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Service Quality Factors of Argobazar Online Adoption among Customers

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Abstract

The digital economy has been identified as a key economic growth area (KEGA) in achieving WKB 2030, which aims to make Malaysia a sustainably developing country with equitable wealth distribution and inclusive and equal growth. Digitization is increasingly driving global economic growth. Customers' preferences have shifted in favor of a quick and convenient experience, thanks to the internet and mobile phones. The COVID-19 pandemic emphasizes the importance of the digital economy in ensuring economic continuity. As a result, AgroBazaar is an online marketplace for buying and selling agricultural products Therefore, this study investigates the service quality factors influencing user satisfaction with AgroBazaar, an online marketplace for agricultural products in Malaysia. Given the digital economy's role in Malaysia's economic growth and the increased importance of online platforms during the COVID-19 pandemic, understanding these factors is crucial. To achieve peak performance, online businesses must concentrate on their industry and provide consistently high-quality service to ensure customer satisfaction. Thus, this study assesses the level of system quality, service quality, information quality, price, trust, and user satisfaction with online agrobazaar, which will be used to build and improve system user satisfaction, as well as contribute to the economy, national income, and the individual. The study assesses system quality, service quality, information quality, price, and trust, using data collected from 192 AgroBazaar customers across Malaysia. The findings reveal that all these components significantly impact user satisfaction, highlighting the platform's potential to enhance user experience and contribute to economic development.

Keywords: System Quality, Service Quality, Information System, Price, Trust, User Satisfaction, Agrobazar Platform.

Introduction

E-commerce in Malaysia has experienced significant growth due to increasing internet penetration, smartphone adoption, and evolving consumer behavior. The COVID-19 pandemic accelerated this trend, as movement control orders led to a surge in online shopping. The Malaysia Digital Economy Corporation (MDEC) reported that Malaysia's e-commerce market grew at a compound annual growth rate (CAGR) of 19.4% from 2015 to 2020, reaching a value of RM115.2 billion in 2020. The report also highlighted the rising popularity of online marketplaces and the increased use of mobile commerce, creating new opportunities for Malaysian businesses and entrepreneurs.

The Malaysian government has supported this growth through initiatives such as the Malaysia Digital initiative, aiming to position the country as a leader in the digital economy by promoting digital payments and striving for a cashless society by 2030. The MyDIGITAL action plan, launched in 2021, focuses on improving payment system interoperability, expanding digital payment acceptance, and promoting secure and efficient payment solutions. Additionally, the development of the financial technology ecosystem, supported by regulatory frameworks from the Malaysian Securities Commission and Bank Negara Malaysia, has fostered innovation and collaboration within the financial sector.

Efforts to enhance digital literacy and upskill the workforce have been prioritized, with initiatives such as MDEC's MyDigitalWorkforce providing training in areas like data analytics, cybersecurity, artificial intelligence, and software development . The thriving startup ecosystem, supported by organizations like the Malaysian Global Innovation & Creativity Centre (MaGIC), has also contributed to the country's digital economy growth, as evidenced by Malaysia's eighth-place ranking in the Global Startup Ecosystem Report 2020 .

Literature Review and Hypothesis Development

Malaysia and Digital Economy

The digital economy is a key area for Malaysia's economic growth, as highlighted in national initiatives like the Twelfth Malaysia Plan (RMKe-12) and Wawasan Kemakmuran Bersama 2030 (WKB 2030). The digital economy's importance has been emphasized by the COVID-19 pandemic, which showcased its role in ensuring economic continuity. The rise of internet and mobile phone usage has shifted consumer behavior towards quick and easy digital experiences. However, the rapid growth in digitalization also brings challenges, including the risk of a digital divide and increased cybersecurity threats (MDEC, 2021).

Digital Innovations and Infrastructure: The digital economy includes various innovations such as digital banking, e-commerce, virtual education, and smartphone apps. The infrastructure supporting this economy comprises software, hardware, and skilled labor. Notably, e-commerce platforms like Lazada, Shopee, and Zalora have become significant players in Malaysia, bolstered by widespread smartphone use and digital payment systems. The startup ecosystem, including companies like Grab and iPay88, has also flourished, attracting investments both locally and internationally.

Despite these advancements, Malaysia faces challenges such as cybersecurity threats and limited digital infrastructure, particularly in rural areas, which restricts access to digital opportunities. There are also concerns about data privacy, requiring robust regulations and

transparent data handling practices to maintain trust in the digital ecosystem (Zainuddin & Landoni, 2020; Kamarulzaman et al., 2020). Digitalization is crucial for maintaining relevance and competitiveness in the global economy. It is essential for Malaysia to embrace these changes to ensure equitable and sustainable growth, as well as fair distribution of wealth (YBhg. Saiful Anuar bin Lebai Hussen, 2021; A. Lauscher, 2019).

FAMA and Digital Marketing

Federal Agricultural Marketing Authority (FAMA) has utilized digital marketing strategies to promote Malaysian agricultural products and connect farmers with consumers. This includes leveraging online platforms, social media marketing, data analytics, and customer engagement to enhance agricultural marketing and expand market access for regional farmers. These digital initiatives have revolutionized the agricultural landscape by providing new avenues for advertising and customer interaction.

In another context, FAMA is an essential organization in the accounting and tax industry, offering advice on accounting standards and financial reporting practices. Its mission is to ensure the integrity and transparency of financial data, thereby promoting comparability and reliability, which are crucial for building market trust and confidence (FAMA, 2018).

Digital Marketing and Accounting: Digital marketing, encompassing SEO, social media marketing, content marketing, email marketing, and other strategies, has transformed how businesses communicate with their customers, allowing for more targeted and personalized messaging (Sharma & Saini, 2019). Understanding the digital marketing landscape is essential for addressing accounting and taxation challenges, as companies must align their reporting practices with FAMA's guidelines to accurately reflect the financial impact of digital campaigns (Cheng et al., 2021). This involves navigating compliance issues, ambiguities, and evolving reporting standards (Perez & Rueda, 2018). Additionally, the valuation and disclosure of intangible assets, such as digital marketing activities, require clear guidelines to determine the return on investment, adhering to FAMA's principles (Smith, 2020; Gupta & Singh, 2018)

Introduction of Agrobazr

In the era of globalization, technology has significantly impacted various industries, including agriculture. The advent of agrobazaars, or online marketplaces for agricultural products, has revolutionized agricultural trade by enhancing market access for farmers and providing buyers with a broad range of goods at competitive prices. These platforms offer an efficient and accessible way to connect agricultural producers with a larger audience beyond their local areas, overcoming traditional barriers such as limited transportation options and reliance on intermediaries (Johnson, 2022).

Agrobazaars enable farmers to reach a wider customer base, improving their market opportunities and profitability. They provide a level playing field for small-scale farmers, who can now compete more effectively with larger enterprises and access better prices for their products (Jones et al., 2020; Miller & Thompson, 2020). For buyers, agrobazaars facilitate better purchasing decisions by offering transparency regarding product availability, pricing, and quality standards, which enhances their sourcing effectiveness (Wilson, 2020). Overall, agrobazaars have transformed agricultural trading by leveraging technology to improve market access, facilitate successful trading, and support logistics, contributing to the growth

and sustainability of the agricultural sector (Johnson, 2022; Jones et al., 2020; Miller & Thompson, 2020; Wilson, 2020).

Benefits of Agrobazar Usage

Agrobazaars are revolutionizing agricultural trading by utilizing online marketplaces to connect farmers, producers, and buyers. These platforms offer numerous benefits, including improved market access, streamlined trading processes, a diverse range of products, and valuable information exchange. They extend farmers' reach beyond local and traditional networks, facilitating global connections and new sales opportunities, which can enhance economic viability and promote business growth (Johnson, 2022; Jones et al., 2020). By removing intermediaries, agrobazaars enable direct communication between buyers and sellers, reducing transaction costs and increasing transparency in product details and pricing. This fosters more effective and personalized trading experiences (Smith & Lee, 2021; Brown, 2019).

In terms of product diversity, agrobazaars centralize a wide array of agricultural goods, allowing buyers to access various crops, livestock, and specialty items. Farmers can showcase unique or specialized products, catering to specific consumer demands, leading to higher prices and market differentiation (Wilson, 2020; Martin, 2019). Eliminating intermediaries allows farmers to capture a larger share of the value chain, which translates to higher profit margins and greater financial sustainability. Agrobazaars also enhance farmers' ability to effectively showcase and market their products (Jones et al., 2020; Smith, 2021).

Some agrobazaars provide integrated logistical services, such as transportation and delivery, simplifying the trading process and ensuring timely, proper delivery of products. This support reduces transportation burdens for both farmers and buyers (Taylor, 2023). Additionally, agrobazaars offer real-time market data, including trends, prices, and demand patterns, aiding farmers in making informed production and pricing decisions, and allowing buyers to make well-informed purchasing choices (Harris, 2021; Miller & Thompson, 2020; Wilson, 2020).

Service Quality Factors

Service Quality

Agrobazaars have emerged as transformative online platforms revolutionizing agricultural trade by connecting farmers, suppliers, and buyers. Their success hinges on several critical factors, including service quality, which encompasses flexibility, reliability, transparency, personalization, customer support, fulfillment efficiency, after-sales support, and trust and security.Flexibility is vital as it involves prompt responses to customer inquiries and concerns, contributing to higher satisfaction (Smith et al., 2019). Reliability ensures accurate and timely delivery of products, significantly affecting customer trust and satisfaction (Lee et al., 2020). Transparency in product details and pricing fosters trust and reduces uncertainty (Johnson et al., 2018). Personalization enhances service quality by tailoring recommendations and offers to individual customer preferences (Chen et al., 2021). Effective customer support involves timely assistance and issue resolution, crucial for a positive experience (Wang et al., 2019; Garcia et al., 2020). Fulfillment efficiency addresses the need for quick and accurate order processing, impacting overall satisfaction (Li et al., 2021).

After-sales support is essential for handling returns and resolving issues, which enhances customer loyalty (Wang & Li, 2019). Trust and security are fundamental for user adoption, with secure payment gateways and data protection playing a crucial role in building confidence (Tan et al., 2020; Kim, Park, & Kang, 2018; Yang, Chen, & Li, 2020). Regularly addressing these factors contributes to their competitive edge and supports the agricultural sector's growth (Shen, Zhou, & Zhang, 2019; Tuan & Loi, 2021).

H1: The service Quality factor has a positive effect on user satisfaction among the customer of Agrobazaar.

Information Quality

In Agrobazaar platforms, high information quality is crucial for successful transactions and positive user experiences. Accurate, comprehensive, and up-to-date information improves user trust and reduces uncertainty (Li, Wu, & Liu, 2020). Consistent and reliable product details, pricing, and shipping information are essential for maintaining service quality (Zhou, Zhou, & Huang, 2019). Clear and well-structured presentation of data also enhances user experience and perceptions of service quality (Ma, Tao, & Liu, 2021).Website design and functionality significantly impact user satisfaction on Agrobazaar platforms. Effective design with intuitive navigation and appealing visuals improves user experiences (Chiu et al., 2014). Features like search filters and secure payment gateways are crucial for user-friendly interactions and trust (Suki & Ramayah, 2010). Aesthetic design, mobile optimization, and regular maintenance further enhance user engagement and perceptions of service quality (Chiu et al., 2014).

Detailed product descriptions and specifications are vital for informing customer decisions. Accurate descriptions of product features and specifications, including high-resolution images and videos, help users assess and compare products effectively (Zhang et al., 2018). Comprehensive information, particularly for agricultural products, enhances perceived information quality and customer trust.User-generated content (UGC), such as reviews and ratings, enhances the information quality on Agrobazaar platforms by providing authentic user perspectives (Liu et al., 2019). Positive UGC boosts platform credibility, while moderated and interactive UGC improves overall reliability and user engagement. Sentiment analysis of UGC can also provide valuable feedback for further enhancing service quality (Liu et al., 2019).

H2: The Information Quality factor has a positive effect on user satisfaction among the customer of Agrobazaar.

System Quality

Agrobazaars are vital for agricultural trade, connecting farmers, suppliers, and buyers online. System quality is crucial for their success, encompassing performance, reliability, availability, security, usability, scalability, and compatibility. Performance is key, requiring optimal processing speed and database optimization (Mahfuz et al., 2020). Techniques like caching and CDNs enhance system speed (Chang & Lin, 2019), while continuous monitoring is essential for maintaining performance (Saputra et al., 2018). Reliability, supported by fault-tolerant systems and efficient backup procedures, is crucial for user trust (Kovalenko et al., 2020; Pandey & Pal, 2019). Regular updates help prevent failures (Alqahtani et al., 2019).

High availability demands reliable hosting, redundant servers, and effective load balancing (Baresi et al., 2020; Memon & Wong, 2020). Backup systems and disaster recovery plans minimize downtime (Yu et al., 2018). Security is critical, involving encryption, secure communication protocols, and regular compliance checks (Chen et al., 2020; Amin et al., 2020; Dutta et al., 2019). Usability is enhanced by an intuitive interface and streamlined processes (Liu et al., 2020; Rahman et al., 2021). Scalability, achieved through horizontal and vertical scaling and cloud infrastructure (Lam et al., 2020; Shi et al., 2018; Zhang et al., 2021), is vital for accommodating growth. Compatibility across devices and platforms ensures broad accessibility (Wu et al., 2020; Kumar & Mishra, 2021).

Reliability is vital for Agrobazaar's success and user adoption. Efficient order processing and reliable delivery systems build user trust (Chen et al., 2021; Duan et al., 2020). Effective payment gateways and secure transactions also enhance user confidence and adoption (Teng et al., 2019). Reliable platforms foster user trust and encourage repeat usage (Chang et al., 2018).A user-friendly interface is essential for system quality in Agrobazaar. A clean, well-organized layout with clear labeling improves user satisfaction (Li & Liu, 2021). Consistent design elements and accessibility features enhance usability (Li & Liu, 2021). Regular user feedback and usability testing help refine the interface and boost system quality (Li & Liu, 2021). Prioritizing these aspects ensures a seamless and engaging user experience.

H3: The System Quality factor has a positive effect on user satisfaction among the customer of Agrobazaar.

Price

Agrobazaar Online is a prominent e-commerce hub for agriculture, where price dynamics play a crucial role in market interactions and competitiveness. This review explores current insights into pricing techniques, adoption strategies, and related challenges.Agrobazaar Online's pricing system is shaped by factors like customer preferences, production costs, supply and demand, and market competition. Smith et al (2018), found that seller pricing strategies are influenced by product quality, competition, and profit margins. Johnson (2019), noted that market competition leads to price adjustments as sellers use dynamic pricing to gain an edge. Lee and Chen (2020), found that sellers incorporate production costs into their pricing to balance profitability and competitiveness. Davis and Robinson (2021), highlighted that value-based pricing, which considers perceived value and brand reputation, is increasingly used.

Effective pricing strategies are vital for sellers to maximize profits and attract buyers. Brown et al (2018), found that cost-based pricing, which includes production costs, helps sellers ensure profitability while remaining competitive. Conversely, Davis and Robinson (2019) emphasized value-based pricing, which reflects the perceived value of products, enhancing differentiation and potentially leading to higher prices. Li and Wang (2020) explored promotional pricing strategies like discounts and seasonal offers to boost demand and attract price-sensitive customers. Martinez and Garcia (2021) investigated dynamic pricing, which adjusts prices based on market conditions and competition, optimizing revenue and competitiveness. Sellers often combine these strategies to meet business goals.Agrobazaar Online employs various pricing mechanisms. Anderson (2018) noted the benefits of fixed pricing, offering transparency and simplicity for consumers. Johnson and White (2019)

described auction-based pricing as a way to determine market value through bidding, promoting fair competition. Martinez et al. (2020) discussed hybrid pricing models, which blend fixed and dynamic pricing to offer flexibility and respond to market changes. Davis and Johnson (2021), examined subscription-based pricing, providing recurring revenue and exclusive benefits to foster customer loyalty.

Market Efficiency and Price Discovery

Market efficiency ensures prices reflect all available information and adjust quickly to market changes. Smithson and Johnson (2018), emphasized that efficient markets enable fair resource allocation by accurately reflecting supply and demand. Johnson and Martinez (2019) highlighted Agrobazaar Online's role in price discovery, allowing buyers and sellers to determine fair market values through competitive bidding and negotiation. Wang et al. (2020) found that AI and machine learning enhance price prediction and market efficiency. Nguyen and Lee (2021) stressed the importance of regulatory frameworks in supporting market efficiency and ethical practices.In conclusion, Agrobazaar Online utilizes a range of pricing mechanisms and strategies to enhance market efficiency and support price discovery. By integrating technology and regulatory support, Agrobazaar Online aims to provide a transparent and effective marketplace for agricultural goods.

H4: The trust factor has a positive effect on user satisfaction among the customers of Agrobazaar.

Trust Issue

Agrobazaar platforms facilitate agricultural transactions and connect farmers with buyers. However, their success hinges on establishing trust among users. This review explores key trust factors, challenges, and strategies for fostering trust in these platforms.Trust relies on a platform’s reputation, positive feedback, and transparent business practices (Sun et al., 2019; Liang & Xue, 2019). Platforms with a history of reliability and satisfied customers are more likely to gain user trust.Trust is bolstered by verifying sellers through badges, certifications, and user reviews (Huang et al., 2018; Ma et al., 2020). Such measures assure buyers of seller reliability and authenticity.Secure transactions and data protection are crucial. Implementing secure payment gateways, encrypted communications, and clear privacy policies are essential to safeguard user information (Xu et al., 2020). Providing accurate, detailed product information builds trust. Platforms should offer comprehensive descriptions about product quality, origin, and certifications (Qin et al., 2018).

Reliable customer service and efficient dispute resolution are vital. Platforms should ensure accessible feedback channels and prompt issue resolution to foster trust (Xiao & Benbasat, 2018; Hermans et al., 2019).Responsive customer support is key to building trust. Timely assistance with order issues and inquiries enhances customer satisfaction and loyalty (Chen et al., 2018).Demonstrating commitment to ethical practices and sustainability can boost trust. Platforms should highlight efforts in supporting local farmers and promoting eco-friendly practices (Yu & Li, 2021).Encouraging and moderating customer reviews and ratings enhances transparency and trust. Positive feedback significantly impacts trust and purchase decisions (Liang et al., 2020).

H5: The trust factor has a positive effect on user satisfaction among the customer of Agrobazaar.

Research Framework

This theoretical framework examines each factor—service quality, information quality, system quality, price and trust—in the context of User Satisfaction. This study will be used to determine the structure and methodology of this study. Agrobazaar's service quality will have a positive impact on online customers if it follows to the framework. In summary, the proposed framework in this study provides the public and readers with deeper insights into the relationships between these factors and the intention to use self-checkout (Figure 1).

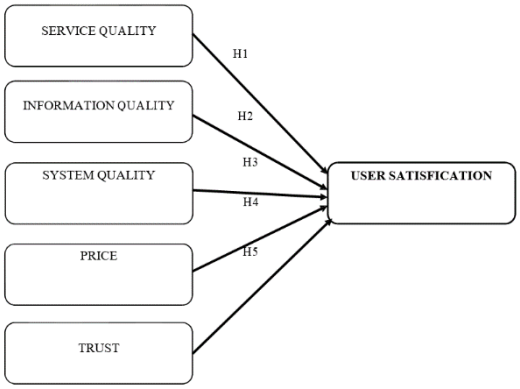

Figure 1 Theoretical Framework of the Research.

Methodology

This study employed a quantitative research approach using an online questionnaire survey with 150 respondents. The questionnaire was structured into Sections A, B, and C. Section A, Section B, and Section C are the three separate sections that make up the questionnaire's structure. The general data provided by the respondents will be the focus of Section A. The factors influencing user satisfaction with the online agro bazaar are discussed in Section B. Agrobazaar user satisfaction is going to be covered in Section C of the questionnaire. The created questionnaire aims to respond to and accomplish the research questions and objectives. As a result, the questionnaire was developed using references from earlier research studies.

The study utilized measurement scales previously validated in existing literature. Responses to the questions were recorded using a Likert scale, allowing respondents to select the most appropriate option for each issue. The scale ranged from 1 (strongly disagree) to 5 (strongly agree). The collected data were processed using SPSS version 27, which involved descriptive statistics, reliability and validity analysis, Pearson correlation, and multiple regression tests to address the study's objectives.

Table 1 presents the demographic information of survey participants. The majority of respondents were male, constituting 58.3% (n=112), while females accounted for 41.7% (n=80) of the total 192 respondents. Among the respondents, 54.7% (n=105) were aged 18-25 years, making it the largest age group. The second largest group was aged 26-33 years,

comprising 26% (n=50), followed by those aged 34-41 at 10.4% (n=20). Respondents aged 42-49 years accounted for 3.7% (n=7), and those aged below 18 were the smallest group at 1.6% (n=3). Ethnically, 73% (n=141) of respondents were Malay, 13% (n=25) were Chinese, 12% (n=12) were Indian, and 2% (n=3) belonged to other ethnicities. The employment status among respondents was a employed, with 62.5% (n=120), followed by students at 33.3% (n=64), and the lowest level was retired, at 0.52% (n=1). In terms of purchases in a month, 21.4% (n=41) of respondents purchase at online agrobazaar more than 5 times per months, 1-2 times 11.5% (n=22), and purchase 3-4 times 20.3% (n-=39)

Table 1
Respondents' Background

Background	Categories	Frequency	Percentage (%)
Gender	Male	112	58.3
	Female	80	41.7
Age	Below 18	3	1.6
	18-25	105	54.7
	26-33	50	26.0
	34-41	20	10.4
	42-49	7	3.7
	50 and above	7	3.7
Race	Malay	141	73
	Chinese	25	13
	Indian	23	12
	Others	3	2
Employment	Employed	120	62.5
status	Unemployed	7	3.65
	Student	64	33.3
	Retired	1	0.52
Usage of	Yes	192	100
Online Agro	No	0	0
Purchases in a Months	More than 5 times	41	21.4
	1-2 times	22	11.5
	3-4 times	39	20.3
Frequency usage	Once a months	36	18.8
	Once every 2 weeks	64	33.3
	Once a week	52	27.1
	Several times a week	40	20.8

Reliability Analysis and Validity Test

Reliability analysis is assessed using Cronbach's Alpha. Table 2 displays Cronbach's Alpha values for all variables ranging from 0.927 to 0.948, which are significantly higher than 0.70. This demonstrates that the overall alpha coefficient for each subscale is excellent. Specifically, the alpha values for service quality (α = 0.927), system quality (α = 0.931), information quality (α = 0.938), price (α = 0.941), trust (α = 0.947) and user satisfaction (α = 0.948) are indicated in the table. According to Malhotra (2012), reliability in this research is measured using

Cronbach Alpha, where a value ≤ 0.60 is considered unreliable, and a value ≥ 0.70 is highly acceptable. Therefore, the results of this survey indicate high reliability. Overall, the reliability analysis of this study is highly satisfactory.

Table 2
Reliability analysis of each variable

Variable	Number of Items	Cronbach's Alpha
Service Quality (SEQ)	5	0.927
System Quality (SYQ)	5	0.931
Information Quality (IFQ)	5	0.938
Price (PR)	5	0.941
Trust (TR)	5	0.947
User Satisfaction (US)	5	0.948

6. Result

In general, the data presented in table 3 indicates noteworthy and favorable correlations between user satisfaction and various factors: service quality (r=0.752, p<0.01), information quality (r=0.741, p<0.01), system quality (r=0.806, p<0.01), trust (r=0.793, p<0.01) and price (r=0.808, p<0.01).

Table 3
Pearson correlation for variable of study.

	SEQ	IFQ	SYQ	TR	PR	US
SEQ	1	.781**	.781**	.737**	.690**	.752**
IFQ	.781**	1	.789**	.797**	.681**	.741**
SYQ	.781**	.789**	1	.844**	.822**	.806**
TR	.737**	.797**	.844**	1	.751**	.793**
PR	.690**	.681**	.822**	.751**	1	.808**
US	.752**	.741**	.806**	.793**	.808**	1

**. Correlation is significant at the 0.01 level (2-tailed).
SEQ= Service Quality, IFQ =Information Quality, SYQ = System Quality, TR = Trust, PR = Price and US=User Satisfaction

The model summary for factors influencing user satisfaction is presented in Table 4. The coefficient of determination, R Square, indicates that the five independent variables collectively account for 79.2% (R2 = 0.792) of the total variance in usage intention affected by service quality, information quality, system quality, trust, and price. The regression model detailed in the table examines how service quality, system quality, trust, and price influence user satisfaction. The standardized coefficients reveal that Service Quality ($p < 0.05$, β = 0.163), System Quality ($p < 0.05$, β = 0.186), Trust ($p < 0.05$, β = 0.253) , and Price ($p < 0.05$, β = 0.297) are all significantly related to user satisfaction. However, the variable information quality ($p > 0.05$, β = 0.084) is found to be insignificant in relation to user satisfaction.

Table 4
Regression for Customer Intention determine

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	T	Sig.
(Constant)	.230	.165		2.140	.889
SEQ_MEAN	.178	.065	.163	2.727	.007
IFQ_MEAN	.089	.068	.084	1.310	.192
SYQ_MEAN	.190	.081	.186	2.337	.020
TR_MEAN	.260	.071	.253	3.668	.000
PR_MEAN	.303	.061	.297	4.953	.000

a.Dependent Variable: user satisfaction.
R= 0.890. R square= 0.792. Adjusted R= 0.787. F = 141.833

Discussion

The study investigates the factors influencing user satisfaction of Agrobazar online adoption and explores the causal relationships among the constructs using a proposed research framework. The correlation between service quality and user satisfaction in Agrobazaar Online is strong (0.927). High service quality is linked with high user satisfaction, and service responsiveness is critical. The study highlights that service quality significantly influences online consumer behavior and satisfaction (Smith et al., 2019; Lee et al., 2020). There is a strong correlation (0.931) between system quality and user satisfaction. Effective system performance, reliability, and security are essential for maintaining high user satisfaction (Mahfuz et al., 2020; Saputra et al., 2018; Chang & Lin, 2019). Trust strongly correlates with user satisfaction (0.941), influenced by customer feedback, a strong brand presence, and transparent business practices (Liang & Xue, 2019; Huang et al., 2018; Ma et al., 2020). Price is highly correlated with user satisfaction (0.947). Market competition and pricing strategies are significant determinants of user satisfaction and online purchase intention (Johnson, 2019; Lee & Chen, 2020). Therefore H1, H3, H4 and H5 hypotheses are accepted.

Among all variables, H2 is rejected, indicating that information quality is the only variable that has no significant relation to usage intention. However, providing accurate, comprehensive, and reliable information remains vital for user experience and trust in Agrobazaar (Li, Wu, & Liu, 2020; Zhou, Zhou, & Huang, 2019).

Conclusions

This study discusses the findings on usage intention with Self-Checkout Counter using the Diffusion of Innovation theory. The findings conclude that the constructs in the model, namely compatibility, ease of use, trialability, and perceived trust, significantly influence the intention to use Self-Checkout Counters. The method used in this study addresses the research questions and achieves the study objectives through analyses such as descriptive analysis, Pearson correlation analysis, reliability analysis, inferential analysis, and hypothesis

testing. The discussion revealed that the perceived trust construct has shown a significant relationship with the usage intention of Self-Checkout Counters. Most respondents agreed that they use Self-Checkout Counters for payment transactions and are highly satisfied with the system due to its seamless transactions. However, continuous quality improvement is necessary to enhance the service and ensure that the technology delivers benefits to the community and the country.

Significant Implications of the Research

The study has several implications, encompassing theoretical, managerial, and policy aspects. It highlights the critical roles of service quality, information quality, system quality, price, and trust in enhancing user satisfaction on the Agrobazaar website in Malaysia.The research finds that service quality, information quality, system quality, and trust significantly positively impact user satisfaction in Agrobazaar Online. Price also shows a positive correlation with user satisfaction. These results suggest that improving these factors can enhance user satisfaction and online purchase intentions. Agrobazaar should ensure fair pricing and maintain high standards for information, system performance, and customer trust to attract more users and enhance its e-commerce platform.

Agrobazaar, launched by the Malaysian Ministry of Agriculture and Food Industries (MAFI), aims to facilitate the sale of agricultural products and improve market access for small-scale farmers. Key policies include, establishing marketplaces for direct sales between producers and consumers, promoting local and environmentally friendly farming practices, ensuring products meet specific quality standards, including food safety and organic certification, implementing policies for reasonable pricing, transparency, and fair-trade principles, providing education, financial assistance, and technological support. These policies aim to create a sustainable, inclusive, and efficient agricultural marketplace.The digital economy, crucial to Malaysia's economic growth under the Twelfth Malaysia Plan and Wawasan Kemakmuran Bersama 2030, fosters investment, job creation, and productivity across various sectors. E-commerce platforms like Lazada, Shopee, and Zalora are transforming retail, promoting a cashless society, and supporting a vibrant startup ecosystem. However, the study also highlights challenges such as cybersecurity threats and the digital divide, which could hinder economic growth. Addressing these issues is vital to ensure that all segments of the population benefit from the digital economy's opportunities.

Ethical Considerations

This study is voluntarily participation and the respondents agreed to take part in the study. Information gathered during this study is confidential.

Conflict of Interest

The authors declare that they have no conflict of interest.

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