Determinants of The Desire to Reuse Artificial Intelligence (AI) in Increasing Sales of Msme Products (Focus on Culinary Products)

Muhammad Faishal Annas, Elfitra Desy Surya

Abstract

The development of Artificial Intelligence (AI) technology has created new opportunities in digital marketing, including for MSMEs in the culinary sector. Although a number of MSMEs have begun to adopt AI, the sustainability of using this technology is still a challenge due to limited digital literacy, trust, and user satisfaction. This study aims to analyze the factors that influence the desire to reuse AI in increasing sales of culinary MSME products. The variables studied include perceived benefits, perceived ease of use, user satisfaction, trust in technology, and the desire to reuse. The study was conducted in Medan City with a quantitative approach and survey method of 150 MSME respondents who have used AI. The data analysis technique used is path analysis. The results of the study show that perceived benefits, ease of use, and user satisfaction have a direct and significant effect on the desire to reuse AI. In addition, trust in technology mediates the relationship between these variables and reuse intention. This study concludes that positive experiences and ease of use of AI encourage the sustainability of technology utilization in MSME culinary marketing activities. The implications of these findings provide insights for technology developers, business actors, and policy makers to strengthen an adaptive and sustainable MSME digital ecosystem.

Keywords: Artificial Intelligence, Culinary UMKM, Reuse Intention, User Satisfaction, Technology Trust.

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Introduction

Micro, Small and Medium Enterprises (MSMEs) are the backbone of the Indonesian economy, contributing around 61% to the Gross Domestic Product (GDP) and absorbing 97% of the national workforce. Among the MSME sectors, the culinary industry stands out as one of the most dynamic and fast-growing. However, intense competition and changing consumer preferences require culinary MSME players to continuously innovate in their marketing and operational strategies.

In recent years, Artificial Intelligence (AI) technology has revolutionised the digital marketing landscape. AI enables companies to deeply analyse consumer data, personalise content, and optimise marketing strategies in real-time. The application of AI in digital marketing covers various aspects, such as predictive analytics, content automation, audience segmentation, and customer interaction through chatbots. Artificial intelligence enables marketers to deliver personalized experiences at scale, enhancing customer engagement and loyalty (S & Rao, 2024). The integration of AI-driven predictive analytics allows for more accurate forecasting of consumer behavior, leading to more effective marketing campaigns(Muhajir, 2024). AI technologies facilitate the rapid creation of marketing content, enabling brands to maintain consistency and relevance across multiple channels (Priya, 2025). The deployment of AI-powered chatbots has transformed customer service by providing instant, support, thereby improving customer satisfaction (Mohamed et al., 2018). As AI becomes more prevalent in marketing, ethical considerations regarding data privacy and algorithmic bias must be addressed to maintain consumer trust (Gonçalves et al., 2023).

The market for artificial intelligence in marketing was valued at USD 20,447.1 million in 2024 and is expected to expand at a compound annual growth rate (CAGR) of 25.0% between 2025 and 2030. The artificial intelligence market can be seen in the figure below
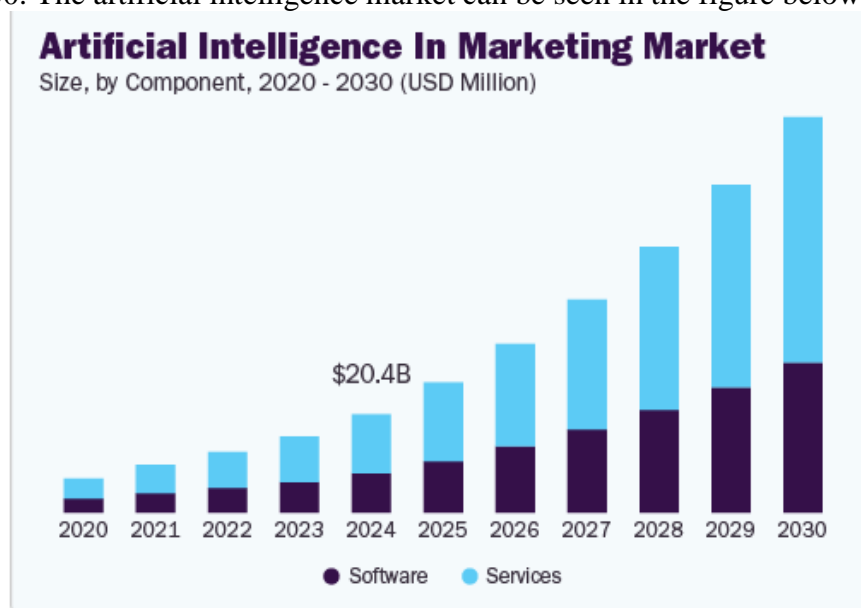

Figure 1. Artificial Intelligence In Marketing Market

Marketers may better target and segment their audiences and offer more individualized experiences with the help of AI. AI has fueled success across a range of sectors, including retail, healthcare, insurance, finance, and the automobile industry. AI has the potential to improve advertising's efficacy, efficiency, and impact by automating the creation and distribution of ads and by enabling more accurate targeting of viewers.

Artificial Intelligence (AI) offers various solutions to improve the efficiency and effectiveness of MSME operations, including in the culinary sector. AI technology can assist in sales data analysis, consumer trend prediction, marketing personalisation, and customer service automation through chatbots. However, the adoption rate of AI among Indonesian MSMEs is still low. According to (Santosa & Surgawati, 2024), the adoption of AI by MSMEs

in Indonesia is still limited, even though this technology can improve productivity and competitiveness. Factors such as limited resources, lack of technological understanding, and concerns over data security are the main barriers to AI adoption.

Although some MSMEs have started adopting AI, the sustainability of using this technology is a challenge. AI reuse intention is strongly influenced by users' initial experience, perceived benefits, ease of use, satisfaction, and trust in the technology. Understanding the factors that influence AI reuse intention is important to ensure that investments in this technology deliver optimal and sustainable results for MSMEs (Sairaga & Maulana, 2023);(Paramananda & Sukaatmadja, 2024);(Saraswati & Rahyuda, 2021);(Ratnasari et al., 2024);(Saqib & Puspaningrum, 2019). This study uses the Technology-Organisation-Environment (TOE) framework to analyse the factors influencing AI adoption intention by MSMEs in Jordan. The results show that business innovation, management support, perceived benefits, and technology infrastructure have a positive and significant influence on AI adoption intention (Abaddi, 2025).

(Aish & Noor, 2025) research is a systematic literature review that identifies 14 critical factors affecting AI adoption by MSMEs, grouped under four dimensions: technology, organisation, environment, and people. Key factors include perceived compatibility, management support, financial resources, vendor ecosystem, and leadership attitude. (Faiz, 2024) research identifies factors that influence the adoption of digital technology by MSMEs in Indonesia using the TOE framework and the Diffusion of Innovation theory. These factors include cost of adoption, perceived benefits, compatibility, complexity, perceived security, top management support, human resources, digital culture, international orientation, government regulatory support, government resource support, trading partner pressure, and competitive pressure. A study on the effects of digital capability, innovation capability, and business environment support on AI adoption in MSMEs in Europe. The results show that digital capability and innovation have a significant influence on AI adoption, while business environment support shows a limited impact (Arroyabe et al., 2024).

According to (Surya & Saragih, 2020) research influences e-service quality on customer satisfaction with perceived value as an intervening variable. The results showed that ES-QUAL and E-RecS-QUAL have a positive and significant effect on perceived value and customer satisfaction of Tokopedia online shop in Medan City. According to (Surya et al., 2022) research results related to the image of the Mutiara Beach destination as a culinary tour with digital-based promotions in Pari Serdang Bedagai City and to test and analyze the image of the Mutiara Beach destination as a culinary tour through tourist satisfaction with digital-based promotions in Pari Serdang Bedagai City stated that there is a positive and significant influence between cognitive image, affective image and unique image on the image of Mutiara Beach destination with digital-based promotions as mediation in Pari Serdang Bedagai City.

In the community service activities carried out by (Putra et al., 2025) regarding the use of digitalisation as a medium for promoting culinary food, the results of the community service carried out that Social media can be a platform that has the most potential to promote culinary in the future. Examples of social media that can be used to promote culinary businesses include Instagram, and Tiktok.

Most of the previous studies focus more on the factors that influence the initial adoption of AI technology by MSMEs. However, studies that explore the factors that influence the desire to reuse AI, especially in the context of culinary MSMEs in Indonesia, are still limited. This study aims to fill the gap by analysing the factors that influence the desire to reuse AI, using a path analysis approach to understand the relationship between variables in more depth.

Literature Review

A. Artificial Intelligence in MSMEs

Artificial Intelligence (AI) refers to the ability of computer systems to perform tasks that usually require human intelligence, such as learning, reasoning, and problem-solving. In the

context of Micro, Small, and Medium Enterprises (MSMEs), particularly in the culinary sector, AI can be applied to consumer data analysis, understanding customer preferences through sales data analysis. Demand prediction, anticipating demand trends for culinary products based on historical data. Marketing automation, using chatbots or recommendation systems to improve interactions with customers. The application of AI in culinary MSMEs can increase operational efficiency, improve marketing strategies, and ultimately increase product sales (Abaddi, 2025).

1. Reuse Intention

    Reuse Intention refers to an individual's intention or tendency to continue using a technology or service after the initial experience of use. In the context of culinary MSMEs, this means the extent to which business owners or managers intend to continue utilising AI in their business operations after initial adoption (Affandi et al., 2025).

    In this study, Reuse Intention is the dependent variable which is influenced by various factors such as perceived benefits, ease of use, trust, and user experience. Understanding these factors is important to ensure that investments in AI technology deliver optimal and sustainable results for MSMEs.

    Indicators that Influence Reuse Intention Perceived Usefulness (PU): The belief that using AI will improve business performance. Perceived Ease of Use (PEOU): The perceived ease of using AI. Trust: Trust in the reliability and security of AI technology. User Satisfaction: The level of user satisfaction with the experience of using AI. Performance Expectancy: The expectation that AI will deliver the desired results in increasing sales (Acharya et al., 2023).

2. Perceived Eased Of Use (PEOU)

    Perceived Ease of Use (PEOU) is the extent to which a person believes that using a system or technology will be free from heavy effort. This concept is one of the main components in the Technology Acceptance Model (TAM) developed by Davis (1989). In the context of culinary MSMEs, PEOU reflects the belief of the business owner or manager that the application of AI can be done easily without requiring excessive effort or high technical skills (Sairaga & Maulana, 2023).

    In this study, PEOU acts as an important factor influencing MSMEs' intention to continue using AI after initial adoption. If MSME players feel that AI is easy to use and does not require much effort to operate, they are likely to have a higher willingness to continue utilising the technology in the long run. Conversely, if AI is perceived as complicated and difficult to use, they are more likely to discontinue its use.

    Indicators that affect PEOU in the context of culinary MSMEs: ease of learning to use AI: The extent to which users find it easy to learn how to use the AI system. Interface Clarity and Understandability: The level of clarity and understandability of the AI user interface that facilitates interaction. Ease of Operating AI Features: How easily users can operate the various features provided by the AI system. System Consistency and Reliability: The level of consistency and reliability of the AI system in performing its functions without interruptions or errors. Support and User Guide: The availability of support and guidance that assist users in understanding and using the AI system (Sairaga & Maulana, 2023);(Massoudi et al., 2024).

3. Perceived Usefulness (PU)

    Perceived Usefulness (PU) or perceived benefit is the extent to which a person believes that using a technology will improve their job performance. This concept is one of the main components in the Technology Acceptance Model (TAM) developed by Davis (1989). In the context of culinary MSMEs, PU reflects the belief of business owners or managers that the application of AI can provide tangible benefits in their business operations, such as increasing efficiency, expanding market reach, and increasing sales (Lada et al., 2023).

Indicators that influence PU in the context of culinary MSMEs: Improved Operational Efficiency: AI helps in automating business processes, such as inventory management and order processing, thereby improving efficiency. Better Decision Making: With advanced data analytics, AI enables MSMEs to make more informed business decisions based on accurate information. Improved Customer Service Quality: AI can be used to provide more responsive customer service through chatbots or recommendation systems, improving customer satisfaction. Increased Sales: Through personalised marketing strategies and market trend analysis, AI can help MSMEs increase sales of their culinary products (Santosa & Surgawati, 2024).

4. User Satisfaction

User satisfaction is the degree to which users are satisfied with their experience of using a system or technology, such as AI. It reflects users' subjective evaluation of the extent to which the system meets their expectations and needs. In the context of culinary MSMEs, user satisfaction with AI may include their perceptions of ease of use, benefits gained, system reliability, and available support (Sadriwala & Sadriwala, 2022);(Pasch & Young Ha, 2020).

User satisfaction plays an important role in determining MSMEs' intention to continue using AI after initial adoption. If users are satisfied with the performance and benefits of AI, they are likely to have a higher desire to continue utilising the technology in the long term. Conversely, dissatisfaction may reduce the motivation to continue using AI (Sadriwala & Sadriwala, 2022);(Pasch & Young Ha, 2020).

5. Trust In Technology

Trust in technology refers to users' belief that technological systems, such as AI, will operate reliably, safely and in line with their expectations. In the context of culinary MSMEs, trust in AI includes the belief that the technology can help increase sales, operational efficiency, and provide added value without introducing unwanted risks (Choung et al., 2022);(Santosa & Surgawati, 2024);(Shamszare Ms & Choudhury, 2023)

Trust in technology plays an important role in determining MSMEs' intention to continue using AI after initial adoption. If users feel confident that AI is reliable and provides significant benefits, they are likely to have a higher desire to continue utilising the technology in the long term. Conversely, distrust may reduce the motivation to continue using AI.

Indicators affecting trust in technology in the context of AI use by culinary MSMEs: System reliability: The extent to which the AI functions consistently and error-free. Transparency and Explanation: The level of clarity in how the AI makes decisions and provides recommendations. Data Security: Protection of sensitive information and user privacy. Support and Training: Availability of adequate help and training to use the AI effectively. Fit to Business Needs: The extent to which AI can be customised to the specific processes and needs of culinary MSMEs (Choung et al., 2022);(Santosa & Surgawati, 2024);(Shamszare Ms & Choudhury, 2023).
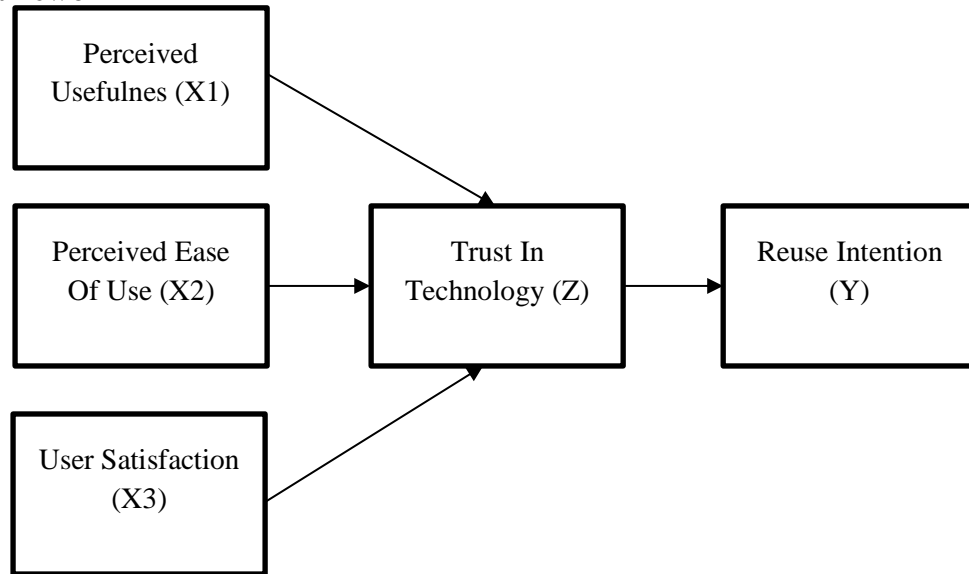
Conceptual Framework

Figure 2. Conceptual Framework of the Researcher

Results and Discussion

Validity Test
1. Test the validity of the Perceived Usefulness variable (X1)

Tabel 1. Validity of the Perceived Usefulness variable

No Item	r_{xy}	r_{tabel}	Description
1	0,557	0,159	Valid
2	0,551	0,159	Valid
3	0,558	0,159	Valid
4	0,478	0,159	Valid

Based on the table above, it shows that all statement instruments on the perceived usefulness variable are declared valid because the Pearson correlation of each statement item is above 0.159.

2. Test the validity of the Perceived Ease of Use (X2)

Tabel 2. Validity Of The Perceived Ease of Use

No Item	r_{xy}	r_{tabel}	Description
1	1,000	0,159	Valid
2	0,755	0,159	Valid
3	1,000	0,159	Valid
4	0,755	0,159	Valid

Based on the table above, it shows that all statement instruments on the Perceived Ease Of Use variable are declared valid because the Pearson correlation of each statement item is above 0.159.

3. Test the validity of the User Satisfaction (X3)

Tabel 3. Validity of the User Satisfaction

No Item	r_{xy}	r_{tabel}	Description
1	1,000	0,159	Valid
2	0,755	0,159	Valid
3	1,000	0,159	Valid
4	0,755	0,159	Valid

Based on the table above, it shows that all statement instruments on the User Satisfaction variable are declared valid because the Pearson correlation of each statement item is above 0.159.

4. Test the validity of the Trust in Technology (Z)

Tabel 4. Validity of the Trust in Technology

No Item	r_{xy}	r_{tabel}	Description
1	0,245	0,159	Valid
2	1,000	0,159	Valid
3	0,216	0,159	Valid
4	0,216	0,159	Valid

Based on the table above, it shows that all statement instruments on the Trust In Technology variable are declared valid because the Pearson correlation of each statement item is above 0.159.

5. Test the validity of the Reuse Intention (Y)

Tabel 5. The Validity of the Reuse Intention

No Item	r_{xy}	r_{tabel}	Description
1	0,198	0,159	Valid
2	1,000	0,159	Valid
3	0,755	0,159	Valid
4	0,755	0,159	Valid

Based on the table above, it shows that all statement instruments on the Reuse Intention variable are declared valid because the Pearson correlation of each statement item is above 0.159.

Reliability Test

After the validity test is carried out, the next test is the reliability test as follows :

Tabel 6. Reliability Statistics

Cronbach's Alpha	N of Items
,870	28

Based on the reliability test above, the test results show that all statement instruments in the questionnaire have a strong reliability value where the Cronbach's Alpha value is 0.870 or greater than 0.80.

Direct Effect Test Results

1. Variable Influence of Perceived Usefulness (X1), Perceived Ease Of Use (X2), User Satisfaction (X2) on Reuse Intention (Y)

Table 7. Direct Effect Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,042	,986		3,084	,002
	Perceived Usefullnes	,191	,089	,140	2,161	,032
	Perceived Ease Of Use	,097	,034	,163	2,857	,005
	User Satisfaction	,611	,070	,612	8,679	,000

a. Dependent Variable: Reuse Intention

Table 8. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,783[a]	,614	,606	1,39864

a. Predictors: (Constant), User Satisfaction , Perceived Ease Of Use , Perceived Usefullnes

b. Dependent Variable: Reuse Intention

Indirect Effect Test Results

2. The Effect of Trust In Technology Variables (Z) on Reuse Intention (Y)

Table 9. Indirect Effect Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,239	2,255		,993	,322
	Reuse Intention	,610	,131	,359	4,674	,000

a. Dependent Variable: Trust In Technology

3. Influence of Perceived Usefullnes (X1), Perceived Ease Of Use (X2), User Satisfaction (X3) Variables on Technology (Z)

Table 10. Influence of Variable

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,482	,695		2,133	,035
	Perceived Usefullnes	,090	,062	,039	1,443	,151
	Perceived Ease Of Use	1,006	,024	,991	41,994	,000
	User Satisfaction	-,134	,050	-,079	-2,709	,008

a. Dependent Variable: Trust In Technology

Discussion
1. Perceived Usefulness has a positive effect on the Reuse Intention AI.

     Based on table 8 above, it shows that the Perceived Usefullnes variable (X1) has a significance value of 0.032, the sig value of the independent variable is <0.05, which means that there is a significant influence on reuse intention (Y). In the context of culinary MSMEs, PU reflects the belief of business owners or managers that the application of AI can provide tangible benefits in their business operations, such as increasing efficiency, expanding market reach, and increasing sales (Lada et al., 2023).

2. Perceived Ease of Use has a positive effect on the Reuse Intention AI.

     Based on table 8 above, it shows that the Perceived Ease Of Use variable (X2) has a significance value of 0.05, the sig value of the independent variable is <0.05, which means that there is a significant influence on reuse intention (Y). In the context of culinary MSMEs, PEOU reflects the belief of the business owner or manager that the application of AI can be done easily without requiring excessive effort or high technical skills (Sairaga & Maulana, 2023).

3. User Satisfaction has a positive effect on the Reuse Intention AI.

     Vased on table 8 above, it shows that the User Satisfaction variable (X2) has a significance value of 0.00, the sig value of the independent variable is <0.05, which means that there is a significant influence on reuse intention (Y). In the context of culinary MSMEs, user satisfaction with AI may include their perceptions of ease of use, benefits gained, system reliability, and available support (Sadriwala & Sadriwala, 2022);(Pasch & Young Ha, 2020). Table 9 model summary shows that the R value is 0.783, meaning that the variables perceived usefulness (X1), Perceived Ease Of Use (X2), User Satisfaction (X3) on reuse intention have a very strong relationship because the R value is close to 1 (one). While the R-Square value in table 9 above shows a value of 0.614, which means that 61.4% of the variable factors perceived usefulness (X1), Perceived Ease Of Use (X2), User Satisfaction (X3) of 61.4% have an influence on reuse intention, and 36.6% are caused by other factors.

4. Trust in Technology has a positive effect on the Reuse Intention AI.

Based on table 10 above, the significance value of reuse intention is 0.000 <0.05, which means that indirectly trust in technology has a positive and significant effect on reuse intentionIn this study, Reuse Intention is the dependent variable which is influenced by various factors such as perceived benefits, ease of use, trust, and user experience. Understanding these factors is important to ensure that investments in AI technology deliver optimal and sustainable results for MSMEs (Affandi et al., 2025)

5. Perceived Usefullnes (X1), Perceived Ease Of Use (X2)User Satisfaction (X3) has a positive effect on Trust in Technology (Z).

Based on table 11 above, the significance value of the Perceived Usefullnes variable is 0.151, the significance value of the Perceived Ease Of Use variable is 0.000, and the significance value of the User Satisfaction variable is 0.008 <0.05, which means that indirectly the three variables above, namely Perceived Usefullnes, Perceived Ease Of Use, and User Satisfaction, have a positive and significant influence. Trust in technology plays an important role in determining MSMEs' intention to continue using AI after initial adoption. If users feel confident that AI is reliable and provides significant benefits, they are likely to have a higher desire to continue using the technology in the long term. Conversely, distrust can reduce the motivation to continue using AI (Choung et al., 2022);(Santosa & Surgawati, 2024);(Shamszare Ms & Choudhury, 2023).

Conclusion

Based on the results and discussion above, the conclusions of this study are that the direct effect is a positive and significant effect of Perceived Usefulness on Reuse Intention AI, there is a positive and significant effect of Perceived Ease of Use on Reuse Intention AI, there is a positive and significant effect of User Satisfaction on Reuse Intention AI. Meanwhile, for indirect effects, there is a positive and significant relationship between trust in technology and reuse intention, there is a positive and significant effect of Perceived Usefullnes (X1), Perceived Ease Of Use (X2), User Satisfaction (X3) on Trust In Technology (Z).

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