

## **ABSTRACT**

*The use of applications for trading transactions in the digital era is increasingly favored by the public, one of which is to meet daily needs. Not least in the food sector to fulfill kitchen and fresh product needs, more and more applications are trying to meet these needs. However, the commodities sold are quite vulnerable, both in terms of price sensitivity and perishable goods resilience. Instead of creating an e-commerce groceries platform in the food sector, PT Telkom Indonesia prefers to create a groceries marketplace, so it is not affected by price and product resilience conditions because the products sold belong to SMEs.*

*This research aims to determine what influences people as consumers of fresh products and kitchen needs to adopt the Agree Mart groceries marketplace by implementing the UTAUT-3 (Unified Theory of Acceptance & Use of Technology 3) model. This research method uses a mixed methods approach that integrates quantitative and qualitative data. This study involves users in Indonesia, with a quantitative approach having a sample of 155 respondents as users who have made transactions, and with a qualitative approach, there are 5 registered user informants who have not made transactions.*

*Quantitative data is analyzed using Partial Least Square (PLS) and Structural Equation Modeling (SEM) with SmartPLS data processing tools. The research results show three non-significant variables, namely Social Influence (SI) and Facilitating Conditions (FC) on Behavioral Intention (BI), and Personal Innovativeness (PI) on Use Behavior (UB).*

**Keywords:** *Digital Business Strategy, Business Strategy Formulation, Business Model Canvas, Platform, E-Groceries, Marketplace, Mixed Methods Analysis, UTAUT.*