

The Association Between User Experience (UX) and Intention to Reuse in Digital Marketing Applications in East Java, Indonesia: A Quantitative Approach Using the Technology Acceptance Model

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ABSTRACT

Purpose – This study examines the relationships among User Experience (UX), Perceived Ease of Use, Perceived Usefulness, and Intention to Reuse within the Technology Acceptance Model (TAM) among digital marketing application users in East Java, Indonesia.

Design/methodology/approach – A quantitative research approach was employed using a structured questionnaire distributed to 150 respondents selected through purposive sampling. The study investigates User Experience as the exogenous variable, while Perceived Ease of Use (PEOU), Perceived Usefulness (PU), and Intention to Reuse (IR) serve as endogenous variables. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software.

Finding/Results – User Experience was positively associated with Perceived Ease of Use and Perceived Usefulness. Perceived Ease of Use was positively associated with Perceived Usefulness and Intention to Reuse, while Perceived Usefulness was positively associated with Intention to Reuse. All five hypothesized relationships were statistically significant. The model explained 57.3% of the variance in Perceived Ease of Use, 69.1% in Perceived Usefulness, and 73.4% in Intention to Reuse. Construct-specific Q² values of 0.428, 0.526, and 0.578, respectively, indicated predictive relevance. These associations should be interpreted within the cross-sectional design.

Originality/Value – This study contributes to the literature on technology acceptance within the context of digital marketing applications in Indonesia and provides practical implications for application developers and digital marketing practitioners seeking to enhance user retention and engagement.

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1. Introduction

The rapid advancement of information technology has transformed business activities worldwide, particularly in marketing. Digital transformation has encouraged organizations to adopt digital marketing applications as strategic tools for promoting products, engaging consumers, analyzing market trends, and improving performance. The accessibility of internet services and mobile technologies has accelerated the adoption of these platforms across various business sectors. Consequently, digital marketing applications have become an essential component of modern business operations.

Indonesia has experienced substantial growth in internet usage, driven by smartphone penetration, affordable mobile access, and expanding digital infrastructure. These conditions encourage organizations to utilize digital marketing tools to reach wider audiences and improve communication efficiency. East Java, as one of Indonesia's key economic hubs, plays a critical role in this digital expansion. Small and medium enterprises (SMEs), startups, and local business owners in East Java increasingly rely on digital marketing applications—specifically social media management dashboards (e.g., Meta Business Suite) and e-commerce seller platforms (e.g., Shopee Seller Centre, Tokopedia Seller)—to handle promotions, manage customer relationships, and track sales performance. However, app developers and business practitioners face ongoing challenges regarding user retention and post-adoption usage continuity.

While early information systems literature utilized the Technology Acceptance Model (TAM) primarily to explain initial technology adoption and acceptance intentions, evaluating post-adoption outcomes such as Intention to Reuse presents distinct theoretical considerations. Initial acceptance is based largely on expectations prior to extensive system use, whereas post-adoption continuance reflects cognitive evaluations following actual ongoing usage experience. In a post-adoption context, TAM's core constructs—Perceived Ease of Use (PEOU) and Perceived Usefulness (PU)—provide a theoretical basis for examining the relationships between interface interactions and continued usage intentions. User Experience (UX) encompasses direct user interactions with interface design, responsiveness, navigation, and information clarity. Rather than positing a direct UX path to post-adoption retention, this study specifies UX as an antecedent of PEOU and PU, which are in turn associated with Intention to Reuse. This theoretical ordering does not establish causal relationships or constitute a test of mediation.

Previous studies have reported that User Experience is positively associated with both PEOU and PU, which are in turn related to users' intentions to continue using digital tools. However, theoretical ambiguities persist regarding the conceptual boundaries between usability antecedents (UX), cognitive TAM mechanisms, and behavioral retention outcomes. Furthermore, empirical applications of TAM within specific regional business contexts, such as East Java, remain limited.

2. Literature Review & Hypothesis Development

2.1 Post-Adoption Theoretical Positioning of TAM and User Experience (UX)

The Technology Acceptance Model (TAM) serves as a foundational framework for understanding individual evaluations of information systems. While originally formulated to explain initial system acceptance, TAM has been widely adapted to post-adoption contexts where continuous technology utilization is essential for organizational value creation. In post-adoption environments, initial acceptance has already occurred; thus, continued usage intentions are considered in relation to user interaction experiences and cognitive evaluations of effortless operation and functional utility.

User Experience (UX) encompasses the overall perceptions, task flows, visual clarity, and interaction quality experienced during application usage. In this study, UX is operationalized as an antecedent focused on system interaction features: interface attractiveness, navigation efficiency, system responsiveness, and information clarity. To distinguish these features from post-adoption psychological states such as overall e-satisfaction, UX is bounded to operational usability attributes. Favorable evaluations of these attributes are expected to be associated with stronger perceptions of ease of use.

H1: User Experience is positively associated with Perceived Ease of Use.

An intuitive UX is also relevant to business tasks such as tracking ad performance, updating product catalogs, and managing client messages. Users who report clear navigation, responsive interfaces, and accessible information may also perceive the application's functional features as useful for achieving business goals. Accordingly, favorable UX evaluations are expected to be associated with higher Perceived Usefulness.

H2: User Experience is positively associated with Perceived Usefulness.

2.2 The Interrelationship Between Perceived Ease of Use and Perceived Usefulness

Within the Technology Acceptance Model, Perceived Ease of Use is theorized to be positively related to Perceived Usefulness. Users who find a digital marketing application easy to learn, simple to navigate, and straightforward to operate may also perceive it as useful for completing marketing tasks. Lower perceived operational effort corresponds with the ability to focus on business objectives, while cumbersome interactions may coincide with lower evaluations of practical utility. Thus, ease of operation is expected to be associated with perceived usefulness. Accordingly, the third hypothesis is established:

H3: Perceived Ease of Use is positively associated with Perceived Usefulness.

2.3 Factors Associated with Intention to Reuse Digital Marketing Applications

Sustained adoption and post-adoption usage behavior are relevant to the long-term viability of digital marketing applications. Intention to Reuse represents an individual's stated intention

to continue utilizing a specific digital platform in future marketing operations. According to TAM, Perceived Ease of Use and Perceived Usefulness are theorized to be positively related to behavioral intention. Users who perceive that operating a digital marketing tool requires minimal effort may report more favorable evaluations of the platform and stronger intentions to continue using it. Operational convenience and effortless interaction are therefore expected to be associated with Intention to Reuse. Hence, the fourth hypothesis is advanced:

H4: Perceived Ease of Use is positively associated with Intention to Reuse.

Perceived Usefulness represents an important factor associated with continued technology use. Users evaluate digital marketing applications based on their perceived ability to support outcomes such as expanded market reach, customer engagement, and promotional management. Users who regard an application as useful for performance, productivity, and marketing effectiveness may also express stronger intentions to retain it in their regular workflow. Based on these theoretical linkages, the fifth hypothesis is proposed:

H5: Perceived Usefulness is positively associated with Intention to Reuse.

3. Methodology

This study employed a quantitative research approach to examine the relationships among User Experience (UX), Perceived Ease of Use (PEOU), Perceived Usefulness (PU), and Intention to Reuse (IR) within the Technology Acceptance Model (TAM). The research was conducted in East Java Province, Indonesia, and focused on users of digital marketing applications residing in the province. Quantitative research was selected because it allows researchers to objectively measure relationships among variables and test hypotheses using statistical analysis.

3.1 Study Design

This study adopted a quantitative cross-sectional design conducted in East Java Province, Indonesia. To mitigate data heterogeneity resulting from evaluating broad, undefined digital tools, the focal technological objects were explicitly defined as digital marketing management and seller platforms, specifically focusing on social media business tools (e.g., Meta Business Suite, TikTok Shop Seller Center) and e-commerce seller dashboards (e.g., Shopee Seller Centre, Tokopedia Seller).

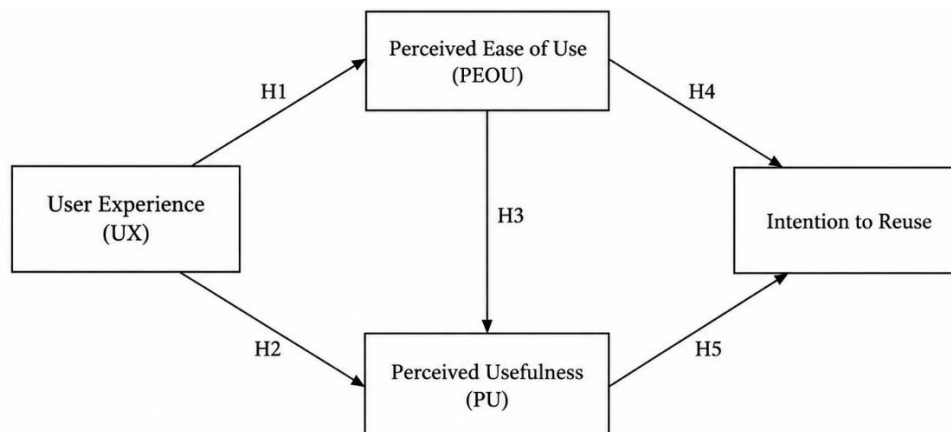


Figure 1. Conceptual Framework

Because the total population of digital marketing application users in East Java cannot be fully enumerated, non-probability purposive sampling was employed. Probability-based sampling formulas (such as Slovin's formula with an assumed margin of error) are methodologically invalid for non-probability sampling designs. Instead, sample size adequacy was justified based on statistical power requirements for PLS-SEM. Following the 10-times rule and G*Power 3.1 analysis for structural models with a maximum of two predictors per endogenous construct (at an alpha level of 0.05, statistical power of 0.80, and medium effect size $f^2 = 0.15$), a minimum sample size of 68 respondents was required. The final sample of 150 active respondents exceeds this minimum threshold, providing adequate statistical power for model estimation.

The sample selection criteria required respondents to:

- a. Reside and operate a business or marketing activity in East Java.
- b. Be active users of social media marketing dashboards or e-commerce seller platforms.
- c. Have at least six months of experience using the focal digital marketing applications and be active users at the time of data collection.

3.2 Construct Boundaries and Measurement Instrument

The measurement instrument was designed to maintain strict conceptual boundaries across constructs:

- a. User Experience (UX): Measured using four retained indicators representing interface attractiveness, navigation efficiency, system responsiveness, and information clarity. Items measuring general post-adoption satisfaction were excluded to maintain the construct boundary.
- b. Perceived Ease of Use (PEOU): Measured using four indicators related to ease of learning, ease of operation, interaction clarity, and skillful use.
- c. Perceived Usefulness (PU): Measured using four indicators related to effectiveness, productivity, practical usefulness, and performance improvement.
- d. Intention to Reuse (IR): Measured using three retained indicators covering continued usage, future usage plans, and preference to retain the application. Recommendation intentions (e-WOM/advocacy) were explicitly excluded to avoid construct contamination.

All items were measured on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.3 Data Analysis & Common Method Bias Diagnostics

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 4. Because data were collected via a single cross-sectional instrument, Common Method Bias (CMB) was addressed using both procedural and statistical controls. Procedurally, item wording was clarified, scale formats were randomized, and respondent anonymity was guaranteed. Statistically, a full collinearity test was conducted. Variance Inflation Factor (VIF) values from the full-collinearity assessment were below the 3.3 threshold for all constructs. The results did not indicate substantial common method bias based on this diagnostic; however, they do not rule out all potential method-related bias.

4. Result and Discussion

4.1 Respondent Characteristics

The study involved 150 respondents residing in East Java who had at least six months of experience using the focal digital marketing applications and were active users at the time of data collection. Respondents were selected using purposive sampling based on the criteria described in Section 3.1. The demographic profile of respondents is presented in Table 1.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	68	45.3
	Female	82	54.7
Age	18–25 Years	61	40.7
	26–35 Years	55	36.7
	36–45 Years	22	14.7
	>45 Years	12	8.0
Geographic Location (East Java)	Surabaya & Sidoarjo	64	42.7
	Malang Region	41	27.3
	Lamongan & Northern Coast	27	18.0
	Other East Java Districts	18	12.0
User Role	SME Owner / Business Proprietor	83	55.3
	In-house Digital Marketer / Specialist	45	30.0
	Freelance Content/Marketing Manager	22	14.7
Focal Application Evaluated	Social Media Business Dashboards (e.g., Meta Business Suite)	81	54.0
	E-Commerce Seller Applications (e.g., Shopee/Tokopedia Seller)	69	46.0
Usage Experience	6 Months – 1 Year	39	26.0
	1 – 3 Years	74	49.3
	> 3 Years	37	24.7

Table 1 shows that female respondents accounted for the largest proportion of participants (54.7%), while male respondents represented 45.3% of the total sample. Regarding age distribution, most respondents were between 18 and 25 years old (40.7%), followed by those aged 26–35 years (36.7%). This indicates that the majority of respondents belonged to younger age groups, which are generally more familiar with digital technologies and online marketing platforms.

In terms of application usage duration, most respondents had utilized digital marketing applications for one to three years (49.3%), suggesting that they possessed sufficient

experience to evaluate the usability and usefulness of the applications. Therefore, the respondents were considered appropriate for examining factors associated with technology acceptance and intention to reuse digital marketing applications. These findings should be interpreted within the research context of digital marketing application users in East Java Province, Indonesia.

4.2 Measurement Model Assessment

The measurement model was evaluated through convergent validity, discriminant validity, and reliability testing. Convergent validity was assessed using outer loading values and Average Variance Extracted (AVE). According to Hair et al. (2022), indicator loadings greater than 0.70 indicate acceptable convergent validity.

Table 2. Outer Loading Results

Construct	Indicator	Outer Loading
User Experience (UX)	UX1 (Interface Attractiveness)	0.842
	UX2 (Ease of Navigation)	0.864
	UX3 (Responsiveness)	0.879
	UX4 (Information Clarity)	0.891
Perceived Ease of Use (PEOU)	PEOU1 (Easy to Learn)	0.871
	PEOU2 (Easy to Operate)	0.895
	PEOU3 (Clear Interaction)	0.846
	PEOU4 (Skillful Use)	0.882
Perceived Usefulness (PU)	PU1 (Enhance Effectiveness)	0.884
	PU2 (Increase Productivity)	0.863
	PU3 (Useful in Work)	0.879
	PU4 (Improve Performance)	0.891
Intention to Reuse (IR)	IR1 (Continue Usage)	0.902
	IR2 (Future Usage Plan)	0.917
	IR3 (Preference to Retain)	0.909

As presented in Table 2, all retained indicators showed outer loadings above 0.70, indicating satisfactory indicator reliability. The final measurement model comprised four UX indicators, four PEOU indicators, four PU indicators, and three IR indicators. Reliability and validity statistics are presented in Table 3.

Table 3. Reliability and Convergent Validity Results

Variable	Cronbach's Alpha	Composite Reliability	AVE
UX	0.892	0.925	0.755

Variable	Cronbach's Alpha	Composite Reliability	AVE
PEOU	0.897	0.928	0.765
PU	0.908	0.933	0.778
IR	0.895	0.935	0.827

The construct-level assessment presented in Table 3 showed that all Cronbach's alpha and composite reliability values exceeded 0.70, while all AVE values exceeded 0.50. Therefore, the measurement model demonstrated satisfactory internal consistency reliability and convergent validity and was considered appropriate for subsequent structural model assessment. Discriminant validity was subsequently assessed using the Heterotrait-Monotrait Ratio (HTMT), as shown in Table 4.

Table 4. HTMT Results

Construct	UX	PEOU	PU	IR
UX	-			
PEOU	0.781	-		
PU	0.744	0.829	-	
IR	0.698	0.774	0.853	-

The HTMT criterion suggests that discriminant validity is supported when HTMT values remain below 0.90. As shown in Table 4, all HTMT values were below this threshold. The highest HTMT value was observed between Perceived Usefulness and Intention to Reuse (0.853). These results support discriminant validity among the constructs.

4.3 Structural Model and Hypothesis Testing

Table 5. Structural Model and Hypothesis Testing Results

Hyp.	Path	O (β)	M	STDEV	t-statistic	p-value	Bias-corrected 95% CI	f ²	Decision
H1	UX $\rightarrow$ PEOU	0.757	0.753	0.067	11.301	<0.001	[0.598, 0.863]	1.342	Supported
H2	UX $\rightarrow$ PU	0.590	0.587	0.121	4.857	<0.001	[0.311, 0.791]	0.481	Supported
H3	PEOU $\rightarrow$ PU	0.290	0.292	0.127	2.278	0.023	[0.054, 0.554]	0.116	Supported
H4	PEOU $\rightarrow$ IR	0.299	0.292	0.127	2.346	0.019	[0.042, 0.542]	0.153	Supported
H5	PU $\rightarrow$ IR	0.612	0.615	0.116	5.286	<0.001	[0.376, 0.833]	0.643	Supported

Note. O (β) = original sample standardized path coefficient; M = bootstrap sample mean; STDEV = bootstrap standard deviation; CI = confidence interval; f² = effect size.

Hypothesis testing was conducted using a bootstrapping procedure with 5,000 subsamples and a two-tailed test at the 5% significance level. As shown in Table 5, all five hypothesized relationships were statistically significant, and their bias-corrected 95% confidence intervals did not include zero.

User Experience was positively associated with Perceived Ease of Use ($\beta = 0.757$, $t = 11.301$, $p < 0.001$) and Perceived Usefulness ($\beta = 0.590$, $t = 4.857$, $p < 0.001$), supporting H1 and H2. Perceived Ease of Use was positively associated with Perceived Usefulness ($\beta = 0.290$, $t = 2.278$, $p = 0.023$) and Intention to Reuse ($\beta = 0.299$, $t = 2.346$, $p = 0.019$), supporting H3 and H4. Perceived Usefulness was also positively associated with Intention to Reuse ($\beta = 0.612$, $t = 5.286$, $p < 0.001$), supporting H5.

4.4 Explanatory Power and Predictive Relevance Assessment

Explanatory power was assessed using R^2 values, while predictive relevance was evaluated via construct-specific blindfolding (Q^2) and out-of-sample PLSpredict procedures.

Table 6. Explanatory Power (R^2) and Blindfolding (Q^2) Values

Endogenous Construct	R^2 Value	Adjusted R^2	Blindfolding Q^2 (Construct-Specific)
Perceived Ease of Use (PEOU)	0.573	0.570	0.428
Perceived Usefulness (PU)	0.691	0.687	0.526
Intention to Reuse (IR)	0.734	0.731	0.578

As shown in Table 6, the model explained 57.3% of the variance in Perceived Ease of Use, 69.1% of the variance in Perceived Usefulness, and 73.4% of the variance in Intention to Reuse. Construct-specific blindfolding produced Q^2 values of 0.428 for PEOU, 0.526 for PU, and 0.578 for IR. Since all Q^2 values were above zero, the model demonstrated predictive relevance for all endogenous constructs.

To verify out-of-sample predictive performance, a PLSpredict assessment ($k=10$ folds) was conducted for the target endogenous construct (IR).

Table 7. PLSpredict Assessment for Intention to Reuse (IR)

Indicator	PLS-SEM RMSE	LM RMSE	Δ RMSE (PLS - LM)	Q^2 predict
IR1	0.412	0.435	-0.023	0.512
IR2	0.398	0.421	-0.023	0.541
IR3	0.425	0.442	-0.017	0.498

As shown in Table 7, all PLS-SEM RMSE values for Intention to Reuse were lower than the corresponding linear model benchmark values, indicating favorable out-of-sample predictive performance in the cross-validation assessment.

4.5 Discussion

The structural model results supported all five hypothesized relationships. User Experience was positively associated with Perceived Ease of Use ($\beta = 0.757$) and Perceived Usefulness ($\beta = 0.590$). These findings indicate that more favorable evaluations of interface attractiveness, navigation, responsiveness, and information clarity tend to coincide with stronger perceptions of ease of use and usefulness.

The positive associations of User Experience with Perceived Ease of Use and Perceived Usefulness are consistent with previous studies showing that application characteristics, usability, and user experience are closely related to users' evaluations of system ease and functional value (Xu et al., 2022; Khasanah et al., 2023; Foroughi et al., 2024; Wang et al., 2024).

Perceived Ease of Use was also positively associated with Perceived Usefulness ($\beta = 0.290$) and Intention to Reuse ($\beta = 0.299$). The positive association between Perceived Ease of Use and Perceived Usefulness is also consistent with the original TAM proposition and subsequent post-adoption evidence indicating that systems perceived as easier to use tend to receive stronger usefulness evaluations (Davis, 1989; Chen, 2022; Mishra et al., 2023; Alisah et al., 2024).

In addition, Perceived Usefulness was positively associated with Intention to Reuse ($\beta = 0.612$). Among the two direct predictors of Intention to Reuse, Perceived Usefulness showed the larger standardized path coefficient compared with Perceived Ease of Use. The associations of Perceived Ease of Use and Perceived Usefulness with Intention to Reuse are consistent with evidence from social mobile applications, e-wallets, enterprise systems, social shopping, and consumer applications, where these cognitive evaluations remain relevant after initial technology adoption (Akdin et al., 2022; Abbasi et al., 2022; Jo & Bang, 2023; Yu et al., 2024; Gon & Pidada, 2024).

More broadly, the findings support the distinction between initial acceptance and post-adoption continuance. Continued use reflects users' evaluations after actual experience with a system, with perceived usefulness remaining particularly relevant to continuance decisions (Bhattacharjee, 2001; Lu et al., 2023).

These findings are consistent with the post-adoption positioning of TAM in this study: evaluations of operational usability and functional value are associated with intentions to continue using an application. For the business users represented in this sample, perceived usefulness had a stronger association with reuse intention than perceived ease of use. This comparison concerns the estimated coefficients and does not establish a statistically significant difference between them. The findings suggest that application developers and digital marketing practitioners should consider both usability and perceived functional value when evaluating users' continued usage intentions.

Although the full-collinearity assessment did not indicate substantial common method bias, the R^2 value of 0.734 for Intention to Reuse should be interpreted as the proportion of variance explained within this cross-sectional, single-source dataset rather than as evidence of a causal relationship or future behavioral prediction.

5. Conclusion and Suggestion

This study examined the relationships among User Experience, Perceived Ease of Use, Perceived Usefulness, and Intention to Reuse in the post-adoption use of digital marketing applications in East Java. The results supported all five hypothesized relationships. User Experience was positively associated with both Perceived Ease of Use and Perceived Usefulness. Perceived Ease of Use was positively associated with Perceived Usefulness and Intention to Reuse, while Perceived Usefulness was positively associated with Intention to Reuse. Among the two direct predictors of Intention to Reuse, Perceived Usefulness showed the larger standardized path coefficient.

The structural model explained 57.3% of the variance in Perceived Ease of Use, 69.1% in Perceived Usefulness, and 73.4% in Intention to Reuse. Construct-specific Q^2 values of 0.428, 0.526, and 0.578, respectively, indicated predictive relevance for the endogenous constructs. The PLSpredict assessment also showed favorable out-of-sample predictive performance for Intention to Reuse within the cross-validation assessment.

The study contributes to the literature on technology acceptance and digital marketing by providing empirical evidence on the relationships between operational aspects of User Experience, cognitive TAM evaluations, and continued usage intentions. Practically, the findings suggest that application developers and digital marketing practitioners should consider usability, interface design, system responsiveness, information clarity, and functional value when assessing user retention priorities.

These findings should be interpreted within the study's cross-sectional, single-source, purposive-sampling design and should not be interpreted as evidence of causal relationships. Future studies may expand the geographical scope, incorporate larger sample sizes, and examine additional variables such as trust, satisfaction, perceived enjoyment, electronic word-of-mouth (e-WOM), and customer engagement.

6. Limitations and Future Research

Despite providing valuable empirical insights into technology acceptance and user retention within the digital marketing landscape, this study has several limitations that should be acknowledged. First, the research was geographically restricted to digital marketing application users residing in East Java, Indonesia. While East Java serves as a significant economic and digital hub, the findings may not fully represent the behavior and perceptions of users in other provinces or regions with differing levels of technological infrastructure and digital literacy. Second, the cross-sectional design employed in this study captures users' perceptions at a single point in time, which may not fully reflect how user experience and behavioral intentions evolve as digital platforms continuously update their features and interfaces. Third, the sample size of 150 respondents, while statistically adequate for PLS-SEM analysis, remains relatively modest and was collected through non-probability purposive sampling, which may limit the generalizability of the findings across broader demographic groups. In addition, the single-source self-report design may retain method-related bias despite the full-collinearity diagnostic, and stated reuse intentions do not establish subsequent usage behavior. Finally, the theoretical model focused strictly on the core constructs of the Technology Acceptance Model alongside User Experience, leaving out other psychological and relational factors that could influence post-adoption behavior.

To address these limitations, several avenues for future research are recommended. Future studies should expand the geographic scope by collecting data across multiple provinces in Indonesia or conducting cross-cultural comparisons to evaluate whether regional and cultural differences affect user acceptance of digital marketing applications. Researchers are also encouraged to adopt longitudinal research designs to track how user experience and reuse intentions change over time, particularly following major application updates or rebrands. Furthermore, increasing the sample size and utilizing probability sampling methods would enhance the statistical power and external validity of the research model. Lastly, future models could incorporate additional relevant variables such as brand trust, perceived security, electronic word-of-mouth (e-WOM), perceived enjoyment, and customer engagement to

develop a more comprehensive understanding of user retention strategies in competitive digital ecosystems.

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