

An International Journal



Indonesian Journal of Economics,
Business, Accounting, and Management



E-ISSN: 2988-0211 | Vol. 02, No. 05, 2024, pp. 13-24 | DOI: 10.63901/ijebam.v2i5.82

Journal Homepage: <https://journal.seb.co.id/ijebam/index>

The Influence of Hedonic and Utilitarian Engagement in Generation Z on Continued Use of the Spotify App

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ARTICLE INFORMATION	ABSTRACT
Section Research Articles	The massive growth of social media has kept generation z updated. Spotify created spotify recap which increased the number of downloads and listeners. This study aims to determine the effect of hedonic involvement and utilitarian involvement on application attitudes and sustainable application use aimed at generation z (1997-2012). Primary data with 200 respondents. Using non probability sampling technique with convencience sampling method. Hypothesis testing using Structural Equation Modeling - Partial Least Square method with Smart-PLS application. The results concluded that hedonic engagement and utilitarian engagement are proven to have a positive and significant influence on application attitudes and continued application use. In addition, this study also proves that application attitude has a positive and significant influence on continued application use.
Article History Article Submitted: 15/06/2024 Accepted: 18/06/2024 Available online: 24/06/2025	
Keywords hedonic engagement utilitarian engagement app attitude continued app use	

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INTRODUCTION

A characteristic of generation z is their ability and preference in understanding technology from an early age. Despite their familiarity with the digital world, generation z also shows a preference for face-to-face communication. This shows that, despite being digitally connected, they still appreciate the value of in-person communication that can add a dimension to their social life. Thus, generation z is a group that combines technological sophistication with the desire to remain personally connected. Constant exposure to information on social media can have negative effects and the pressure to reach certain standards can lead to high levels of stress.



Fear of Missing Out (FOMO) which can negatively impact their mental and emotional well-being. Generation z may also experience negative impacts related to hedonic behavior. Hedonism refers to the tendency to seek instant pleasure and gratification without considering long-term consequences. Generation z, living in a digital age with easy access to entertainment and fun, may be more prone to hedonic behavior (Rakhmah, 2021). A phenomenon where they seek gratification from online recognition without thinking about the impact on mental well-being. It is important to understand that while generation z has great technological prowess, they can also experience psychological distress and health consequences from unhealthy use of technology and social media. In developing solutions or educational approaches, it is necessary to apply an understanding of these challenges to support the well-being of generation z (Saputro, 2023).

According to Lin, et al in Putri (2020) utilitarian value is chosen rationally has four dimensions, namely monetary savings, selection, convenience, and customized products. The pressure to build a perfect image and get validation from fellow Spotify users can create self-dissatisfaction and social anxiety. This phenomenon can be attributed to generation z's hedonistic tendencies, where they may seek immediate gratification from online recognition without thinking about the impact on their mental well-being. In spotify, the drive to constantly listen to popular songs or playlists and gather followers can be a form of instant pleasure-seeking that may not always be healthy. In addition, the symbolism in social media, including spotify, can also create pressure to follow music trends and standards of popularity that may be unrealistic.

Holistic educational approaches and solutions need to be implemented to support their well-being, including the formation of healthy attitudes towards apps like spotify and awareness of the psychological impact of intense online interactions (van Berlo, van Reijmersdal and van Noort, 2023). This research is a development of van Berlo, van Reijmersdal and van Noort (2023) regarding the direct and indirect effects on experience on branded applications. The purpose of this study is to determine the hedonic and utilitarian effects on the continued use of spotify in generation z.

LITERATURE REVIEW & HYPOTHESIS

Media Engagement

According to Calder et al in van Berlo, van Reijmersdal and van Noort (2023) Media offers about engagement with media experiences. Based on these experiences, it can be precisely described that users' perceptions can judge the media through when using it. As there is a perception of an application providing offers about pleasure or comfort. According to Stocchi et al. (2020) in van Berlo, van Reijmersdal and van Noort (2023), found that experiences in hedonic and utilitarian engagement are important factors for the availability to pay and use paid apps and apps on an ongoing basis.

Hedonic Engagement

The hedonic concept can be interpreted as helping men's joy. It conceptualizes something very happy as "good" and "bad" as very painful (C. Hopkinson and Pujari, 1999). According to Kaczmarek (2017), hedonic motivation is the desire to initiate behavior to increase positive experiences, such as satisfying or good experiences, we see that consumption is not only based on rational considerations, but also emotional considerations. Hedonic motivation can be

created through a person's passion for updating the latest features and buying becomes a person's lifestyle to meet their daily needs (Kosyu, Hidayat and Abdillah, 2014).

Utilitarian Engagement

Utilitarian value is a shopping activity carried out by consumers rationally based on consideration of the benefits provided by a particular product (Putri, 2020). Kim (2006) explains that there are two dimensions of utilitarian value, namely efficiency and achievement. Efficiency is when the product used is able to save time and costs, while achievement is when the purchase objectives can be achieved according to plan.

Hypothesis

According to research conducted by van Berlo, van Reijmersdal and van Noort (2023) states that hedonic experience has a positive direct effect on attitudes towards choosing applications, a significant direct effect on attitudes towards choosing applications. Furthermore, according to a study conducted by Hafiyya (2023) states that hedonic value engagement has a positive effect on consumer attitudes, the resulting effect is significant on consumers.

H₁: Hedonic Engagement Has a Positive Impact on App Attitude

According to a study conducted by Priambada and Priyono (2023) proves that hedonic motivation has a positive effect on sustainable intentions which is characterized by the higher the hedonic motivation, the higher the sustainable intention. According to research conducted by Hari (2020) explains that hedonic shopping awareness has a positive and significant effect on repeat or sustainable shopping intentions in the multi-channel retail sector. This shows that the higher the awareness of hedonic shopping, the higher the intention to re-shop at multi-channel retail.

H₂: Hedonic Engagement Has a Positive Impact on Continued App Use

According to research conducted by van Berlo, van Reijmersdal and van Noort (2023) that utilitarian experience has a positive direct effect on attitudes towards choosing applications. According to the results of a study conducted by Hafiyya (2023) utilitarian value engagement has a positive effect on consumer attitudes.

H₃: Utilitarian Engagement Has a Positive Impact on App Attitude

According to research conducted by Kurniawan (2020) states that utilitarian engagement or perceived usefulness has a significant positive effect on satisfaction with the use of food delivery applications. According to the results of research conducted by Rachmani (2020) that based on the descriptive analysis carried out, it shows a positive attitude towards interest in continued use such as using the Instagram social media platform which is used as a tool for work and even utilizes other functions.

H₄: Utilitarian Engagement Has a Positive Impact on Continued App Use

According to the results of a study conducted by Kurniawan (2020) application engagement or satisfaction with the application has a significant positive effect on continued application use. According to the results of a study conducted by Pangendra (2021) it explains that application user satisfaction affects the intention to use the application sustainably. According to research conducted by van Berlo, van Reijmersdal and van Noort (2023) that

application engagement affects applications that are used on an ongoing basis. This influence is influenced by hedonic engagement and symbolic engagement.

H₅: App Attitude Has a Positive Impact on Continued App Use

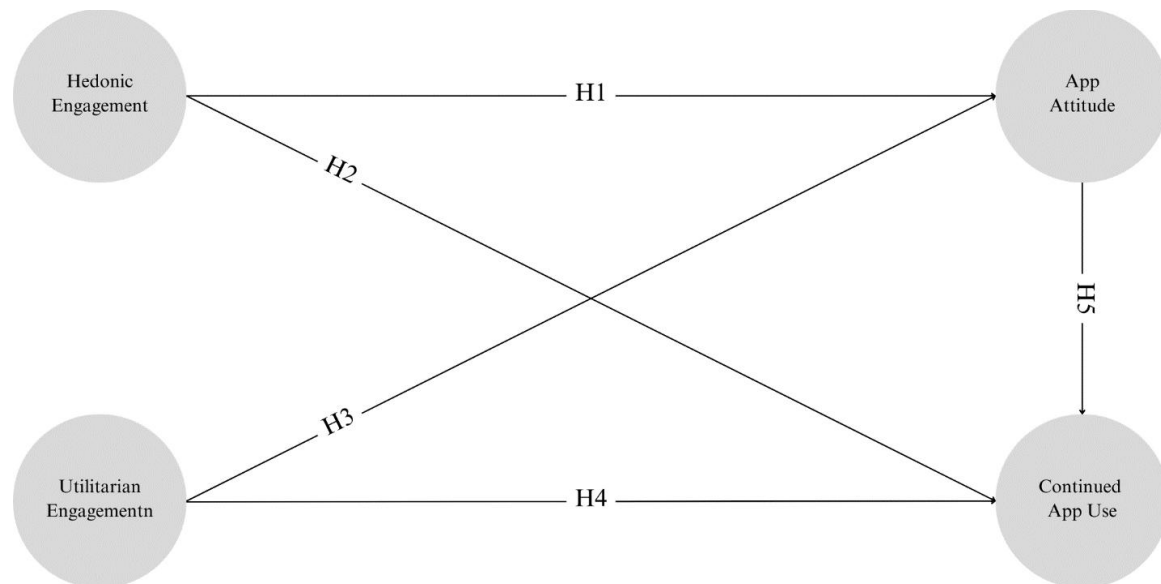


Figure 1. Research Framework

Source: Processed by The Author (2024)

RESEARCH METHODS

In this research, the approach to be used is primary data with quantitative methods that identify the influence between hedonic, utilitarian, and application attitude variables with spotify user objects using questionnaires. The questionnaire is formed through google form. The target respondents on the questionnaire are generation z who use the spotify application in Indonesia. The population leads to free spotify and premium spotify users who detail to generation z. The sample amounted to 200 respondents who were measured using a Likert scale of 1 to 5. Sampling using non probability sampling with convenience sampling method. Hypothesis testing using the Structural Equation Modeling - Partial Least Square (SEM-PLS) method with the help of the Smart-PLS application.

Table 1. Results of Respondent Characteristics

Description	N	%
<i>Gender</i>		
Male	64	32
Female	136	69
<i>Age Range</i>		
12 – 16	16	8
17 – 21	89	44,5
22 – 27	95	47,5
<i>Jobs</i>		

Description	N	%
Students	76	38
Undergraduate	115	57,5
Employees	9	4,5
<i>Frequency of Spotify Listening</i>		
Rarely	29	14,5
Sometimes	54	27
Often	117	58,5

Source: Primary Data Processed (2024)

ANALYSIS RESULTS

Descriptive Analysis of Variables

Table 2. Variable Assessment Criteria

Variables/Indicators	Average	Description
<i>Hedonic Engagement</i>	3,98	Agree
I'm glad i chose spotify because it has the newest music and podcasts.	4,16	Agree
I'm glad i chose spotify because it has trending charts and podcasts.	4,16	Agree
I chose spotify because it is the best-selling streaming app.	3,86	Agree
The spotify app is perfect for relieving boredom.	4,08	Agree
The spotify app can connect and friend users.	3,86	Agree
The spotify app can monitor which songs or podcasts your friends are listening to.	3,79	Agree
<i>Utilitarian Engagement</i>	4,06	Agree
The spotify app always considers the quality of service superior to other streaming apps.	3,91	Agree
The spotify app has always maintained the quality of music and podcasts.	4,04	Agree
The spotify app has a user-friendly interface.	4,16	Agree
The spotify app has free and paid service options according to the user's circumstances.	4,05	Agree
The spotify app has a selection of paid features according to the user's choice.	4,14	Agree
The spotify app has paid features that match its quality.	4,09	Agree
<i>App Attitudes</i>	4,15	Agree
I believe the spotify app gives listeners convenience in providing song or podcast recommendations according to listeners' interests.	4,29	Strongly Agree
I believe the spotify app can be useful in satisfying the mood and atmosphere of the listener.	4,21	Strongly Agree
I believe the spotify app provides digital convenience in creating.	3,95	Agree
I believe the spotify premium feature can provide a better service than spotify free.	4,16	Agree
<i>Continued App Use</i>	3,82	Agree
I will continue to use the spotify app in the future.	3,97	Agree
I will regularly use the spotify app in the future.	3,77	Agree
I continue to use the spotify app instead of using other streaming music apps.	3,76	Agree
I will not stop using the spotify app.	3,78	Agree

Source: Processed Data (2024)

The average result of respondents' assessment of the hedonic engagement variable was 4,04 with a high statement. Utilitarian engagement variable was 4,07 with a high statement. App attitude variable was 4,17 with high information. Continued app usage has an average respondent assessment of 3,79 with high information.

Convergent Validity

Table 3. Convergent Validity Analysis Results

Variables	Indicator	Loading Factor Value	Cut of Value	Description
Hedonic Engagement	KH1	0,873	> 0,50	Valid
	KH2	0,852	> 0,50	Valid
	KH3	0,829	> 0,50	Valid
	KH4	0,835	> 0,50	Valid
	KH5	0,751	> 0,50	Valid
	KH6	0,762	> 0,50	Valid
Utilitarian Engagement	KU1	0,821	> 0,50	Valid
	KU2	0,844	> 0,50	Valid
	KU3	0,838	> 0,50	Valid
	KU4	0,810	> 0,50	Valid
	KU5	0,854	> 0,50	Valid
	KU6	0,857	> 0,50	Valid
App Attitudes	SA1	0,844	> 0,50	Valid
	SA2	0,870	> 0,50	Valid
	SA3	0,802	> 0,50	Valid
	SA4	0,842	> 0,50	Valid
Continued App Use	AB1	0,807	> 0,50	Valid
	AB2	0,824	> 0,50	Valid
	AB3	0,831	> 0,50	Valid
	AB4	0,859	> 0,50	Valid

Source: Processed Data (2024)

According to Ghozali (2016) and Bougie and Sekaran (2016), when the outer loadings value > 0,70 and the AVE value is > 0,50 , it can be stated that it meets convergent validity and has high validity. Based on the loading factor value for each indicator on the hedonic engagement, utilitarian engagement, app attitude, and continued app use variables, each loading factor value is > 0,70. The variable indicators in this study can be declared valid.

Discriminant Validity

Table 4. AVE Analysis Results

Variables	Average Variance Extracted (AVE)
Hedonic Engagement	0,670
Utilitarian Engagement	0,701
App Attitudes	0,690
Continued App Use	0,705

Source: Processed Data (2024)

The criteria for a variable is said to be valid if the AVE value is > 0,5. From the results of the validity test using AVE in the table above, it can be seen that the AVE value of all variables is > 0,05. So that all variables can be declared valid.

Table 5. Cross-Loading Results

Indicator	Hedonic Engagement	Utilitarian Engagement	App Attitudes	Continued App Use
KH1	0,873	0,602	0,621	0,557
KH2	0,852	0,493	0,594	0,556
KH3	0,829	0,538	0,573	0,545
KH4	0,835	0,580	0,567	0,527
KH5	0,751	0,440	0,423	0,407
KH6	0,762	0,470	0,446	0,404
KU1	0,584	0,821	0,520	0,491
KU2	0,578	0,844	0,523	0,463
KU3	0,570	0,838	0,574	0,430
KU4	0,461	0,810	0,519	0,396
KU5	0,495	0,854	0,494	0,418
KU6	0,516	0,857	0,492	0,454
SA1	0,517	0,505	0,844	0,444
SA2	0,577	0,563	0,870	0,511
SA3	0,589	0,565	0,802	0,425
SA4	0,547	0,447	0,842	0,404
AB1	0,503	0,404	0,452	0,807
AB2	0,498	0,418	0,387	0,824
AB3	0,521	0,489	0,496	0,831
AB4	0,529	0,441	0,433	0,859

Source: Processed Data (2024)

The variable cross-loading value $>$ the correlation value of statement items to other variables. It can be seen that the cross-loading value of each question item is greater than the correlation value of statement items on other variables, so that based on the discriminant validity test, the statement items of all variables are declared valid.

Reliability

Table 6. Cronbach's Alpha and Composite Reliability Results

Variables	Cronbach's Alpha	Composite Reliability
Hedonic Engagement	0,901	0,924
Utilitarian Engagement	0,915	0,934
App Attitudes	0,850	0,899
Continued App Use	0,861	0,905

Source: Processed Data (2024)

A variable can be said to be reliable when it has a cronbach's alpha and composite reliability value $\geq 0,7$. The Cronbach's alpha value of all variables, namely hedonic engagement, utilitarian engagement, app attitude, and continued app use $> 0,7$. Meanwhile, the composite reliability test of all variables also shows a value $>0,7$. Then, it can be concluded that based on the construct reliability, all variables are declared reliable.

Table 7. Results of R-Square and Adjusted R-Square

Variables	R-Square	R-Square Adjusted
App Attitudes	0,508	0,503
Continued App Use	0,424	0,415

Source: Processed Data (2024)

The R-Square for the app attitude variable is 0,508. this means that 50,8% of the variation in changes in app attitude is explained by the hedonic engagement and utilitarian engagement variables while the remaining 49,2% is explained by other factors outside the model. in addition, the continued app use variable has an r-square of 0,503, meaning that the continued app use variable can be explained by the hedonic engagement, utilitarian engagement, and app attitude variables by 50,3%, while the remaining 49,7% can be explained by variables outside the model.

Hypothesis testing by looking at the path coefficient calculation value in testing the inner model. The hypothesis is said to be accepted if the p-values $< 0,05$ (α 5%), which means that if the p-values of each hypothesis are greater than 0,05, it can be declared accepted or proven.

Table 8. Path Coefficient Results

Variables	Original Sample	T statistics	P values	Hypothetical Conclusion
Hedonic Engagement - > App Attitudes	0,452	6,313	0,000	H1 Accepted
Hedonic Engagement - > Continued App Use	0,401	4,515	0,000	H2 Accepted
Utilitarian Engagement -> App Attitudes	0,333	4,393	0,000	H3 Accepted
Utilitarian Engagement -> Continued App Use	0,173	2,126	0,034	H4 Accepted
App Attitudes -> Continued App Use	0,159	2,117	0,034	H5 Accepted

Source: Processed Data (2024)

Discussion

Based on the processed research results, the hedonic engagement variable has a significant and positive effect on app attitudes. This makes the research in line with research conducted by van Berlo, van Reijmersdal and van Noort (2023) that hedonic experience has a positive direct effect on attitudes towards choosing applications. The research statement regarding the hedonic value that has a positive effect is also in line with the study conducted by Hafiyya (2023) which states that hedonic value engagement has a positive effect on consumer attitudes. Hedonic value is a purchasing or selection attitude that is influenced by the emotional state of users or consumers to enjoy pleasure because there is a sense of comfort and peace.

Based on the results of research that shows a positive and significant direction of hedonic engagement on continued app use. Other studies have also concluded the same thing such as a study conducted by Priambada (2023) which proves that hedonic motivation has a positive effect on sustainable intentions which is characterized by the higher the hedonic motivation, the higher the sustainable intention. In addition, according to research conducted

by Hari (2020) explains that hedonic shopping awareness has a positive and significant effect on repeat or sustainable shopping intentions in the multi-channel retail sector. This shows that the higher the awareness of hedonic shopping, the higher the intention to re-shop at multi-channel retail. The effect of hedonic nature can affect repeat purchases and the use of applications on an ongoing basis because hedonic nature provides a stimulus to provide pride in the product being used.

The processing results of this study show that utilitarian engagement has a significant and positive effect, which is the same as the research van Berlo, van Reijmersdal and van Noort (2023) that utilitarian experience has a positive direct effect on attitudes towards choosing applications. From the results of a study conducted by Hafiyya (2023) also states that utilitarian value engagement has a positive effect on consumer attitudes. The influence factor is because the Spotify application has complete features and can provide music summaries and podcasts for users. Utilitarian focuses on the functions and benefits that the product provides to consumers or users. In addition, other factors can also influence product selection by considering other things.

From the results of this research hypothesis, it can be obtained that utilitarian engagement has a significant effect on the use of continuous use apps. This is in line with previous research conducted by Kurniawan (2020) which states that utilitarian engagement or perceived usefulness has a significant positive effect on satisfaction with the use of food delivery applications. This proves that when there is a product that is useful for users, users can use it continuously. Another study conducted by Rachmani (2020) states that based on the descriptive analysis carried out, it shows a positive attitude towards interest in sustainable use such as using the Instagram social media platform which is used as a tool for work and even utilizes other functions. The era of social media that has developed massively makes opportunities for social media applications to become kings on social media. These applications were chosen because they have a beneficial value that causes the application to compete to be used continuously by its users.

The results of the hypothesis analysis regarding app attitude that has a significant effect on continued app use are directly proportional to previous research conducted by Kurniawan (2020) regarding app engagement or satisfaction with the app has a significant positive effect on continued app use. When users are satisfied with the application, the positive impact that will be given is to use the application in the long term or continuously. According to the results of a study conducted by Pangendra (2021) confirms that application user satisfaction affects the intention to use the application sustainably. When the application provides benefits, the user already has the intention to continue using the application. This is the same as research conducted by van Berlo, van Reijmersdal and van Noort (2023) that app engagement affects applications that are used on an ongoing basis. This influence is influenced by hedonic engagement and symbolic involvement. In addition to hedonic or emotional factors, symbolic factors can also be an influence to use the application continuously or successively because of the symbol of the user or the product.

CONCLUSIONS

Hedonic engagement has a significant and positive effect on app attitude on the spotify app. From this result, it shows that if the hedonic emotional trait increases and is high, the attitude of selection to the application also increases high. Hedonic engagement has a significant and positive effect on continued app use on the spotify app. From these results, it shows that the hedonic influence that has felt the positive value of the application will be able to last longer on the product. Utilitarian engagement has a significant and positive effect on app attitude on

the spotify app. From these results, it shows that when utilitarian values prioritize benefits, users can comfortably choose the spotify application.

Utilitarian engagement has a significant and positive effect on continued app use on the spotify app. From these results, it shows that when aspects of consideration for more value in the product, users can last a long time and use the application on an ongoing basis. App attitude has a significant and positive effect on the use of continuous use apps on the spotify app. When users are satisfied with the application used, the positive impact that will be given is to use the application in the long term or continuously. Managerial implications in this study regarding the spotify application. To increase users in choosing the spotify application and retain users to use the spotify application on an ongoing basis, the following are some strategies that can be considered:

1. Service and product quality. Ensure service quality in the form of attractive and useful features to provide satisfaction for users.
2. Loyalty program. If spotify can improve its quality in the form of service products, customers can retain loyal users. Loyalty programs such as providing promos or discounts to existing users to upgrade or extend spotify premium.
3. Promotion and price. Spotify can hold attractive promotions and stay away from annoying promotions in order to attract attention and offer affordable premium service prices so that non-premium users can buy them.

In this study there are still various limitations. This study uses a questionnaire data collection method which has weaknesses in the form of questionnaire answers that cannot be controlled and answered by respondents less seriously. This study only uses hedonic engagement and utilitarian engagement variables as predictors of app attitudes and continued app. Symbolic engagement can be an additional variable in other studies. Researchers have suggestions for further research. Because it only uses hedonic and utilitarian variables, it is hoped that other variables can be added so that the research is more comprehensive or thorough in monitoring consumer behavior, especially in application users. Future research can use the method of collecting respondents by interview so that the results provided are even better because hedonic and utilitarian traits can be identified more deeply through interviews.

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