International Journal of Economy, Education, and Entrepreneurship
p-ISSN: 2798-0138 | e-ISSN: 2798-012X
Vol. 5, No. 2, August 2025
https://doi.org/10.53067/ije3.v5i2

FACTORS THAT CAN INFLUENCE SUBSCRIBE INTENTION ON KOMPAS.ID MODERATED BY SUBSCRIPTION TYPES

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Abstract
This study aims to analyze the effect of enjoyment, price value, and ubiquity on the subscription intention of Kompas.id users, and see the moderating role of subscription types (basic and premium) in the relationship. A quantitative approach was used with a survey method, involving 400 Kompas.id user respondents in the Jabodetabek area. The data analysis technique used Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4. The results showed that enjoyment and price value had a significant effect on subscription intention. Ubiquity has a significant effect on subscription intention. Moderation tests show that subscription types only moderates the relationship between ubiquity and subscribe intention, while it does not moderate the relationship between enjoyment and price value on subscribe intention. The findings provide theoretical and practical implications for digital marketing strategies in increasing subscription conversion through enjoyable user experience, value for money, and ease of access.
Keywords: Enjoyment, Price Value, Ubiquity, Subscribe Intention, Subscription Types, Kompas.id, PLS-SEM.

INTRODUCTION

In the ever-evolving digital era, subscription-based business models are becoming a key strategy for the online media industry to deal with declining revenue from traditional advertising. One model that is widely used is the freemium model, which provides free access to users with the option of upgrading to premium services. Kompas.id adopts this approach by providing a combination of free and paid content, such as investigative articles and ad-free experiences. Despite experiencing an increase in the number of visitors and premium subscribers, challenges remain in retaining subscribers after the promotional period ends.

Some of the factors that influence users' intention to subscribe to premium services include ubiquity (ease of access anytime and anywhere), enjoyment (comfort and satisfaction in using the service), and price value (perceived benefits commensurate with price). research conducted by Orudu et al. (2023) shows that the experience provided by a brand significantly affects the level of customer satisfaction and loyalty. Kompas.id applies these concepts through features such as cross-device access, offline reading mode, and personalized news recommendations. These three factors can encourage users to experience more value from premium subscriptions.

However, the response to these three factors may differ depending on the type of Basic or Premium user. Basic users are generally more sensitive to price and value aspects, while Premium users tend to evaluate the ongoing benefits of their subscription. By making subscription types a moderating variable, the relationship between ubiquity, enjoyment, and price value with subscription intention can be analyzed more deeply and contextually according to the characteristics of each user segment.

The purpose of this study is to analyze the influence of these three factors on subscription intention and understand the moderating role of subscription types. The findings are expected to help

Kompas.id in designing more effective marketing strategies and digital product development, in order to increase the conversion of Basic users to Premium and maintain the loyalty of subscribed customers.

LITERATURE REVIEW

Theory Consumer Value

Consumer Value Theory (TCV) explains that consumer purchase decisions are influenced by various dimensions of value, such as functional, emotional, social, epistemic, and condition values. Each dimension has a different level of influence depending on the context of the consumption decision (Sheth et al., 1991). TCV has been used extensively in various studies to understand consumer behavior across various digital services and technologies, such as digital messaging apps (Dhir et al., 2020), freemium music streaming service (Mäntymäki et al., 2020), to online food ordering apps (Tandon et al., 2021).

As a theoretical framework, TCV facilitates the analysis of consumer behavior by considering the context of product or service use. Understanding the context is important for the application of TCV to be relevant and effective. In freemium digital services such as Kompas.id, the dimensions of value offered in terms of emotional, functional, social, epistemic, and condition can influence customer intention to subscribe, and become an important foundation for a more targeted marketing strategy.

Theory Means-End Chain

Means-End Chain (MEC) theory is a value-based cognitive model that explains the relationship between product attributes (means) and consumers' personal or emotional values (ends) in the decision-making process (Gutman, 1982; Reynolds & Olson, 2001). This theory divides consumer knowledge into three levels: product attributes, perceived benefits, and ultimate value to be achieved. In the context of freemium digital services such as Kompas.id, attributes such as ease of access and exclusive content play an important role in creating the main benefit, namely enjoyment. For example, users who can access premium news through various devices tend to feel more satisfied compared to users who only enjoy free content with restrictions.

Although useful, the application of MEC does not have a standardized method, so the interpretation of research results may vary. (Kilwinger & van Dam, 2021). This requires researchers to tailor the approach to the context and consumer behavior. Overall, MEC helps explain how attribute-level limitations, such as access to quality articles, can encourage users to switch to premium subscriptions for a more satisfying and seamless reading experience.

Subscribe Intention

Subscribe Intention is the user's subjective likelihood to upgrade to a premium subscription or maintain their subscription (Bhattacherjee, 2001). Research conducted by Sanitnarathorn et al. (2025) measuring subscription intention with indicators such as considering using the paid version, willingness to pay for access, and desire to buy access. If Kompas.id is able to offer clear and attractive premium benefits, the likelihood of users to subscribe or maintain their subscription will increase.

Enjoyment

Enjoyment is the level of pleasure that users feel when using services (Davis et al., 1992). In the context of Kompas.id, enjoyment can arise from user-friendly interface design, reading comfort, and a variety of relevant content. Enjoyment indicators include feelings such as enjoyable, fun, pleasurable, to unsatisfied and annoyed. Meanwhile, research by Salloum et al. (2023) states that enjoyment affects the perceived value of users. If Kompas.id can create a pleasant and satisfying experience, users will be more encouraged to continue using and even subscribe to services in the long term. Based on this explanation, it can be said that:

H_1: Enjoyment has a positive influence on Subcribe Intention

Price Value

Price Value describes consumer perceptions of the balance between the costs paid and the benefits obtained from a paid service (Kim et al., 2011; Sweeney & Soutar, 2001). In the context of Kompas.id, this includes assessing whether the premium subscription price is worth the additional features such as access to exclusive articles, ad-free, and offline reading mode. Research conducted by Helkkula (2016) uses indicators such as reasonably priced, good value, and good value for money which show that customers are more interested in subscribing if they feel the price paid is worth the benefits. In freemium services such as music apps, price value is also an important determinant in the decision to upgrade to a paid service (Mäntymäki et al., 2020). If Kompas.id users assess that premium subscriptions provide high-value access such as in-depth analytical news that is not available for free, then they will be more willing to pay and subscribe. Based on this explanation, it can be said that:

H_2: Price Value has a positive influence on Subcribe Intention

Ubiquity

Ubiquity is the ability of a service to be accessed anytime and anywhere without time or location restrictions (Okazaki & Mendez, 2013). In the context of Kompas.id, this allows users to read news from various devices such as desktops, smartphones, or tablets as long as they are connected to the internet. Features such as instant content access without the need to download, as well as the

ability to download digital newspapers for offline reading, increase user flexibility and convenience. Thus, a high level of ubiquity on Kompas.id helps increase user satisfaction and can encourage their intention to keep using or improve the service. Based on this explanation, it can be said that:

H_3: Ubiquity has a positive influence on Subcribe Intention

Subscription Types

Research conducted by Mäntymäki et al. (2020) adopted Subscription Types as a moderating variable to analyze differences in decision-making patterns between Basic (free) and Premium (paid) users on freemium services. The freemium model itself attracts users through free services and generates revenue from additional paid features (Hamari et al., 2017). In the context of Kompas.id, Subscription Types is used to differentiate the effect of the exogenous variables Ubiquity, Enjoyment, and Price Value on the endogenous variable, namely Subscribe Intention.

As a moderating variable, Subscription Types tests whether the relationship between these factors and subscription intention is significantly different between Basic and Premium users. Basic users tend to consider upgrading to Premium, while Premium users focus on the decision to renew their subscription. Thus, this research aims to understand how Basic users may be more sensitive to factors such as Price Value, while Premium users are more influenced by Enjoyment in maintaining subscriptions. Based on this explanation, it can be said that:

H_4: Subscription Types moderate the relationship between Enjoyment and Subscribe Intention.

H_5: Subscription Types moderates the relationship between Price Value and Subscribe Intention.

H_6: Subscription Types moderates the relationship between Ubiquity and Subscribe Intention.

Framework

In the face of the rapid development of digital technology, media platforms such as Kompas.id need to adopt a digital strategy that focuses on improving user experience, such as presenting enjoyable content (enjoyment), valuable subscription prices (price value), and easy access anytime and anywhere (ubiquity). These factors play an important role in shaping users' subscription intention. In addition, differences in subscription type, both Basic and Premium, can moderate the influence of these three factors on user subscription intention.

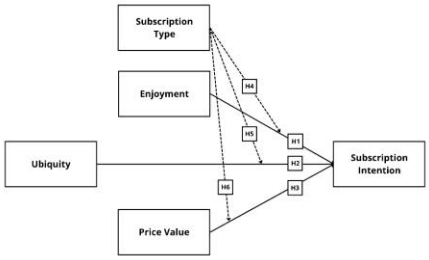

Figure 1 Framework

Source: Author (2025)

METHOD

This research uses a quantitative approach with a survey method, which is conducted online through distributing questionnaires using Google Forms (Sugiyono, 2020). Respondents in this study are active Kompas.id users who live in the Jabodetabek area and are at least 17 years old, with a purposive sampling technique (Lohr, 2022). Respondent criteria include users who have subscribed in the past month as well as those who have not subscribed but actively access the platform. The number of samples was determined using the Yamane formula due to the large and known population of 3,00,000 users, with a margin of error of 5%, resulting in a total of 400 respondents (Sugiyono, 2020). Each variable is measured using a minimum of five indicators to ensure adequate coverage of theoretical constructs (Hair Jr et al., 2019).

this research was conducted in the period December 2024 to June 2025, starting from the design stage to data analysis. The analysis technique used is Partial Least Squares - Structural Equation Modeling (PLS-SEM), which is a variance-based approach to testing the relationship between latent constructs (Hair Jr et al., 2019). PLS-SEM was chosen because it is able to handle complex models, relatively small sample sizes, non-normal data, and allows analysis of moderating variables such as Subscription Type. The analysis was conducted using SmartPLS 4 software to test the validity, reliability, relationships between variables, and moderating effects in the research model.

RESULTS AND DISCUSSION

Measurement Model Testing (Outer Model)

In the early stages of PLS-SEM analysis, outer model testing is carried out to ensure that the indicators used are valid and reliable before testing the relationship between variables (inner model). This test includes evaluating convergent validity through the AVE value (> 0.50) and loading factor (> 0.70), as well as discriminant validity to distinguish between constructs. In addition, reliability is tested using Cronbach's Alpha and Composite Reliability (rho_c), with an ideal value above 0.70 so that indicators are declared consistent in measuring constructs. Based on the validity and reliability test results presented in Tables 1 to 6, all constructs in the study of enjoyment, price value, ubiquity, and subscription intention have met the required measurement criteria.

Table 1. Measurement Model Testing

Variabel	Item	*Factor Loading*	AVE	Cronbach's Alpha	Composite Reliability (*ρc*)
Subscribe Intention (*SUI*)	SUI.1	0.813	0.688	0.935	0.946
	SUI.2	0.870			
	SUI.3	0.782			
	SUI.4	0.867			
	SUI.5	0.864			
	SUI.6	0.850			
	SUI.7	0.742			
	SUI.8	0.837			

Variabel	Item	*Factor Loading*	AVE	Cronbach's Alpha	Composite Reliability (ρc)
Enjoyment (*ENJ*)	ENJ.1	0.812	0.656	0.895	0.919
	ENJ.2	0.703			
	ENJ.3	0.858			
	ENJ.4	0.817			
	ENJ.5	0.794			
	ENJ.6	0.874			
Price Value (*PV*)	PV.1	0.839	0.661	0.897	0.921
	PV.2	0.704			
	PV.3	0.834			
	PV.4	0.858			
	PV.5	0.849			
	PV.6	0.794			
Ubiquity (*UBI*)	UBI.1	0.853	0.720	0.922	0.939
	UBI.2	0.860			
	UBI.3	0.837			
	UBI.4	0.845			
	UBI.5	0.866			
	UBI.6	0.830			

Source: Author (2025)

All variables of Subscribe Intention, Enjoyment, Price Value, and Ubiquity, showed valid and reliable results. The factor loading values for all indicators are above the minimum threshold (≥ 0.7), indicating a strong correlation to the measured construct. Average Variance Extracted (AVE) ranges from 0.656 to 0.720, which means that more than 65% of the construct variance is explained by its indicators, meeting the requirements of convergent validity. Meanwhile, Cronbach's Alpha and Composite Reliability values for all constructs were above 0.85, indicating excellent internal consistency. In addition, discriminant validity was also tested using the HTMT method, with a criterion of <0.90 for related constructs and <0.85 for unrelated ones, to ensure that each construct really measures different concepts accurately.

Table 2. Testing the HTMT Measurement Model

Variabel	HTMT			
SUI				
ENJ	0.791			
PV	0.796	0.639		
UBI	0.762	0.662	0.733	
	SUI	**ENJ**	**PV**	**UBI**

Source: Author (2025)

Based on the results of the discriminant validity test using the HTMT value, all variables meet the set criteria (<0.90), indicating that each construct can be distinguished empirically. The HTMT values between Subscribe Intention and Enjoyment (0.791), Price Value (0.796), and Ubiquity (0.762) are within acceptable limits. Similarly, the HTMT values between Enjoyment and Price Value (0.639), and between Enjoyment and Ubiquity (0.662), and between Price Value and Ubiquity

(0.733), all indicate that the four variables have good discriminant validity and can be used in further analysis.

Structural Model Testing (Inner Model)

After testing the outer model to ensure construct validity and reliability, the next stage in PLS-SEM analysis is to test the inner model to evaluate the relationship between latent variables and test the hypotheses that have been formulated. This test includes a multicollinearity test using the VIF value (declared safe if <5) to ensure that there is no excess correlation between exogenous variables, as well as an effect test (f^2) to measure the strength of the influence of each construct. The f^2 value is classified as large (≥ 0.35), medium (0.15-0.34), small (0.02-0.14), and not meaningful (<0.02). This stage is important to assess the direction, strength, and contribution of each variable in explaining the phenomenon under study.

Table 3. VIF Testing

Variabel	*VIF*
ENJ -> SUI	3.367
PV -> SUI	4.041
UBI -> SUI	4.032

Source: Author (2025)

The analysis results show that all VIF values are below the threshold of 5, with the highest value of 4.032 and the lowest of 3.367, so there is no multicollinearity problem. Thus, the data is declared free from multicollinearity, and is suitable to proceed to the structural analysis stage.

Table 4. Testing f^2

Variabel	f^2
ENJ -> SUI	0.162
PV -> SUI	0.114
UBI -> SUI	0.016

Source: Author (2025)

The results of the f^2 analysis show that Enjoyment and Price Value have a moderate effect on Subscribe Intention, while Ubiquity has a small effect. The relationship between exogenous constructs showed large to very large effects, especially Enjoyment on Subscribe Intention. Overall, the structural strength of the model was rated as adequate with variation in contribution depending on subscription types.

Hypothesis Test

After the measurement model is declared valid and reliable, the next stage in PLS-SEM analysis is testing the structural model (inner model) to assess the strength and direction of the relationship between latent variables based on the hypothesis. The test was carried out using the Bootstrapping technique of 5000 resamples. The relationship between variables is declared significant if the T-statistic> 1.96 or p-value <0.05. The analysis also considers the direction of the path

coefficient, which is positive (both variables move in the same direction) or negative (opposite direction), in order to more accurately understand the causal relationship in the model.

Table 5. Hypothesis Testing

Hypothesis	Original Sample	T-Statistic	P Value	Result
(H1) ENJ -> SUI	0.384	5.069	0.000	Accepted
(H2) UBI -> SUI	0.130	1.472	0.141	Rejected
(H3) PV -> SUI	0.353	5.870	0.000	Accepted
(H4) STY*ENJ -> SUI	-0.013	0.137	0.891	Rejected
(H5) STY UBI -> SUI	0.243	2.578	0.010	Accepted
(H6) STY PV -> SUI	0.005	0.064	0.949	Rejected

Source: Author (2025)

Table 5 shows that of the 6 hypotheses tested, three hypotheses (H_1, H_3, H_5) are accepted because they have a positive and significant effect (p-value < 0.05 and T-statistic > 1.96). The data indicates that Enjoyment and Price Value reflect that the higher the level of pleasure or satisfaction felt, as well as the value of the price paid by users when accessing Kompas.id, the greater their tendency to subscribe fully. And Subscription Types moderate the relationship between Ubiquity and Subscribe Intention, this indicates that premium and basic users have different views regarding the expectations of using the Kompas.id application. Where premium users consider that ease of access should be the standard for use, while for basic users they have not explored premium features so they have not felt the ease of access to reading news.

Meanwhile, H_2, H_4, and H_6 were rejected as insignificant (p-value = 0.164; T-statistic < 1.96). Ubiquity does not have a significant effect on subscription intention. This can occur because most users have not fully realized or taken advantage of the flexibility of access offered by the Kompas.id platform. Many users, especially those who are still in the exploration stage or only access news occasionally, have not seen the added value of ubiquity explicitly. In substance, this finding shows that although both Basic and Premium users feel happy when accessing Kompas.id, this level of satisfaction does not lead to significant differences in subscription intentions based on their subscription type. This insignificance can be explained from a user behavior point of view: although Basic users are theoretically more price-sensitive, in practice both user groups are likely to evaluate price based on the rational benefits they obtain, not solely based on the subscription category they choose.

Goodness of Fit Test

After the measurement model (outer model) and structural model (inner model) are declared to meet the validity and reliability criteria, the next stage in the analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) is to conduct the Goodness of Fit (GOF) test. This test aims to evaluate the extent to which the overall model is able to represent empirical data well,

including assessing the strength of the relationship between variables, predictive ability, and the fit of the theoretical model with actual data.

In this study, there are three main indicators used in the GOF test, namely the Coefficient of Determination (R^2), Predictive Relevance (Q^2), and Standardized Root Mean Square Residual (SRMR). The R^2 value indicates the contribution of exogenous variables in explaining endogenous variables, where $R^2 > 0.75$ is categorized as very strong, between 0.50-0.75 moderate, and between 0.25-0.50 weak. Meanwhile, the Q^2 value obtained through the blindfolding method indicates the predictive ability of the model to the new data, with $Q^2 > 0$ indicating predictive relevance. Finally, SRMR is used to measure the level of fit of the model to the actual data, and the model is considered fit if the SRMR value is below or equal to 0.08. If these three indicators are met, then the model can be said to have a good fit and is suitable as a basis for drawing research conclusions.

Table 6. R^2 Testing

Variabel	R^2
Subscribe Intention	0.729

Source: Author (2025)

The coefficient of determination (R^2) test results shows that, the three exogenous variables (enjoyment, price value, ubiquity) explain 72.9% of the variance in subscription intention (medium category). This indicates that the model is good at explaining subscription intention.

Table 7. Q^2 Testing

Variabel	Q^2
SUI	0.705

Source: Author (2025)

The analysis results show that the endogenous constructs have positive Q^2 values, indicating that the model has good predictive relevance. In the table, the high Q^2 value is found in Subscribe Intention (0.705). This indicates a fairly strong predictive ability of the model towards Subscribe Intention.

Table 8. SRMR Testing

Variabel	Original Sample
Saturated Model	0.052
Estimated Model	0.066

Source: Author (2025)

The SRMR value indicates that the model meets the criteria for model fit in both the Saturated and Estimated Models. In general, the model is said to have a good fit model if the SRMR value is below the 0.08 threshold. In this study, all SRMR values in the Basic group are below this limit, while the Premium group only slightly exceeds the ideal limit but is still within the tolerable range. The overall evaluation still shows a good model fit based on other indicators such as R^2 and Q^2, which confirms that the model has strong explanatory and predictive capabilities.

CONCLUSIONS

This study analyzes the influence of Enjoyment, Price Value, and Ubiquity on Subscribe Intention of Kompas.id users in the Jabodetabek area, as well as the moderating role of Subscription Types (Basic vs Premium). The results show:

1. Enjoyment and Price Value have a positive and significant effect on subscription intentions. The higher the enjoyment and perceived price value, the higher the intention to subscribe.
2. Ubiquity has no significant effect on Subscribe Intention, indicating that most users still do not feel or realize the ease of access anytime and anywhere provided by Kompas.id.
3. Subscription Types do not moderate the relationship between Enjoyment and Price Value on subscription intentions.
4. However, Subscription Types significantly moderated the relationship between Ubiquity and Subscribe Intention..

This finding confirms the importance of emotional and rational factors in subscription decisions, and the need for segmentation strategies based on subscription type.

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