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Determinants of Fintech Application Usage with Interest as a Mediating Variable among Gen-Z in the Jabodetabek Area

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Abstract: The rapid advancement of digital technology has accelerated the widespread adoption of financial technology (fintech) services, notably the GoPay digital wallet, which maintains a dominant position in the Indonesian e-wallet market. Despite its high penetration, the continuous usage of GoPay among Generation Z remains contingent upon perceived benefits and user trust, particularly concerning personal data security. This study aims to analyze the impact of performance expectancy and trust on the usage of the GoPay application among Generation Z in the Greater Jakarta (Jabodetabek) area, both directly and as mediated by behavioral intention. A quantitative research design was employed, involving the distribution of questionnaires to 400 Generation Z respondents who are familiar with GoPay but are not yet intensive users. Employing Structural Equation Modeling-Partial Least Squares (SEM-PLS) as the analytical framework, this study finds that performance expectancy, trust, and behavioral intention significantly influence GoPay application usage. Notably, performance expectancy does not transmit a significant indirect effect on usage through behavioral intention. By contrast, trust exerts a significant mediated effect on usage, with behavioral intention functioning as an intervening variable in this relationship.

Keywords: GoPay, Generation Z, Performance Expectancy, Trust, Behavioral Intention.

INTRODUCTION

The massive advancement of digital technology has transformed various dimensions of human life, including the financial sector. This transformation has given rise to various technology-based financial service innovations collectively known as financial technology, or fintech. The presence of fintech offers accessibility, transaction speed, and operational efficiency that were previously difficult to achieve through conventional financial systems, encompassing services ranging from digital payments and fund transfers to financing and application-based investment (Eseimieghan & Onuorah, 2025). These changes have progressively driven a shift in public behavior from cash-based transaction systems toward a more integrated digital financial ecosystem (Kurniasari et al., 2023).

In Indonesia, the fintech ecosystem has experienced very significant growth acceleration, in line with increasing internet penetration and the widespread use of smartphones across various segments of society. Services such as digital wallets, QR code-based payments, paylater, and digital investment platforms have now become embedded in the daily routines of urban communities (Holipah et al., 2024). This momentum has been further strengthened by government policies supporting financial digitalization and increasingly intensive collaboration between banking institutions and technology companies. As a result, public transaction patterns have gradually shifted toward digital payment systems deemed more efficient and relevant to the needs of the modern economy.

Among the various fintech services that have developed, digital wallets or e-wallets occupy the most dominant position in public preference (Maharani et al., 2024). The growing habit of cashless transactions, the surge in e-commerce transactions, and ease of access are the main driving factors behind the high adoption of e-wallets. The E-Wallet Industry Outlook 2023 report from Insight Asia reveals that as many as 74% of 1,300 respondents from urban communities in various major cities in Indonesia have actively used digital wallets (Rania, 2025). Data from 2024–2025 further confirms that e-wallets remain the most popular digital payment method compared to other services such as mobile banking and paylater, affirming the high relevance of e-wallets in shaping the transaction patterns of modern society (Rania, 2025).

In the Indonesian e-wallet landscape, GoPay stands out as a platform with a very strong market position. Based on Databooks data from 2024, GoPay is recorded as the e-wallet with the highest usage rate, with 71% of respondents having used the service and 58% of them still actively using it within the past three months (Rania, 2025). This figure surpasses competing platforms such as OVO, Dana, ShopeePay, and LinkAja. GoPay's dominance does not merely reflect brand popularity, but also indicates the level of user trust, ease of interface, and comprehensive service integration within the everyday digital ecosystem. Based on these considerations, this study specifically positions GoPay as the primary object of study in exploring fintech usage behavior in Indonesia.

Although GoPay adoption is considerable, the sustainability of its usage cannot be assumed to proceed automatically across all consumer segments. The sustainability of fintech application usage is not only determined by the size of the initial user base, but is greatly influenced by the perception of benefits, level of trust, and users' interest in the technology (Kurniasari et al., 2023). One of the groups that plays a strategic role in the dynamics of this adoption is Generation Z, namely those born between 1997 and 2012. This generation is identified as digital natives who are adaptive to technology; however, in practice, some Generation Z individuals still show hesitation in using GoPay intensively, particularly regarding concerns about personal data security and the risk of digital fraud (Refsi & Soma, 2024). This condition indicates that GoPay adoption is not solely influenced by technical factors, but also by the psychological and perceptual dimensions of users.

Performance expectancy and trust are identified as two variables of central importance in this context. Within the fintech landscape, performance expectancy reflects consumers' subjective assessment of the extent to which adopting an electronic payment system yields tangible benefits in conducting financial transactions, including improvements in security, transactional ease, productivity gains, and speed of payment settlement (Bayumi, 2023). If users feel that the GoPay application provides positive added value, then the tendency to use the GoPay application will increasingly grow. Meanwhile, trust is the user's belief in the security, reliability, and integrity of the system in managing personal data and financial transaction (Kurniasari et al., 2023). Low trust has the potential to hinder the optimal use of GoPay, even if the technology offered technically meets the standards of convenience.

Within technology adoption theory, performance expectancy and trust do not always directly determine actual usage behavior. Instead, behavioral intention (i.e., interest in using the system) commonly acts as a mediator, connecting users' perceptions and trust with their subsequent behavioral manifestations (Rahardjo et al., 2020). Individuals who experience real benefits and have a high level of trust in GoPay tend to build stronger interest, which subsequently drives consistent usage behavior.

Based on the foregoing rationale, the present investigation formulates five core inquiries. These include whether performance expectancy, trust, and interest each individually exert a significant positive effect on GoPay usage. Additionally, the study examines whether interest functions as a mediating mechanism in the relationship between performance expectancy and GoPay application usage, as well as in the relationship between trust and GoPay application usage, specifically among Generation Z users residing in Jabodetabek. In line with these formulations, the objective of this study is to analyze the direct and indirect effects of performance expectancy and trust on GoPay usage behavior through the mediation of usage interest, thereby producing a comprehensive understanding of the determinants of fintech usage among the Generation Z segment in Indonesia's urban areas.

Theoretically, this study contributes to the development of fintech adoption literature by enriching the application of the UTAUT 3 model in the context of e-wallets in Indonesia, while also providing an empirical foundation for further research. Practically, the findings of this study can serve as a strategic reference for GoPay managers in designing services that enhance the perception of benefits and strengthen user trust, as well as providing input for regulators such as OJK in formulating more adaptive consumer protection policies for fintech.

Based on the literature review and inconsistencies in research findings (Agustin et al., 2025; Alamoudi et al., 2024; Arief & Usman, 2024; Holipah et al., 2024; Kurniawan & Putra, 2023; Bayumi, 2023; Refsi & Soma, 2024; Saputri et al., 2022; Tariq et al., 2024; Zhao et al., 2024), this study formulates hypotheses to test the relationships among the variables under study. These hypotheses include: (H1) performance expectancy has a positive and significant effect on fintech application usage; (H2) trust has a positive and significant effect on fintech application usage; (H3) interest has a positive and significant effect on fintech application usage; (H4) performance expectancy affects fintech application usage through interest as a mediating variable; and (H5) trust affects fintech application usage through interest as a mediating variable. These hypotheses are formulated to provide an empirical framework for testing the research model comprehensively.

METHOD

Research Object and Subject

This study focuses on analyzing the relationship between performance expectancy and trust toward the usage behavior of the GoPay fintech application, with usage interest as the variable mediating this relationship. The research subjects are individuals belonging to Generation Z, namely those born in the range of 1997 to 2012, residing in the Jabodetabek area, and having experience using GoPay services.

Research Location and Period

This research was conducted in the Jabodetabek area, taking into account the high level of digital technology and fintech service penetration, the large concentration of GoPay users from among Generation Z, and the socio-economic diversity that allows for more comprehensive data representation. Data collection was carried out from December 2025 to February 2026, covering the stages of instrument preparation, data collection, statistical analysis, and reporting of research results.

Research Method

The approach used in this study is a quantitative method, which is a method that prioritizes objective measurement of variables and hypothesis testing through statistical analysis (Maidiana, 2021). This method was chosen because the study aims to analyze the influence between variables in a measurable manner that can be generalized to a broader population.

Population and Sample

The research population encompasses all Generation Z individuals in Jabodetabek who have used GoPay, with a total number that is not precisely defined. Applying the Cochran Formula with a permissible error margin of 5%, the study determined an initial sample requirement of 384 respondents, later increased to 400 individuals aged 17 years or older (Iba & Wardhana, 2023). The chosen sampling method was simple random sampling, characterized by equal selection likelihood for all population members.

Operational Definition of Variables

This study involves four main variables. Performance expectancy (X1) is measured as the level of respondents' confidence that GoPay is capable of increasing the effectiveness and productivity of their financial activities through four indicators (Appiah & Agblewornu, 2025). Trust (X2) represents the belief in the reliability and security of the GoPay system, measured through four indicators (Appiah & Agblewornu, 2025). GoPay Application Usage (Y) in this study is directed at respondents who are sufficiently familiar with the GoPay application and are interested in using GoPay application services. Meanwhile, usage interest (Z) as a mediating variable measures respondents' psychological tendency to use GoPay in the future through four indicators (Appiah & Agblewornu, 2025). All instruments are measured using a five-point Likert Scale.

Data Analysis Technique

The study employed Structural Equation Modeling-Partial Least Squares (SEM-PLS) implemented in SmartPLS v4 for data analysis, a method chosen due to its capacity to test multifaceted relationships among constructs (Latan & Ghozali, 2020). Model evaluation comprised two phases. In the outer model phase, convergent validity was assessed via factor loadings (>0.7), discriminant validity via cross-loadings (>0.7), and reliability via composite reliability (>0.7) and Cronbach's Alpha (>0.7) (Arikunto, 2020; Ghozali, 2021); The inner model phase evaluated R-Square, Q^2 predictive relevance, F-Square effect sizes, and SRMR (<0.08) (Hair et al., 2022). Hypothesis testing is carried out through evaluation of path coefficients and Specific Indirect Effect using the bootstrapping method to assess the direction, strength, and significance of the influence among variables (Latan & Ghozali, 2020).

RESULTS AND DISCUSSION

Profile and Characteristics of the Research Sample

This investigation involved a total of 400 individuals belonging to the Generation Z group, namely those born in the period 1997 to 2012 and residing in the Jabodetabek area. The sample size was determined by referring to the Cochran formula as cited in Iba & Wardhana (2023), which yielded a minimum figure of 384 respondents and was rounded up to 400 for ease of categorical analysis. All respondents were selected based on the criterion that they had never conducted transactions through the GoPay fintech application, but possessed sufficient knowledge and the intention to use it in the future.

Based on the age distribution, the 20–22 year and 23–25 year groups each dominated with a proportion of 30%, followed by the 26–28 year group at 25%, and the 17–19 year group

at 15%. In terms of gender, male respondents accounted for 54% and female respondents for 46%. From an educational standpoint, the majority of respondents held a Bachelor's degree (S1) at 68%, followed by Senior High School (SMA) at 29%, and Master's degree (S2) at 3%. The occupational composition was dominated by students (46%) and private sector employees (41%). In terms of income, 46% of respondents earned below Rp5,000,000 per month, which is consistent with the dominance of the young age group who are just entering the workforce.

Descriptive Statistics of Research Variables

Descriptive analysis was conducted on four main variables, namely Performance Expectancy (X1), Trust (X2), Interest (Z), and GoPay Application Usage (Y), with measurement instruments using a five-point Likert scale distributed to 400 respondents.

Table 1. Response Results for the Performance Expectancy Variable

Performance Expectancy Variable						
Statement Item	**Score**					**Total**
	SD	**D**	**N**	**A**	**SA**	
I expect the GoPay application to be useful for my financial needs (X1.1)	4	16	147	672	855	1,694
The GoPay application will allow me to meet my financial needs quickly (X1.2)	7	24	153	652	835	1,671
The GoPay application will improve my efficiency in accessing financial services (X1.3)	6	20	126	640	910	1,702
If I use the GoPay application service, my productivity will increase (X1.4)	6	10	168	620	890	1,694
Average Score						**1,690**

The Performance Expectancy variable obtained an aggregate average score of 1,690. The highest score was achieved by indicator X1.3, which states that the GoPay application is capable of improving efficiency in accessing financial services, with a total score of 1,702. The lowest score was recorded for indicator X1.2, relating to the speed of meeting financial needs, at 1,671. This pattern indicates that respondents are more responsive to the dimension of efficiency rather than speed alone in evaluating the functional benefits of the application.

Table 2. Response Results for the Trust Variable

Trust Variable						
Statement Item	**Score**					**Total**
	SD	**D**	**N**	**A**	**SA**	
I believe the GoPay system is reliable (X2.1)	5	30	195	596	830	1,656
I believe the GoPay application system is secure (X2.2)	7	22	168	684	775	1,656
I believe the GoPay application system is trustworthy (X2.3)	4	28	198	588	845	1,663
I trust the GoPay application system overall (X2.4)	5	22	183	636	820	1,666
Average Score						**1,660**

The Trust variable produced an average score of 1,660. Indicator X2.4, which measures overall trust in the GoPay system, obtained the highest score (1,666), while indicator X2.1 relating to system reliability recorded the lowest score (1,656). The relatively even distribution of scores across indicators shows that respondents' trust in GoPay is formed holistically, rather than resting on any single particular dimension.

Table 3. Response Results for the Interest Variable

Interest Variable						
Statement Item	**Score**					**Total**
	SD	**D**	**N**	**A**	**SA**	
I will consider the GoPay application positively in my choices (Z.1)	2	16	162	648	870	1,698

I intend to continue using the GoPay application to access financial services (Z.2)	5	14	180	676	795	1,670
I prefer the GoPay application (Z.3)	8	6	144	684	850	1,692
I will use the GoPay application in the future (Z.4)	10	6	198	668	770	1,652
Average Score						**1,678**

The Interest variable obtained an average score of 1,678. Respondents responded most strongly to indicator Z.1, namely the tendency to consider GoPay positively in their choices (score 1,698). Conversely, indicator Z.4 regarding plans for future use obtained the lowest score (1,652), which suggests a gap between positive consideration and actual commitment to long-term usage.

Table 4. Response Results for the GoPay Application Usage Variable

GoPay Application Usage Variable						
Statement Item	**Score**					**Total**
	SD	**D**	**N**	**A**	**SA**	
I frequently use the GoPay application service (Y.1)	17	232	378	476	110	1,213
I frequently use the GoPay application service to make payment transactions (Y.2)	17	236	387	480	80	1,200
I frequently use the GoPay application service to make money transfer transactions (Y.3)	22	248	357	424	145	1,196
I use the GoPay application more frequently compared to other digital payment services (Y.4)	19	276	285	504	110	1,194
Average Score						**1,204**

The GoPay Application Usage variable shows a far lower average score of 1,204. This condition is consistent with the respondent selection criteria, as the respondents had indeed never transacted using GoPay, so the score of this variable reflects behavioral intention that is still at an early stage, rather than repeated actual behavior.

Measurement Model Evaluation (Outer Model)

Table 5. Outer Loading of Research Variables (400 Respondents)

Variable	Indicator	Outer Loading	Remarks
Performance Expectancy (X1)	X1.1	0.736	Reliable
	X1.2	0.814	Reliable
	X1.3	0.709	Reliable
	X1.4	0.756	Reliable
Trust (X2)	X2.1	0.755	Reliable
	X2.2	0.753	Reliable
	X2.3	0.752	Reliable
	X2.4	0.723	Reliable
Interest (Z)	Z.1	0.706	Reliable
	Z.2	0.710	Reliable
	Z.3	0.736	Reliable
	Z.4	0.747	Reliable
GoPay Application Usage (Y)	Y.1	0.708	Reliable
	Y.2	0.730	Reliable
	Y.3	0.779	Reliable
	Y.4	0.746	Reliable

Source: Data Processed with SmartPLS 4.0, 2026

The convergent validity test on the full sample demonstrates an improvement in instrument quality compared to the preliminary test. All indicators across the four variables have outer loading values ≥ 0.70, with a range from 0.706 (Z.1) to 0.814 (X1.2). This confirms

that each statement item has been capable of adequately representing its latent construct in accordance with the criteria (Ghozali, 2021).

Table 6. Cross Loading Values

Indicator	Performance Expectancy (X1)	Trust (X2)	Interest (Z)	GoPay Application Usage (Y)
X1.1	0.736	0.316	.188	0.229
X1.2	0.814	0.299	0.207	0.255
X1.3	0.709	0.261	0.154	0.22
X1.4	0.756	0.257	0.136	0.275
X2.1	0.281	0.755	0.244	0.379
X2.2	0.341	0.753	0.353	0.341
X2.3	0.234	0.752	0.334	0.319
X2.4	0.261	0.723	0.272	0.346
Z.1	0.145	0.293	0.706	0.212
Z.2	0.127	0.261	0.71	0.245
Z.3	0.213	0.318	0.736	0.281
Z.4	0.167	0.301	0.747	0.304
Y.1	0.244	0.331	0.263	0.708
Y.2	0.167	0.343	0.306	0.73
Y.3	0.301	0.361	0.226	0.779
Y.4	0.248	0.34	0.282	0.746

Source: Data Processed with SmartPLS 4.0, 2026

Results from the cross-loading matrix verify discriminant validity, as every indicator correlates more strongly with its own construct relative to other constructs in the model. Specifically, indicator X1.1 loads at 0.736 on Performance Expectancy, a value markedly higher than its loadings on Trust (0.316), Interest (0.188), and GoPay Usage (0.229). A similar pattern was identified across all indicators across variables, so all instruments are declared to meet the discriminant validity requirements (Hair et al., 2022).

Table 7. Cronbach's Alpha and Composite Reliability Values

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Performance Expectancy (X1)	0.747	0.752	0.841
Trust (X2)	0.734	0.735	0.834
Interest (Z)	0.701	0.704	0.816
GoPay Application Usage (Y)	0.726	0.727	0.83

Source: Data Processed with SmartPLS 4.0, 2026

The construct reliability assessment yielded Cronbach's Alpha values spanning from 0.701 to 0.747, while composite reliability (rho_c) values ranged between 0.816 and 0.841. All obtained figures surpass the minimum acceptable threshold of 0.7 established by Hair et al. (2022), thereby affirming robust internal consistency across all constructs within the research model.

Structural Model Evaluation (Inner Model) and Hypothesis Testing

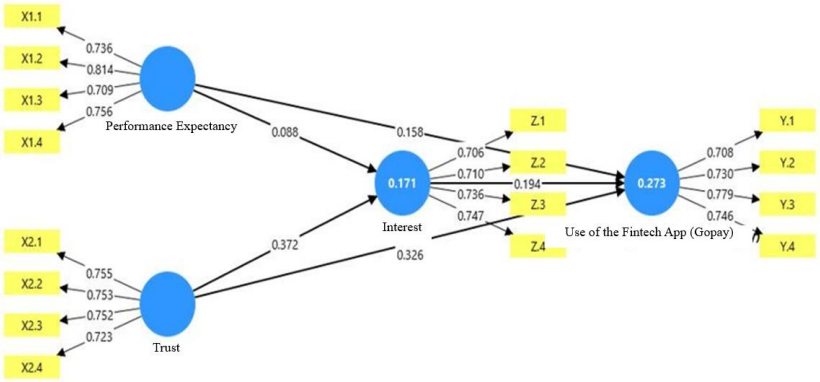

Figure 1. Structural Model
Source: Data Processed with SmartPLS 4.0, 2026

Evaluation of the structural model employed a comprehensive set of measures: R^2, Q^2, F^2, SRMR, path coefficients, and specific indirect effects. With respect to the Interest variable, the obtained R^2 of 0.171 indicates that Performance Expectancy and Trust collectively explain 17.1% of the total variation in user interest. The unexplained portion of the variance approximately 82.9% is attributable to unmodeled external determinants, including but not limited to social influence, perceived price value, and exposure to promotional advertisements. The R^2 value for the GoPay Application Usage variable of 0.273 indicates that the three predictor variables simultaneously explain 27.3% of the variability in usage, a figure categorized as weak to moderate according to the criteria (Ghozali, 2021).

The predictive relevance test produced Q^2 values of 0.145 for Interest (weak category) and 0.232 for GoPay Application Usage (moderate category). Although the Q^2 value of Interest is slightly below the threshold of the moderate category, all Q^2 values > 0 confirm that this structural model still has empirically accountable predictive relevance (Latan & Ghozali, 2020). The model fit index represented by the SRMR value of 0.072 is below the tolerance limit of 0.08, affirming that the structural model has a high degree of fit with the field data (Hair et al., 2022).

Table 8. Path Coefficient

Indicator	Path Coefficient	T-Statistics	P -Values
Performance Expectancy → GoPay Application Usage	0.158	3.066	0.002
Trust → GoPay Application Usage	0.326	6.289	0.000

Source: Data Processed with SmartPLS 4.0, 2026

The results of path coefficient analysis through the bootstrapping method show that Performance Expectancy is proven to have a positive and significant effect on GoPay Application Usage with a path coefficient of 0.158, a T value of 3.066 (> 1.96), and a p value of 0.002 (< 0.05), so Hypothesis 1 is accepted. The stronger the belief of Generation Z that GoPay is capable of increasing the effectiveness of their financial management, the greater the probability of actual adoption of the application. This finding is in line with Kurniawan & Putra (2023), although it differs from the conclusion of Arief & Usman (2024) which did not find similar significance in the context of mobile banking.

Trust demonstrates a significant positive effect on GoPay Application Usage (path coefficient = 0.326, T = 6.289, p = 0.000), leading to acceptance of Hypothesis 2. Notably, Trust constitutes the strongest determinant in the model, with its impact far surpassing that of Performance Expectancy. Generation Z who believe that the GoPay system is safe, reliable, and trustworthy have a higher tendency to adopt the service. These results align with the

evidence presented by Tariq et al. (2024) and Kurniasari et al. (2023), while standing in contrast to Agustin et al. (2025) which observed no significant relationship between trust and usage intention. Additionally, Interest exerts a positive and significant impact on GoPay Application Usage (path coefficient = 0.194, T = 3.493, p = 0.000), leading to acceptance of Hypothesis 3. Psychological readiness and a positive orientation toward GoPay significantly drive actual usage behavior. This result is consistent with Refsi & Soma (2024) and Arief & Usman (2024).

Table 9. Specific Indirect Effect

Indicator	Path Coefficient	T-Statistics	P -Values
Performance Expectancy → Interest → GoPay Application Usage	0.017	0.909	0.363
Trust → Interest → GoPay Application Usage	0.072	2.723	0.006

Source: Data Processed with SmartPLS 4.0, 2026

The specific indirect effect test reveals different results between the two independent variables. The indirect effect of Performance Expectancy on GoPay Application Usage through Interest yields a coefficient of 0.017, a T value of 0.909 (< 1.96), and a p value of 0.363 (> 0.05), so Hypothesis 4 is rejected. This finding indicates that the mediation mechanism of Interest does not apply to Performance Expectancy, where its effect on usage is more direct in nature. This phenomenon can be explained by the assumption that Generation Z, as a group born in the digital era, has set very high performance expectations for all fintech applications, so this factor is no longer a motivational differentiator that significantly drives interest. This finding is in line with Holipah et al. (2024) and Arief & Usman (2024), although it contrasts with Refsi & Soma (2024) and Tariq et al. (2024).

Conversely, the indirect effect of Trust on GoPay Application Usage through Interest is proven to be significant with a coefficient of 0.072, a T value of 2.723 (> 1.96), and a p value of 0.006 (< 0.05), so Hypothesis 5 is accepted. Trust in the security and integrity of the GoPay system is proven to foster usage interest, which ultimately culminates in actual adoption behavior. This mediation pattern confirms that trust operates through two simultaneous paths: a direct effect and an indirect effect mediated by interest. This result reinforces the findings of Tariq et al. (2024) and Zhao et al. (2024) that trust is an irreplaceable psychological foundation in the process of adopting digital financial technology, particularly among the younger generation who pay close attention to aspects of privacy and data security.

Overall, the findings of this study affirm that within the fintech ecosystem among Generation Z in Jabodetabek, trust occupies a central position as the primary determinant of GoPay usage, both directly and through the mediation of interest. Meanwhile, performance expectancy contributes more through the direct path, suggesting that for the technologically literate generation, the functional benefits of the application are more of a minimum prerequisite than a primary motivator. The managerial implication that can be drawn is that developers and marketers of fintech applications need to prioritize user trust-building strategies, including system security transparency, data certification, and clear risk communication, as the primary instruments for driving adoption and sustainable user base growth.

CONCLUSION

Based on the results of the study involving 400 Generation Z respondents in the Jabodetabek area, it can be concluded that the use of the GoPay fintech application is directly influenced by performance expectancy, trust, and interest. Partially, performance expectancy and trust are proven to have a significant effect on GoPay usage, indicating that the perception of usefulness and the level of user trust are the main determinants in driving the adoption of fintech services. In addition, the interest variable also plays a significant role as a factor that

strengthens the decision to use the application. However, in the mediation mechanism, interest is not capable of mediating the effect of performance expectancy on GoPay usage, while interest is proven capable of mediating the effect of trust on application usage. This finding indicates that user trust plays a stronger role in forming interest, which subsequently has implications for the usage decision, compared to the perception of application performance. Overall, the results of this study affirm the importance of enhancing trust and the perception of benefit in driving the intensity of fintech usage among Generation Z.

Based on the research findings, developers and marketers of the GoPay application are advised to prioritize strategies for strengthening user trust as the primary foundation of adoption, encompassing security system transparency, data protection certification, and structured risk communication to users. Given that Performance Expectancy operates through a direct path without interest mediation, service providers need to ensure that the functional performance of the application meets the minimum standards of the technologically literate Generation Z. To augment the model's predictive power, future research should consider integrating supplementary variables such as social influence, hedonic motivation, and price value. Additionally, broadening the spatial scope of inquiry beyond the Jabodetabek metropolitan area would contribute to greater external validity and generalizability of the results.

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