

# UTAUT dan In-App Purchase: Mengungkap faktor yang mendorong pengguna beralih ke versi premium pada Aplikasi Kencan Online = UTAUT and In-App Purchase: Revealing factors driving users to switch to the premium version in Online Dating Apps

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## Abstrak

Penggunaan internet terus meningkat setiap tahun. Pada 2022, ada 5,3 miliar pengguna internet, mencakup 66% populasi dunia. Kehadiran internet mempermudah interaksi sosial dan keterlibatan dalam kegiatan sosial melalui komunitas online dan forum diskusi. Salah satunya adalah aplikasi kencan online yang menjadi media untuk mencari pasangan. Aplikasi kencan online menawarkan dua versi: basic dan premium. Meskipun aplikasi kencan menawarkan fitur premium, adopsi versi berbayar masih rendah. Untuk menarik lebih banyak pengguna, aplikasi kencan menyediakan versi gratis dengan harapan mereka beralih ke versi berbayar setelah melihat nilai tambahnya. Namun, peningkatan adopsi versi berbayar tetap tidak signifikan. Oleh karena itu, peneliti memutuskan untuk meneliti faktor-faktor yang mempengaruhi pengguna beralih ke versi premium aplikasi kencan online. Penelitian ini mengumpulkan data primer dari survei online dan diolah menggunakan SPSS dan SEM PLS. Dari 262 sampel yang diuji, ditemukan bahwa habit, quality, social value, dan satisfaction with dating service experience berpengaruh terhadap continuance intention. Selain itu, economic value, quality, satisfaction with dating service experience, dan continuance intention ditemukan berpengaruh terhadap purchase intention.

.....The use of the internet continues to increase every year. In 2022, there were 5.3 billion internet users, encompassing 66% of the world's population. The presence of the internet facilitates social interaction and engagement in social activities through online communities and discussion forums. One example is online dating apps, which serve as a medium for finding partners. Online dating apps offer two versions: basic and premium. Although these apps offer premium features, the adoption of paid versions remains low. To attract more users, dating apps provide a free version with the hope that they will switch to the paid version after seeing its added value. However, the increase in adoption of the paid version remains insignificant.

Therefore, researchers decided to investigate the factors influencing users to switch to the premium version of online dating apps. This study collected primary data from online surveys and processed it using SPSS and SEM PLS. From the 262 samples tested, it was found that habits, quality, social value, and satisfaction with the dating service experience affect continuance intention. Additionally, economic value, quality, satisfaction with the dating service experience, and continuance intention were found to influence purchase intention.