

## Evaluation of E-Commerce Organic Coconut Sugar: Technology Acceptance Model (TAM) and End-User Computing Satisfaction (EUCS) Model

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<b>Abstract</b>	The purpose of this study was to evaluate coconut sugar e-commerce using the Technology Acceptance Model (TAM) and End-User Computing Satisfaction (EUCS) models. The sample in this study was 110 coconut sugar e-commerce users in Banyumas-Indonesia who were selected randomly. To test the causal relationship between constructs, a structural equation model of variance based on Partial Least Square was used with SmartPLS software. The results of the study prove that accuracy, format, and ease of use have a positive effect on user satisfaction, but timeliness and content do not have a positive effect on user satisfaction, and user satisfaction has a positive effect on continuance intention so the results of this study can confirm the Technology Acceptance Model (TAM) theory and the End-User Computing Satisfaction (EUCS) model.
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