: 10.52846/mnmk.21.1.08.
- [4] M. Hendijani Fard and R. Marvi, "Viral marketing and purchase intentions of mobile applications users," *Int. J. Emerg. Mark.*, vol. 15, no. 2, pp. 287–301, 2020, doi: 10.1108/IJOEM-06-2018-0291.
- [5] N. Hadian, N. Hayati, and M. Hakim, *Technology Acceptance Models of E-Commerce Adoption in Small and Medium-Sized Enterprises: A Systematic Review*, vol. 8, no. 1. G-Tech: Jurnal Teknologi Terapan, 2023. doi: 10.33379/gtech.v8i1.3577.
- [6] R. A. Isma, S. Hudayah, and H. Indriastuti, "The Influence Of Perceived Usefulness, Perceived Ease Of Use, And Perceived Risk On Purchase Interest and Use Behavior Through Bukalapak Application In Samarinda," *Int. J. Econ. Bus. Account. Res.*, vol. 5, no. 3, pp. 1247–1258, 2021.
- [7] M.-K. Lee, W.-J. Kim, and M.-H. Song, "A Study on the Factors Influencing Continuous Intention to Use of OTT Service Users: Focused on the Extension of Technology Acceptance Model," *J. Digit. Converg.*, vol. 17, no. 11, pp. 537–546, 2019, [Online]. Available: <https://doi.org/10.14400/JDC.2019.17.11.537>
- [8] X. Li, Y. Chen, and Y. Zhang, "The relationship between psychological capital and career success of internet E-commerce staff: Analysis of chain mediating effect," *Proc. - 2020 Int. Conf. E-Commerce Internet Technol. ECIT 2020*, pp. 45–49, 2020, doi: 10.1109/ECIT50008.2020.00018.
- [9] N. Y. Mardiana, N. A. Utomo, and Y. R. Amaliah, "The Influence of Perceived Usefulness and Ease of Internet Technology on Company Effectiveness in JABODETABEK," *J. Econ. Resour.*, vol. 5, no. 2, pp. 345–353, 2022, doi: 10.57178/jer.v5i2.541.
- [10] N. Muliati, "Pengaruh Perceived Usefulness, Perceived Ease Of Use, Attitude Toward Using Dan Behavior Intention To Use Terhadap Actual System Use Dalam Implementasi Teknologi Enterprise Resource Planning (ERP) System (Studi Pada End User ERP System Di PT Semen Gresik)," *J. Manaj. dan Inov.*, vol. 2, no. 2, pp. 31–46, 2019, doi: 10.15642/manova.v2i2.191.
- [11] G. F. Nel, E. v. d. M. Smit, and L. M. Brümmer, "The Impact of Internet Investor Relations on the Cost of Capital: Evidence from Companies Listed on the Johannesburg Stock Exchange," *Aust. Account.*

-
- Rev., vol. 29, no. 1, pp. 36–48, 2019, doi: 10.1111/auar.12216.
- [12] Holong Melisa Sari Pasaribu, Ritha F Dalimunthe, and Beby Karina F. Sembiring, “the Effect of Extrinsic Motivation and Job Stress on Employee Performance With Job Satisfaction As an Intervening Variable At Pt. Bank Negara Indonesia (Persero) Tbk. Usu Branch Medan,” *Int. J. Econ. Business, Accounting, Agric. Manag. Shariah Adm.*, vol. 3, no. 2, pp. 1333–1351, 2023, doi: 10.54443/ijebas.v3i2.1049.
- [13] Qurtubi, M. A. Febrianti, M. Sugarindra, A. Hidayat, and M. Suyanto, “The Impact of Digital Marketing: A Systematic Literature Review,” *Int. J. Interact. Mob. Technol.*, vol. 16, no. 13, pp. 15–29, 2022, doi: 10.3991/ijim.v16i13.30609.
- [14] W. Ritz, M. Wolf, and S. McQuitty, “Digital marketing adoption and success for small businesses: The application of the do-it-yourself and technology acceptance models,” *J. Res. Interact. Mark.*, vol. 13, no. 2, pp. 179–203, 2019, doi: 10.1108/JRIM-04-2018-0062.
- [15] M. F. Sadriwala and K. F. Sadriwala, “Perceived Usefulness and Ease of Use of Artificial Intelligence on Marketing Innovation,” *Int. J. Innov. Digit. Econ.*, vol. 13, no. 1, pp. 1–10, 2022, doi: 10.4018/ijide.292010.
- [16] S. A. Saeed, S. R. Abas, and N. B. Abdalkarim, “Effect of the Internet on Enhancing Marketing among Business Organizations,” *Int. J. Mark. Digit. Creat.*, vol. 1, no. 2, pp. 42–52, 2023, doi: 10.31098/ijmadic.v1i2.1751.
- [17] A. S. Saksono and W. Untoro, “Consumer Perceived Ease of Use and Consumer Perceived Usefulness in Using the Shopee Application in Surakarta with Discount as a Moderation Variable,” *Eur. J. Bus. Manag. Res.*, vol. 8, no. 4, pp. 13–19, 2023, doi: 10.24018/ejbmr.2023.8.4.2022.
- [18] H. Siagian, Z. J. H. Tarigan, S. R. Basana, and R. Basuki, “The effect of perceived security, perceived ease of use, and perceived usefulness on consumer behavioral intention through trust in digital payment platform,” *Int. J. Data Netw. Sci.*, vol. 6, no. 3, pp. 861–874, 2022, doi: 10.5267/j.ijdns.2022.2.010.
- [19] E. Susanti and F. D. Astuti, “Technology Acceptance Model for Digital Marketing Analysis,” in *Proceedings of the International Conferences on Information System and Technology*, 2020, pp. 85–91. doi: 10.5220/0009433700850091.
- [20] D. S. Wuisan and T. Handra, *Maximizing Online Marketing Strategy with Digital Advertising*, vol. 2, no. 1. Startuppreneur Business Digital (SABDA Journal, 2023. doi: 10.33050/sabda.v2i1.275.
- [21] I. K. Yasa, “New Normal Digital Marketing (Instagram) Effect on Purchase Intention (Case Study in Wingstop Restaurant),” *Eur. J. Bus. Manag.*, 2021, doi: 10.7176/ejbmr/13-21-06.
- [22] C. Zhou, “The Impact Automated Market Makers on Stock Prices and Returns,” *Adv. Econ. Manag. Polit. Sci.*, vol. 44, no. 1, pp. 73–88, 2023, doi: 10.54254/2754-1169/44/20232187.