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From Interaction to Intention: Investigating Key Drivers of User Retention in Digital Marketplaces

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Abstract.
Purpose: The rapid evolution of digital marketplaces has heightened the importance of understanding the drivers of user engagement. While prior research has focused on perceived ease of use and perceived usefulness, limited attention has been given to the impact of emerging interactive features such as affordances (metavoicing, guidance shopping, visibility, and trading). This study aims to bridge that gap by examining the combined effects of metavoicing, guidance shopping, visibility, trading, perceived ease of use, and perceived usefulness on users' perceptions and their continued intention to use a digital marketplace platform. These factors interact synergistically to create a cohesive and engaging user experience.
Methods: A quantitative research design was adopted, utilizing structured questionnaires distributed to 200 active users of a leading Indonesian marketplace platform. Structural Equation Modeling (SEM) was employed to test the hypothesized relationships among the study variables.
Result: The results reveal that affordances (metavoicing, guidance shopping, visibility, and trading) significantly influence user behavioral intention through their impact on perceived usefulness and ease of use, with trading affordance showing the strongest effect ($\beta = 0.469$) and perceived usefulness being the primary driver of behavioral intention ($\beta = 0.753$).
Novelty: This study provides valuable insights for Digital marketplace developers to enhance user engagement by a comprehensive Digital Marketplace Requirements Framework that structures implementation around four core affordance categories: Trading Requirements (payment systems, checkout processes), Visibility Requirements (product display, visual search), Metavoicing Requirements (communication systems, review mechanisms), and Guidance Shopping Requirements (personalization, search functionality).

Keywords: Digital marketplace, User experience, Affordance, Behavioral intention
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INTRODUCTION

The rapid digitalization of commerce has transformed how consumers and businesses interact in the modern economy. As physical retail faces increasing challenges, electronic marketplaces have emerged as vital commercial platforms. Marketplaces function as electronic platforms that connect multiple sellers and buyers, enabling seamless commercial interactions [1]. The evolution of marketplace technology has proven advantageous for both merchants and consumers, expanding potential market reach considerably.

These digital ecosystems have fostered new economic relationships, including Business-to-Customer (B2C) and Customer-to-Customer (C2C) models. Consumers increasingly prefer marketplace transactions for their convenience, eliminating the need to visit physical stores while offering simplified payment processes. Additionally, these platforms enable product searches, price comparisons across multiple vendors, and direct seller communication regarding product availability, shipping timelines, and other transaction details [2]. Marketplace technologies facilitate multidimensional interaction patterns: buyer-to-seller communications, buyer-to-platform interfaces, and collaborative filtering mechanisms that enhance product discovery. The quality and design of these interaction touchpoints significantly influence user perception and satisfaction, as consumers evaluate marketplace platforms not only on product offerings but also on the fluidity, responsiveness, and intuitiveness of their interactive features. Research suggests that well-designed interaction systems can reduce cognitive load, increase trust, and enhance decision-making quality in digital marketplace environments [3].

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The e-commerce sector in Indonesia is expected to see substantial growth. Projections indicate a sustained increase in e-commerce adoption, driven by consumer preferences for online shopping platforms like Shopee and Tokopedia [4], [5]. The sector is forecasted to grow significantly, potentially reaching up to USD 300 billion by 2020, with continued growth expected beyond this period [5]. Indonesia represents a particularly compelling case of marketplace growth.

To understand consumer adoption of marketplaces, the Technology Acceptance Model (TAM) provides a valuable framework for explaining and evaluating information system acceptance. This model illuminates how users adopt new technologies by examining various factors that influence decisions regarding system or application usage [6]. The present study analyzes factors affecting Perceived Usefulness (PU), Perceived Ease of Use (POU), and Behavioral Intention (BI) to use among marketplace consumers through TAM, supplemented by additional variables from Affordance Theory: Metavoicing (M), Shopping Guidance (G), Visibility (V), and Trading (T).

While TAM variables effectively analyze acceptance factors and interest in using information systems from a consumer perspective, affordability helps measure consumer behavior and provides insight into how users perceive and interact with technological features. TAM was specifically chosen over other technology acceptance models because of its proven effectiveness in e-commerce contexts and its ability to predict actual usage behavior, making it ideal for understanding marketplace adoption among digital buyers. Unlike other models, such as UTAUT or TPB, TAM's parsimonious structure focuses directly on user perceptions of technology utility and ease of use, which are critical factors in marketplace environments where users must quickly assess platform value and usability.

However, there is still little research examining how technological affordances, especially in interaction design, influence users' perceptions of digital marketplace value and benefits, creating a significant research gap that demands urgent academic attention. This scarcity of research represents a critical knowledge gap in understanding how marketplace design elements influence user behavior and acceptance. This theoretical framework conceptualizes user interaction as the relationship between technological capabilities and user perceptions of action possibilities. In digital marketplace contexts, interaction affordances manifest in various forms: navigational affordances (search functionalities and filtering mechanisms), transactional affordances (payment systems and cart management), communicative affordances (messaging systems and review platforms), and social affordances (community features and social proof mechanisms). User perception is central to this theory as it examines how individuals interpret the possibilities for action that technology offers and how those interpretations shape subsequent digital marketplace behaviors. Although Affordance Theory has been extensively studied in social media research, its application in marketplace contexts remains critically underexplored, particularly regarding how interaction quality and interface design shape user perceptions of marketplace utility, usability, and value [7]. This research gap highlights the academic urgency of bridging the theoretical understanding with practical digital marketplace design implications. Previous research by Sun et al. in 2018 suggests that marketplace affordances encompass interactivity, relational affordance, and word-of-mouth influence [8]. By examining these dynamics in the context of Indonesia's growing digital marketplace ecosystem, this study provides insights relevant to both theoretical advancement and practical application in marketplace development and management.

This study aims to address this research gap by integrating both theoretical information technology frameworks, particularly in human computer interaction, which comprehensively examine information technology on marketplace adoption, with special attention to how user-marketplace interactions with information technology and subsequent user perceptions influence information technology marketplace utilization and satisfaction. The study examines specific user interaction modalities within information technology marketplace platforms, including synchronous communications (live chat, video consultations), asynchronous communications (messaging, reviews), navigational interactions (search, browse, filter), and transactional interactions (purchase process, payment systems). Each interaction modality presents distinct affordances that shape user perceptions of usefulness, ease of use, and behavioral intention in information

technology in market marketplace. Understanding these interaction dynamics between users and information technology in the marketplace is crucial, as they form the foundation of user experience and ultimately determine the success of marketplace platforms in competitive digital environments. The findings will contribute to both theoretical understanding of information technology acceptance in digital commerce and practical knowledge for marketplace design that optimizes user interaction patterns [9].

METHODS

The research methodology flowchart, which can be seen in Figure 1, illustrates a comprehensive eight-step process employed in technology acceptance research.

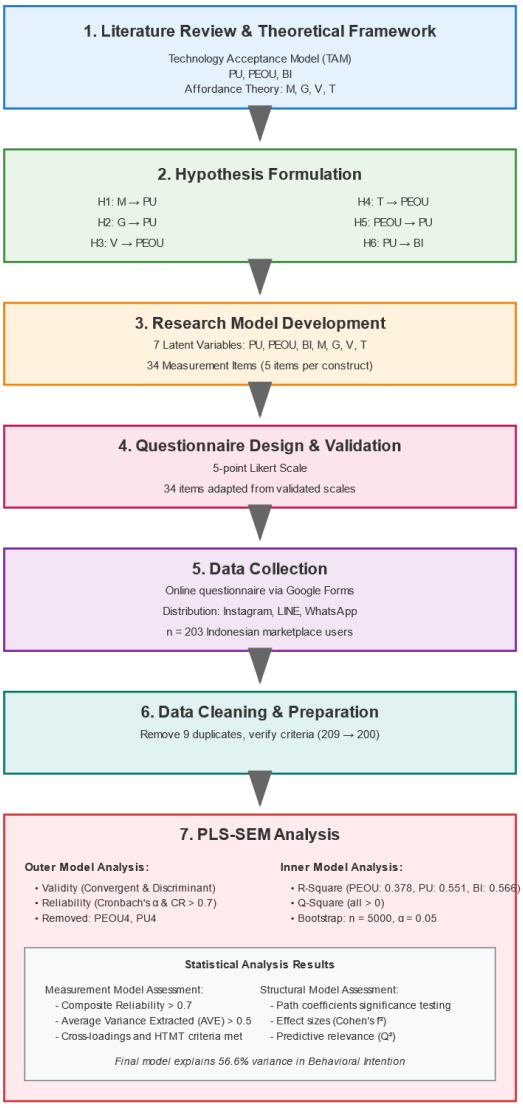

Figure 1. Research methodology

The methodology begins with a Literature Review establishing a theoretical foundation that integrates the Technology Acceptance Model (TAM) variables which are Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Behavioral Intention to Use (BI) with Affordance Theory elements (Metavoicing (M), Guidance (G), Visibility (V), Trading (T)). Metavoicing affordance (M) represents an opportunity for buyers to facilitate efficient communication between buyers and sellers in providing feedback about products [10]. Guidance Shopping Affordance (G) serves as an opportunity to assist shoppers by providing information about online shopping, where product recommendation technology helps sellers explicitly or implicitly obtain individual consumer interests or preferences related to products and subsequently provide product recommendations according to the interests or preferences expressed by buyers [10]. Visibility affordance (V) is an opportunity to let buyers know about a visible product, where buyers can use the

marketplace to visualize the products displayed by sellers in the marketplace. Trading Affordance (T) is an opportunity for buyers to make transactions smoothly, which provides various payment options [11]. In terms of using marketplaces, Perceived Ease of Use (PEOU) is defined as a person's level of confidence that using a certain technology or system can minimize the effort expended [9]. Meanwhile, Perceived Usefulness (PU) is defined as a person's level of belief that using a technology or system can improve the performance of its users [9]. Users will feel that a system can improve its performance if, by using the system, the work done by users can be completed more quickly, and also if the system can be used easily without having to spend a large enough effort [9].

This foundation informs hypothesis formulation, where six directional relationships are proposed between variables. The research model development phase structures these relationships into a framework with seven latent variables measured through 34 items. The questionnaire design employs a 5-point Likert scale with validated measures, followed by data collection via online platforms targeting Indonesian marketplace users. We employed Structural Equation Modeling (SEM) to analyze the hypothesized relationships between the six factors and user retention, enabling a comprehensive understanding of the interaction between these variables. The hypothesis model is shown in Figure 2.

After Data Cleaning removes duplicates to yield 200 valid responses, which exceeds the minimum sample requirement based on the "10-times rule"—a widely accepted heuristic for determining minimum sample size in PLS-SEM. This rule stipulates that the minimum sample size should be 10 times the largest number of indicators measuring a single latent variable or 10 times the largest number of structural paths directed at a particular latent variable. With the study's largest construct containing six indicators, the minimum required sample would be 60 respondents (10 × 5 = 50), making the 200 responses well above the threshold for a reliable PLS-SEM analysis [12].

PLS-SEM Analysis evaluates both the measurement quality (outer model) and hypothesis testing (inner model). The process culminates in results that present a Digital Requirements Framework with four key components: User Experience (derived from PU, PEOU), Interface Design (M, G), System Capabilities (V, T), and Adoption Strategy (BI). Statistical findings reveal strong relationships between affordance elements and acceptance variables, with significant path coefficients (β ranging from 0.38 to 0.75) that validate all hypothesized relationships, providing empirical support for the integration of these theoretical elements.

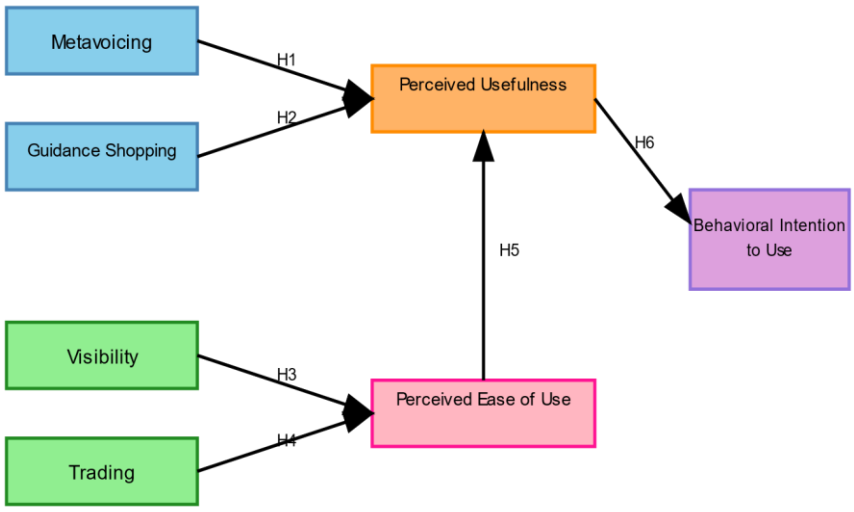

Figure 2. Hypothesis model

Research Hypothesis

The metavoicing affordance is an opportunity for buyers to communicate efficiently between buyers and sellers in providing feedback about products. In digital marketplace contexts, metavoicing is exemplified through specific features such as product review and rating systems, buyer comment sections, Q&A forums where customers can ask sellers questions, and testimonial features that enable experience-sharing. An example of metavoicing in the digital marketplace is the buyer's comment feature on a product, which

allows other users to make decisions based on the experiences of fellow users, creating a collaborative information environment that enhances purchase confidence [8].

Guidance Shopping Affordance is an opportunity to assist shoppers in providing information about online shopping. With product recommendation technology, guidance shopping helps sellers explicitly or implicitly obtain individual consumer interests or preferences related to products and then provide product recommendations according to the interests or preferences expressed by buyers [13]. This affordance manifests through features such as personalized product recommendations based on browsing history, intelligent chatbots that guide users through product selection, "customers who bought this item also bought" suggestions, advanced search filters, and automated recommendations that appear based on user behavior patterns [8].

Perceived Usefulness (PU) is defined as a person's belief that using a technology or system can improve the performance of its users [9]. In the marketplace context, this reflects buyers' perceptions that the platform offers tangible advantages, such as increased time efficiency, improved product accessibility, competitive pricing, and enhanced shopping convenience compared to traditional retail methods.

Visibility affordance is an opportunity to let buyers know about a visible product [8]. Buyers can use the marketplace to visualize the products displayed by sellers in the marketplace. Perceived Ease of Use (PEOU) is defined as a person's level of belief that using a certain technology or system can minimize the effort expended [9]. Trading Affordance is an opportunity for buyers to make transactions smoothly, which provides various payment options [14].

In terms of marketplaces, Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) are defined as the degree to which an individual believes that using a system will improve performance and minimize the effort required [9]. Perceived Usefulness reflects users' beliefs that the marketplace platform can enhance their shopping performance by providing benefits such as time efficiency, better product access, and competitive pricing. Perceived Ease of Use represents users' confidence that they can navigate and utilize the marketplace system without expending significant effort or encountering complexity. Users will feel that a system can improve its performance if, by using the system, the work done by users can be completed more quickly, and if the system can be used easily without having to spend a large enough effort [9].

H1: Metavoicing has a significant positive effect on Perceived Usefulness [8].
H2: Guidance Shopping has a significant positive effect on Perceived Usefulness [15].
H3: Visibility has a significant positive effect on Perceived Ease of Use [8].
H4: Trading has a significant positive effect on Perceived Ease of Use [16].
H5: Perceived Ease of Use has a significant positive effect on Perceived Usefulness [9].
H6: Perceived Usefulness has a significant positive effect on Behavioral Intention to Use [9].

RESULTS AND DISCUSSIONS

Table 1 shows the respondent profile, which is essential in this research on user behaviour intention to use in digital marketplaces because it provides critical contextual understanding of the user base characteristics that shape digital marketplace behavior, interaction patterns, and user experience expectations. The overwhelming representation of young adults aged 18-23 (88.50%), predominantly female (70.5%), and student population (88.5%) directly influences the interpretation and applicability of the research findings, as these demographic segments possess distinct behavioral characteristics, technological fluency, and consumption patterns that fundamentally shape their user experience requirements. This demographic concentration is particularly significant because Generation Z users, who dominate the sample, exhibit different interaction preferences with digital platforms compared to older generations, typically showing higher comfort levels with mobile interfaces, social features, and visual communication tools—all of which directly impact their user experience satisfaction. The strong preference for Shopee (79%) among this demographic validates the importance of the affordance factors studied, as Shopee's success with this user base can be attributed to its effective implementation of social commerce features, guidance shopping elements, and youth-oriented marketing strategies that create an engaging user experience aligned with the metavoicing and guidance shopping affordances identified in the research.

Table 1. The profile of the respondent

Category	Profile of respondent	Frequency	Percentage
Gender	Male	59	29.50%
	Female	141	70.50%
Age	< 17 Years	3	1.50%
	18-23 Years	179	89.50%
	24-29 Years	13	6.50%
	>30 Years	5	2.50%
Occupation	Doctor	1	0.50%
	Teacher	1	0.50%
	Housewife	3	1.50%
	Employee	1	0.50%
	Private Employee	12	6.00%
	Student	177	88.50%
	Entrepreneur	5	2.50%
Frequency of marketplace usage for online shopping	More than once a week	25	12.50%
	Every 2 weeks	14	7.00%
	Every month	73	36.50%
	Every day	36	18.00%
	Every week	52	26.00%
Most frequently used e-marketplace application	Bukalapak	2	1.00%
	Lazada	1	0.50%
	Orami	1	0.50%
	Shopee	158	79.00%
	Tokopedia	37	18.50%
	Zalora	1	0.50%

Furthermore, the demographic profile significantly impacts both the generalizability of findings and the design of user experience strategies. Since 88.5% of respondents are students with limited disposable income, their emphasis on perceived usefulness and ease of use may be more pronounced than in working professional segments, indicating that user experience design must prioritize efficiency and value communication for this demographic. The gender skew toward female users (70.5%) is equally important as it reflects the actual marketplace user demographics in Indonesia and validates that the identified affordances—particularly metavoicing (communication features) and visibility (product presentation)—are critical components of user experience design that resonate with the primary user base's preferences for social shopping experiences and detailed product information.

The monthly usage pattern dominance (36.50%) among this demographic also supports the research findings about the importance of user experience optimization for retention, as converting these periodic users into more frequent shoppers requires thoughtful implementation of the affordance features that enhance their shopping experience. This demographic context ensures that the user experience requirements framework and practical guidelines developed from this research are properly targeted toward the actual user base, particularly young female students who value intuitive navigation, social interaction capabilities, and visual product discovery—all essential elements for creating positive user experiences that drive retention in Indonesia's digital marketplace ecosystem.

Table 2. Hypothesis testing results

Hypothesis	Path	Path Coefficient (β)	T-Statistics	P-Values	Decision
H1	M → PU	0.240	3.571	0.000	Accepted
H2	G → PU	0.202	3.166	0.002	Accepted
H3	V → PEOU	0.212	2.852	0.005	Accepted
H4	T → PEOU	0.469	6.349	0.000	Accepted
H5	PEOU → PU	0.442	6.458	0.000	Accepted
H6	PU → BI	0.753	21.099	0.000	Accepted

The study's hypothesis testing in Table 2 shows six statistically significant relationships, all supporting the proposed research model. Metavoicing affordance demonstrated a positive impact on perceived usefulness (β=0.240, $p<0.001$). This suggests that when customers can interact with content through metavoicing, they find the shopping experience more useful and engaging, which in turn increases their intention to purchase [10].

While guidance shopping affordance similarly influenced perceived usefulness (β=0.202, $p=0.002$). In live streaming shopping environments, guidance shopping affordance significantly impacts customer purchase intentions. This is because it helps consumers navigate the shopping process more effectively, thereby increasing their perceived usefulness of the platform [10], [11], [17], [18].

Visibility affordance showed a significant positive effect on Perceived Ease of Use (β=0.212, $p=0.005$). Visibility affordance in live streaming shopping platforms significantly influences customer purchase intentions by enhancing engagement and reducing uncertainty [10], [17], [18]. This suggests that when customers can see products clearly and interact with sellers in real-time, they find the platform easier to use and are more likely to make purchases.

With trading affordance exerting the strongest influence on ease of use perceptions (β=0.469, $p<0.001$). Trading affordance, which refers to the ease and efficiency of conducting transactions, has been identified as the most significant factor affecting user engagement in live commerce platforms. This suggests that users value the ability to make quick and simple transactions, which enhances their perception of ease of use [13]. The ease of use of a product or service is influenced by various factors, including the conditions of the product and the familiarity of the user with it. As users become more familiar with a product, their perception of its ease of use increases [14]. This indicates that trading affordance, by simplifying transactions, can enhance user familiarity and comfort, thereby improving ease of use perceptions.

The traditional Technology Acceptance Model relationships were also confirmed, as Perceived Ease of Use positively influenced perceived usefulness (β=0.442, $p<0.001$), and perceived usefulness emerged as the strongest predictor of behavioral intention (β=0.753, $p<0.001$). These findings validate the integration of Affordance Theory with the Technology Acceptance Model in explaining e-commerce marketplace adoption, highlighting how specific technological affordances indirectly influence user retention through their impact on perception variables.

Table 3. Total effects on behavioral intention

Constructs	Direct Effect	Indirect Effect	Total Effect
PU → BI	0.753	-	0.753
PEOU → BI	-	0.333*	0.333
M → BI	-	0.181**	0.181
G → BI	-	0.152**	0.152
V → BI	-	0.071**	0.071
T → BI	-	0.156**	0.156

Analysis of the total effects on Behavioral Intention in Table 3 reveals the comprehensive impact of each construct on users' intention to adopt e-commerce marketplaces. Perceived Usefulness emerges as the dominant driver with the strongest total effect (0.753), exerting a direct and substantial influence on adoption intention. Though Perceived Ease of Use lacks direct impact, it demonstrates a considerable indirect effect (0.333) mediated through Perceived Usefulness. Among the affordance variables, Metavoicing shows the strongest indirect influence (0.181), followed closely by Trading (0.156) and Guidance Shopping (0.152), while Visibility has the most modest total effect (0.071). These findings underscore the critical importance of usefulness perceptions in driving marketplace adoption, while revealing the cascading influence of technological affordances through perception variables, suggesting that marketplace developers should prioritize features that enhance perceived benefits while ensuring transaction mechanisms, social feedback systems, and shopping guidance tools are optimally designed. The hypothesis results from the testing model research can be seen in Figure 3.

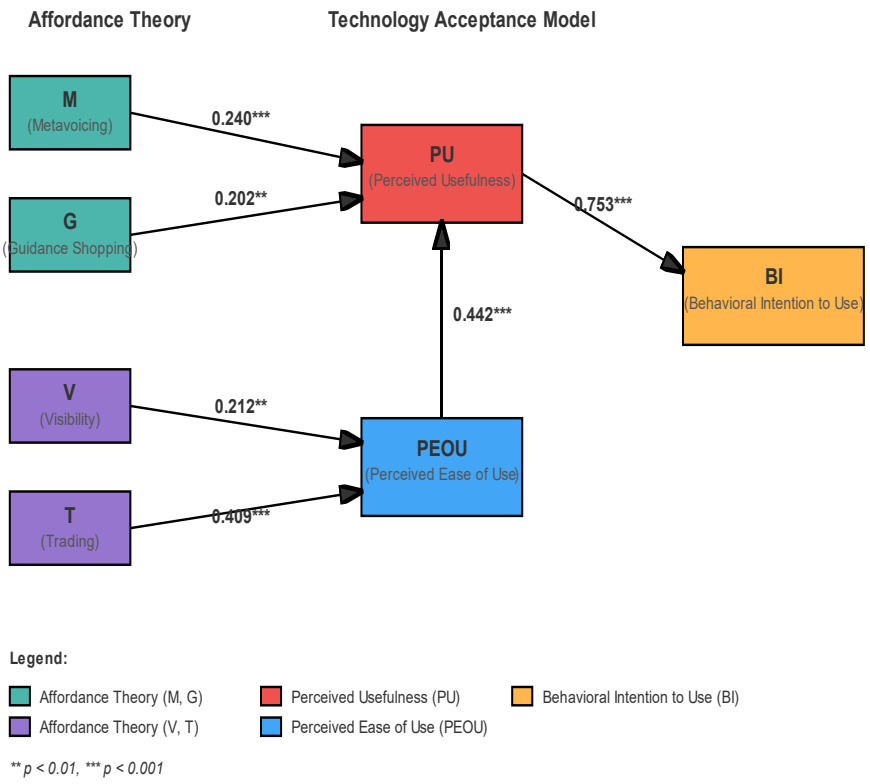

Figure 3. Hypothesis testing results

The R-squared values presented in Table 4 demonstrate the moderate explanatory power of the integrated research model. The analysis reveals that the model accounts for 37.8% of the variance in Perceived Ease of Use (PEOU), indicating that visibility and trading affordances explain over one-third of users' perceptions regarding ease of marketplace use. For Perceived Usefulness (PU), the model demonstrates stronger explanatory capability at 55.1%, suggesting that metavoicing, guidance shopping, and perceived ease of use collectively explain more than half the variance in users' usefulness perceptions. Most notably, the model accounts for 56.6% of the variance in Behavioral Intention (BI), exceeding the threshold for moderate explanatory power and confirming the model's effectiveness in predicting marketplace adoption intentions. While these values validate the theoretical framework's applicability to e-commerce contexts, they also indicate opportunities for future research to identify additional variables that could enhance the model's explanatory power, particularly for PEOU, which shows the lowest R-Square value among the endogenous variables.

Table 4. R-Square Values

Endogenous Variable	R-Square	Interpretation
Perceived Ease of Use (PEOU)	0.378	Moderate
Perceived Usefulness (PU)	0.551	Moderate
Behavioral Intention (BI)	0.566	Moderate

Table 5 provides a comprehensive overview of the study's findings organized by theoretical construct. It confirms that all variables from both Affordance Theory (Metavoicing, Guidance Shopping, Visibility, and Trading) and Technology Acceptance Model (Perceived Ease of Use, Perceived Usefulness, and Behavioral Intention) were empirically supported. The table highlights that all 7 variables and 32 indicators produced a robust model where all 6 hypotheses were accepted. It also identifies the strongest relationships in the model: Trading Affordance to Perceived Ease of Use (β=0.469) and Perceived Usefulness to Behavioral

Intention (β=0.753), emphasizing that trading functionality and perceived benefits are the key drivers of e-commerce marketplace adoption.

Table 5. Research model result summary

Research Construct	Supported Variables	Key Findings
Affordance Theory	All 4 variables (M, G, V, T)	All affordances significantly impact user perception
Technology Acceptance Model	All 3 variables (PEOU, PU, BI)	TAM framework validated in the marketplace context
Overall Model	7 variables, 32 indicators	6 out of 6 hypotheses accepted
Strongest Relationships	T → PEOU (β=0.469), PU → BI (β=0.753)	Trading and perceived usefulness are key drivers

The findings of this study, titled "From Interaction to Intention: Investigating Key Drivers of User Retention in Digital Marketplaces," provide valuable insights into how interaction affordances translate into user intentions in the Indonesian marketplace context. All six hypotheses were empirically supported, confirming the relevance of both the Technology Acceptance Model (TAM) and Affordance Theory in explaining the journey from user interaction to retention intention. This integrated theoretical approach demonstrates how digital affordances shape user experiences and ultimately drive continued platform engagement.

The application of Affordance Theory reveals how specific interaction opportunities within digital marketplaces create perceived value that leads to retention. Affordance Theory, originally proposed by Gibson (1979) and later adapted to digital contexts by Norman (1988), suggests that the perceived opportunities for action in an environment influence user behaviour [19]. In our study, four key affordances emerged as significant drivers: metavoicing, guidance shopping, visibility, and trading. These affordances represent different interaction possibilities that users perceive when engaging with marketplace platforms, each contributing uniquely to the user experience.

From a theoretical perspective, this study extends Affordance Theory by demonstrating its applicability in marketplace retention contexts. The theory's emphasis on perceived action possibilities aligns well with the interactive nature of digital marketplaces, where user retention depends heavily on the quality and variety of interaction opportunities. The integration with TAM provides a comprehensive framework showing how affordances (interaction opportunities) influence perceptions (ease and usefulness), which then drive intentions (retention). Practically, these findings suggest that marketplace designers should focus on creating and optimizing affordances that facilitate meaningful interactions. Trading affordances should prioritize seamless transactions, visibility affordances should enhance product presentation, and communication affordances should enable rich buyer-seller interactions. By designing platforms that communicate these action possibilities, marketplaces can improve user retention through enhanced interaction experiences. Clear and intuitive affordances improve user experience by making interactions more seamless and engaging [20], [21]. Positive user experiences are crucial for retaining users in digital marketplaces [22].

The visual representation shows how all these components interconnect to create a comprehensive requirements framework that addresses both the technical implementation needs and the user experience goals identified in the research. This framework provides a practical roadmap for digital marketplace developers to implement features that enhance user retention through improved interaction affordances and user perception. Affordances, both perceptible and hidden, play a crucial role in user-product interactions. They should be clear and intuitive to enhance usability and functionality [21], [23].

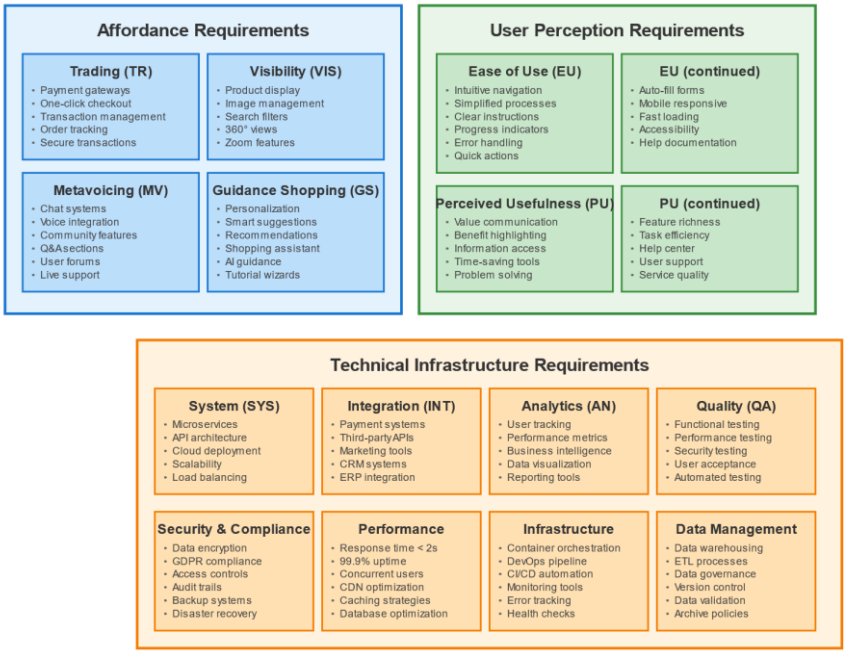

Figure 4. Digital marketplace requirements framework
(Based on Interaction Affordances and User Perception Research)

Based on the research findings about interactions and user perception in digital marketplaces, a comprehensive requirements framework was created. The framework includes: (a) Affordance Requirements: Detailed specifications for Trading, Visibility, Metavoicing, and Guidance Shopping features that directly influence user interaction. For instance simplifies the payment process, making it quick and easy for users to complete their purchases [16]. (b) User Perception Requirements: Requirements focused on Ease of Use and Perceived Usefulness that impact user perception. Short-term vs. long-term transaction expectations can alter the importance of ease of use [24]. (c) Technical Infrastructure Requirements: System architecture, integration, analytics, and quality assurance requirements to support the implementation. Digital marketplaces require sophisticated technical infrastructure encompassing microservices architecture, real-time analytics, and robust integration capabilities to support seamless user interactions and maintain positive user perception across all touchpoints [25]. The framework establishes standardized requirements for system architecture, integration protocols, analytics infrastructure, and quality assurance mechanisms essential for scalable, secure, and user-centric marketplace implementations that can adapt to evolving market demands and user expectations [26].

CONCLUSION

This study successfully demonstrates how interaction affordances translate into user retention intentions by integrating the Technology Acceptance Model and affordance theory. All six hypotheses were supported, revealing that affordances (metavoicing, guidance shopping, visibility, and trading) significantly influenced user retention through perceived usefulness and ease of use, with trading affordance showing the strongest effect ($\beta = 0.469$) and perceived usefulness as the primary driver of behavioral intention ($\beta = 0.753$). We developed a comprehensive Digital Marketplace Requirements Framework around four core categories: Trading Requirements, Visibility Requirements, Metavoicing Requirements, Guidance Shopping Requirements, User Perception Enhancement, and Technical Infrastructure Requirements. This framework enables platform developers to prioritize trading and visibility affordances, offers UX designers evidence-based interface optimization directions, and equips marketing professionals with interaction-focused strategies. However, this study has limitations, including a sample predominantly composed of college students, Gen Z participants, and female respondents, which may limit the generalizability across demographics. The study also focused solely on direct relationships without exploring moderating or mediating factors. Future research should examine more diverse demographic samples and investigate moderating variables, such as user experience level, cultural background, and technology readiness. Additionally, exploring mediating variables, such as trust, perceived risk, and social influence, could provide deeper insights into affordance-acceptance mechanisms. Longitudinal studies examining how

affordance perceptions change over time would strengthen the understanding of the digital marketplace adoption dynamics.

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