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Determinants of Netflix Subscription Intention among Generation Z in Medan Tembung District: The Roles of Perceived Enjoyment and Information Quality

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ABSTRACT

This study examines whether Perceived Enjoyment and Information Quality are associated with Netflix Subscription Intention among Generation Z residents of Medan Tembung District, Indonesia. A cross-sectional survey was administered to 100 respondents aged 17-29 years who were selected through purposive sampling. The analysed sample combined 44 respondents who reported a current Netflix subscription and 56 who had watched Netflix without holding one. All statistics were recomputed from the raw item file. In the primary multiple regression, Perceived Enjoyment (B = 0.266, β = 0.336, p < .001) and Information Quality (B = 0.506, β = 0.623, p < .001) were positively associated with Subscription Intention, R^2 = .840, F(2, 97) = 254.568, p < .001. Residual diagnostics showed no evidence of non-linearity or non-constant variance, and heteroskedasticity-consistent standard errors led to the same conclusions. An item-level audit, however, found that eight of the ten Subscription Intention responses almost always repeated, within the same respondent, the answers given to eight Information Quality items (exact agreement 93% to 97%). When Subscription Intention was scored from the two items free of this pattern, neither predictor was associated with it (R^2 = .016, p = .459). The primary associations therefore cannot be separated from a duplication artefact in the dataset, and H_1 to H_3 are not regarded as robustly supported. The study documents the instrument, diagnostics, and data checks that a confirmatory replication with newly collected data would require.

Keywords: *Perceived Enjoyment; Information Quality; Subscription Intention; Generation Z; Subscription Video-on-Demand*

INTRODUCTION

Internet use in Indonesia has shifted entertainment consumption from broadcast television toward Video-on-Demand (VoD) services. APJI (2024) reported an internet penetration rate of 79.5% in 2024, or 221.5 million users, while WeAreSocial (2025) estimated about 223 million users (78.3% of the population). In the Subscription Video-on-Demand (SVOD) market, JustWatch (2024) placed Netflix first in Indonesian SVOD market share in the fourth quarter of 2023 at 24%, ahead of Disney+ Hotstar (20%), iFlix (15%), Viu (13%), Vidio (11%), and Prime Video (9%), whereas MediaPartnersAsia (2023) ranked Vidio first by paid subscribers, with about 4 million against roughly 2 million for Netflix. Netflix's lead is therefore far from secure.

Generation Z grew up with digital technology and is a natural target for streaming providers. GoodStats (2025) reported that 57% of Gen Z respondents spend their leisure time watching films or series, and GoodStats (2024) found that 65% prefer streaming platforms to cinemas. Heavy streaming use, however, does not automatically mean paying for Netflix, because many young viewers rely on family or shared accounts, free trials, or competing services. Medan Tembung District, with 38,505 residents aged 15 to

29 years BPSMedan (2025), offers an urban sub-district setting that has rarely been the focus of SVOD research.

The outcome examined is Subscription Intention, a viewer's stated willingness to hold a Netflix subscription in the future. Kotler (2000) describes purchase intention as a tendency to buy that precedes the actual decision, and Sahara & Triwardhani (2023) applies this notion to Netflix subscriptions. In a preliminary survey of 21 Gen Z residents of Medan Tembung District, 71.4% expressed interest in subscribing and 28.6% did not. Existing users' intention to continue depends on the benefits they experience Masao & Salehudin (2023), and music-streaming studies linked Spotify subscription intention to lyric features Rangkuti et al. (2026), service features, and advertising Kurniati & Rahmawan (2022); Maulana et al.(2022). Product-purchase evidence Felicia et al. (2026) is consistent but concerns a different decision, and none of these studies measures Netflix subscription intention among Gen Z.

The theoretical starting point is the Technology Acceptance Model (TAM) of Davis (1989), which explains acceptance through perceived usefulness and perceived ease of use. Davis et al.(1992) later showed that enjoyment contributes to usage intention independently of instrumental benefits, which is pertinent to entertainment services. Perceived enjoyment mediated the link between interaction quality and continuance intention in a digital museum Shi et al.(2025), shaped perceived value and subscription intention on video streaming platforms Wu et al. (2024), and predicted Gen Z users' intention to continue using Netflix Aulia et al. (2026). The evidence is not uniform: among Gen Z in Yogyakarta, Kusumawati & Satmoko (2023) found only an indirect effect of perceived enjoyment on Netflix purchase intention through perceived usefulness. In the preliminary survey, 19% had not yet enjoyed using Netflix.

Information Quality offers a second explanation. DeLone & McLean (1992) treat it as a dimension of information system success, judged by accuracy, relevance, timeliness, completeness, and understandability. The most direct SVOD evidence comes from Qisthina & Aji (2022), who associated satisfaction after watching a trailer with Netflix subscription intention. Other studies concern TikTok Shop Zarvianti et al. (2026), UBW products in Surabaya Harsono & Herdinata (2024), and mobile application purchases Hanjaya et al. (2019), while Kübler et al. (2021) argued that subscription platforms must present their content portfolios carefully to attract and retain customers. Such findings suggest that good information reduces purchase uncertainty but are not direct SVOD evidence. Locally, 81% of the preliminary respondents were not yet satisfied with the information Netflix provides.

Three gaps follow. The first concerns contradictory findings: perceived enjoyment predicts continuance intention among Netflix users Aulia et al. (2026); Masao & Salehudin(2023) but shows no direct effect on purchase intention in another Gen Z sample Kusumawati & Satmoko (2023), and it is unclear whether the difference reflects the outcome measured or the respondents studied. The second is empirical, because evidence on information quality comes largely from e-commerce and social commerce. The third is contextual, since studies of Indonesian Gen Z streaming have mostly used national or large-city samples. Because a new location alone is not novelty, the contribution claimed is narrower: estimating the hedonic and informational predictors together, with an outcome defined for both subscribers and non-subscribers, in a Gen Z sample from a setting not covered by earlier studies. This study therefore examines the separate and joint associations of Perceived Enjoyment and Information Quality with Netflix Subscription Intention.

LITERATURE REVIEW

Subscription Intention (Y)

Purchase intention is the tendency to buy that forms before an actual decision (Kotler, 2000) and reflects deliberation rather than a passing desire Purba & Ritonga (2026). Sahara & Triwardhani (2023) applied the concept to Netflix as the tendency to act before a subscription decision. Continued subscription intention, by contrast, refers to existing users' plans to keep or renew a service Masao & Salehudin (2023), so the two outcomes overlap but are not interchangeable. Gen Z studies have related it to content, perceived value, quality, price, and social influence Kasuwardani et al. (2025); Dewi et al. (2026); Ekawati & Suyati (2026).

Because the sample includes both current subscribers and viewers without a subscription, Subscription Intention is defined as the stated willingness and preference to subscribe to Netflix and, following Sahara & Triwardhani (2023), is measured through transactional, preferential, and exploratory interest. The items (Appendix 1), worded mainly for prospective subscribers, were given identically to both groups. For non-subscribers they capture the intention to start a subscription; for current subscribers they capture a general willingness to pay for and prefer Netflix, which is related to, but not a validated measure of, the intention to keep a subscription.

Perceived Enjoyment (X_1)

Davis et al. (1992) define perceived enjoyment as the extent to which using a system is enjoyable in its own right, apart from its performance consequences. It has been linked to m-business satisfaction Sugianto & Vivi (2014) and to the pleasure of streaming content that matches viewers' preferences Wu et al. (2024); Aulia et al. (2026). Among Indonesian Netflix users, Lestari & Soesanto (2020) found that it was positively related to attitude toward SVOD, which in turn predicted continuance intention. Here, perceived enjoyment refers to the pleasure, comfort, and emotional satisfaction experienced when using Netflix, measured with three indicators adapted from Venkatesh & Bala (2008): enjoyable, pleasant, and fun.

Information Quality (X_2)

DeLone & McLean (1992) characterise information quality by the accuracy, relevance, completeness, timeliness, and understandability of system output, while Jiang et al. (2021) emphasise the user's judgement of whether the information fits his or her needs. Clear information supports satisfaction and product evaluation in digital services Kwok et al. (2026); Hanjaya et al. (2019), and content-portfolio information helps subscription platforms attract and retain customers Kübler et al. (2021). Here, information quality refers to how current, complete, accurate, and understandable Netflix information is, including catalogues, synopses, episode details, age ratings, and subscription packages. It is measured with four indicators adapted from DeLone & McLean (1992): currency, completeness, accuracy, and format.

Hypotheses

Following the intrinsic-motivation argument of Davis et al.(1992) and the SVOD findings of Aulia et al. (2026) and Masao & Salehudin (2023), viewers who find Netflix enjoyable are expected to report stronger subscription intention. Following DeLone & McLean (1992) and Qisthina & Aji (2022), viewers who judge Netflix information to be of high quality should face less uncertainty and report stronger intention. Figure 1 shows these two direct relationships; H_3 tests their joint contribution and is not drawn as a separate path.

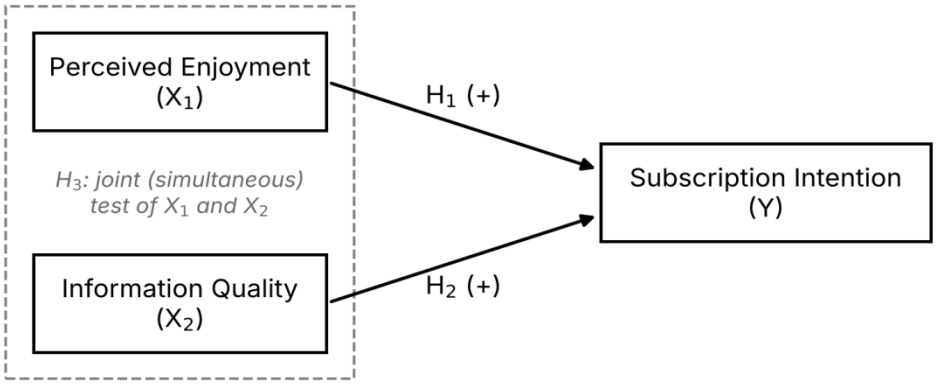


Figure 1. Research Framework

H_1: Perceived Enjoyment is positively associated with Netflix Subscription Intention, holding Information Quality constant.
H_2: Information Quality is positively associated with Netflix Subscription Intention, holding Perceived Enjoyment constant.
H_3: Perceived Enjoyment and Information Quality jointly explain variance in Netflix Subscription Intention.

RESEARCH METHOD

Design, Population, and Eligibility

This study used a quantitative, cross-sectional survey design. Purposive sampling targeted Generation Z residents of Medan Tembung District who (1) were aged 17 to 29 years; (2) resided in the district; (3) had watched Netflix at least once, through a personal subscription or another person's, shared, or trial account; and (4) were willing to complete the questionnaire. Subscription status was recorded as a characteristic, not an exclusion criterion; a current subscription meant an active paid plan, including paid shared accounts bought from third-party sellers, but not free access through another person's plan or free trials. All 100 returned questionnaires were eligible and complete.

Instrument

The questionnaire contained 30 items, ten per construct, presented in construct blocks: Subscription Intention (items 1 to 10), Perceived Enjoyment (11 to 20), and Information Quality (21 to 30). Appendix 1 lists every item with its code, position, dimension, and English translation. Responses used a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree), no item was reverse-scored, and each construct score was the sum of ten items (range 10 to 50). The instrument was pretested on 30 eligible respondents outside the main sample. Items whose Pearson correlation with the construct total exceeded the critical value of r = 0.361 (df = 28, two-tailed 5% level) were retained, and internal consistency was evaluated with Cronbach's alpha.

Sample Size and Analysis

Hair et al. (2013) recommend at least five, and preferably 15 to 20, observations per independent variable in multiple regression, a guideline that 100 responses exceed with two predictors. Because the statistics first produced in SPSS 25 could not be reproduced from the raw item file, every statistic was recomputed from that file in Python (statsmodels 0.15). The model $Y = a + b_1X_1 + b_2X_2 + e$ was estimated by ordinary least

squares and reported with unstandardized coefficients (B), standard errors, 95% confidence intervals, standardized coefficients (β), and squared semipartial correlations (sr^2). Residual normality was examined with a histogram, a normal P-P plot, and the Shapiro-Wilk test; multicollinearity with tolerance and VIF; and linearity and constant variance with a ZRESID against ZPRED scatterplot, the Ramsey RESET test, and the Breusch-Pagan and White tests. HC3 standard errors served as a robustness check, and coefficients are interpreted as associations.

Before interpretation, the item-level data were audited for identical response records, duplicated item columns, and answers repeated across construct blocks within respondents. Repetition was measured as the proportion of respondents giving exactly the same answer to a pair of items, and chance agreement was estimated by randomly re-pairing respondents 1,000 times. Sensitivity analyses re-estimated the model with the affected records or items set aside.

RESULTS

Respondent Profile

Table 1.
Respondent Profile (n = 100)

Characteristic	Category	n	%
Age	17-19 years	23	23
	20-22 years	40	40
	23-26 years	29	29
	27-29 years	8	8
Gender	Male	41	41
	Female	59	59
Occupation	Civil servant	6	6
	Private employee	39	39
	Entrepreneur	18	18
	Student	34	34
	Not working	3	3
Subscription status	Currently subscribed	44	44
	Watched Netflix without a current subscription	56	56
Viewing frequency	Almost every day	27	27
	2-3 times a week	43	43
	Once a week	15	15
	Less than once a week	15	15
Account usually used	Family account	42	42
	Friend's account	16	16
	Trial/free account	12	12
	Shared account	30	30
Future interest in subscribing	Yes	89	89
	No	11	11

Source: *Processed data (2026)*

Most respondents were female (59%), aged 20 to 22 years (40%), and private employees (39%) or students (34%) (Table 1). Forty-four respondents (44%) reported a current subscription, while 56 (56%) had watched Netflix without one. Viewing two to three times a week (43%) and access through a family account (42%) were the most common. Because the account question had no separate personal-account option,

personal and shared paid plans cannot be distinguished. Eighty-nine respondents (89%) reported an interest in subscribing in the future.

Instrument Tests

Table 2.
Item Validity (Pretest, n = 30)

Construct	Item	Item-total r	Critical r (df = 28)
Perceived Enjoyment (X_1)	X1.1	0.396	0.361
	X1.2	0.778	0.361
	X1.3	0.640	0.361
	X1.4	0.451	0.361
	X1.5	0.785	0.361
	X1.6	0.758	0.361
	X1.7	0.728	0.361
	X1.8	0.759	0.361
	X1.9	0.548	0.361
	X1.10	0.404	0.361
Information Quality (X_2)	X2.1	0.826	0.361
	X2.2	0.728	0.361
	X2.3	0.876	0.361
	X2.4	0.879	0.361
	X2.5	0.713	0.361
	X2.6	0.822	0.361
	X2.7	0.727	0.361
	X2.8	0.752	0.361
	X2.9	0.867	0.361
	X2.10	0.752	0.361
Subscription Intention (Y)	Y.1	0.801	0.361
	Y.2	0.678	0.361
	Y.3	0.406	0.361
	Y.4	0.683	0.361
	Y.5	0.779	0.361
	Y.6[a]	0.801	0.361
	Y.7[a]	0.678	0.361
	Y.8	0.607	0.361
	Y.9[a]	0.683	0.361
	Y.10[a]	0.779	0.361

Source: *Processed data (2026)*

All 30 pretest item-total correlations exceeded 0.361, ranging from 0.396 to 0.879 (Table 2), so every item was retained. Pretest Cronbach's alpha was 0.824 for Perceived Enjoyment, 0.929 for Information Quality, and 0.874 for Subscription Intention (Table 3), although the last value is overstated by four duplicated columns and falls to 0.740 for the six distinct columns. In the main sample, alpha was 0.879, 0.865, and 0.778, respectively.

Table 3.
Reliability

Construct	Items	Cronbach's alpha	Decision
Perceived Enjoyment (X_1)	10	0.824	Reliable
Information Quality (X_2)	10	0.929	Reliable
Subscription Intention (Y)	10	0.874[a]	Reliable

Source: *Processed data (2026)*

Note. [a] 0.740 when the four duplicated columns (Y.6, Y.7, Y.9, Y.10) are excluded.

Regression Diagnostics

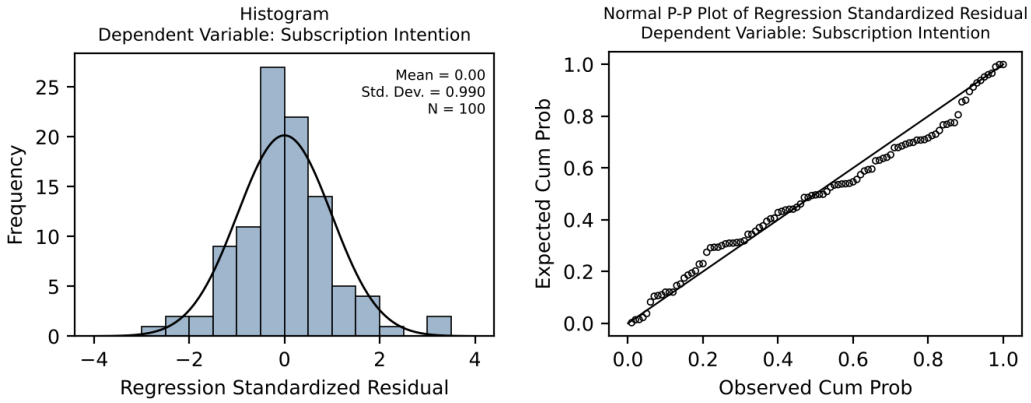


Figure 2. *Histogram and Normal P-P Plot of Regression Standardized Residuals (main sample, n = 100)*

In Figure 2, the residuals look roughly normal, but they are somewhat peaked and slightly right-skewed (skewness = 0.373, excess kurtosis = 1.616), two standardized residuals exceed 3, and the Shapiro-Wilk test indicated a departure from normality (W = 0.967, p = .012). With n = 100, the tests are fairly robust to this departure, and the HC3 results do not assume normality. The largest Cook's distance was 0.231, so no single observation dominated the estimates.

Table 4.

Multicollinearity Statistics

Predictor	Tolerance	VIF
Perceived Enjoyment (X_1)	0.351	2.852
Information Quality (X_2)	0.351	2.852

Source: *Processed data (2026)*

Both predictors have a tolerance of 0.351 and a VIF of 2.852 (Table 4), so multicollinearity is not severe. The predictors are nonetheless strongly correlated (r = .806) and share about 65% of their variance, an overlap examined in the data audit below.

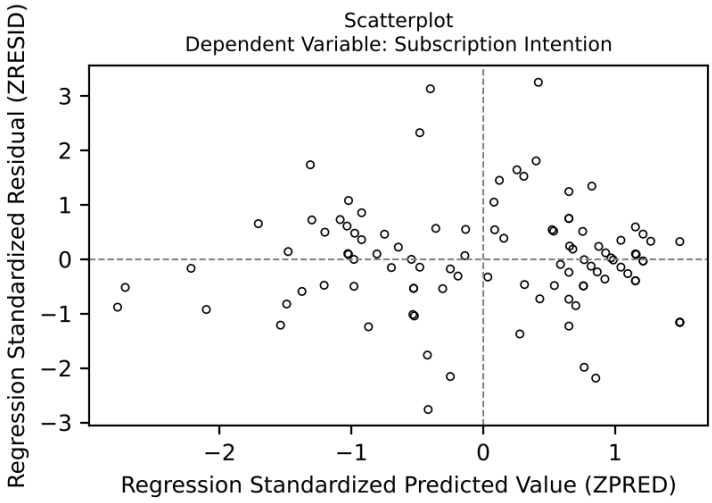


Figure 3. *Scatterplot of Standardized Residuals (ZRESID) against Standardized Predicted Values (ZPRED)*

In Figure 3, the residuals form a horizontal band around zero with no curve or funnel shape. The Ramsey RESET test did not indicate non-linearity, $F(2, 95) = 1.731$, $p = .183$, and neither the Breusch-Pagan test ($LM = 0.364$, $df = 2$, $p = .834$) nor the White test ($LM = 7.139$, $df = 5$, $p = .211$) indicated non-constant variance. Ordinary standard errors are therefore reported in Table 5, with HC3 estimates as a robustness check.

Hypothesis Testing

Table 5.
Multiple Linear Regression Results (Dependent Variable: Subscription Intention)

Predictor	B	SE	95% CI	t	p
Constant	9.755	1.422	[6.932, 12.578]	6.858	< .001
Perceived Enjoyment (X_1)	0.266	0.054	[0.158, 0.373]	4.906	< .001
Information Quality (X_2)	0.506	0.056	[0.396, 0.616]	9.090	< .001

Source: *Processed data (2026)*

The estimated equation is Subscription Intention = 9.755 + 0.266 Perceived Enjoyment + 0.506 Information Quality (Table 5). Holding the other predictor constant, a one-unit increase in Perceived Enjoyment was associated with a 0.266-unit increase in Subscription Intention ($SE = 0.054$, $t(97) = 4.906$, $p < .001$, 95% CI [0.158, 0.373]), and a one-unit increase in Information Quality with a 0.506-unit increase ($SE = 0.056$, $t(97) = 9.090$, $p < .001$, 95% CI [0.396, 0.616]). With HC3 standard errors, both coefficients remained different from zero (Perceived Enjoyment: $SE = 0.076$, $t(97) = 3.487$, $p = .001$, 95% CI [0.115, 0.417]; Information Quality: $SE = 0.080$, $t(97) = 6.314$, $p < .001$, 95% CI [0.347, 0.665]), so the primary estimates are consistent with H_1 and H_2. The standardized coefficients were $\beta = 0.336$ and $\beta = 0.623$, and the unique variance was $sr^2 = .040$ and $sr^2 = .136$, respectively. Given the heavy overlap between predictors, this comparison is descriptive only.

The F-test was significant, $F(2, 97) = 254.568$, $p < .001$, as was the HC3-based Wald test, $F(2, 97) = 395.404$, $p < .001$, which is consistent with H_3, although a significant F-test does not show that each effect is positive or that the measurement is sound. The model accounted for 84.0% of the variance in Subscription Intention (adjusted $R^2 = .837$), leaving 16.0% unexplained. The data audit that follows qualifies all three results.

Item-Level Data Audit and Sensitivity Analysis

In all 30 pretest records, the columns for Y.6, Y.7, Y.9, and Y.10 were exact copies of Y.1, Y.2, Y.4, and Y.5. This explains the identical item-total correlations in Table 2 and inflates the pretest alpha for Subscription Intention (0.874 against 0.740 for the six distinct columns). The Perceived Enjoyment values in Tables 2 and 3 were also corrected, and all ten items still exceed the critical value.

A larger problem appeared in the main sample. Within respondents, answers to Y.2 to Y.9 almost always repeated those to X2.1 to X2.8, the Information Quality item one position earlier in its block. Exact agreement for these pairs was 93% to 97% (item $r = .827$ to .975), against 29% to 39% under random re-pairing and 13% to 43% in the pretest. In 84 of the 100 respondents, the five consecutive answers to Y.3 to Y.7 matched those for X2.2 to X2.6, compared with about 4 expected by chance and none in the pretest. A weaker pattern linked X1.2 to X1.6 and X1.8 with X2.2 to X2.6 and X2.8 (agreement 83% to 86%). Only Y.1 and Y.10 were free of repetition, and both were barely related to the other Subscription Intention items (item-total $r = .069$ and .110). Two respondents (records 9 and 20) answered all 30 items identically. As no item is worded identically across constructs (Appendix 1), the repetition lies in the recorded responses; whether it arose from respondents or data entry cannot be determined, and the sensitivity analysis does not depend on it.

Because the repeated items enter both the outcome and the Information Quality score, the primary model partly regresses responses on near-copies of themselves (Table 6). Removing one identical record left the estimates virtually unchanged. Scoring Subscription Intention only from Y.1 and Y.10 removed the association: neither Perceived Enjoyment (B = -0.025, p = .377) nor Information Quality (B = 0.005, p = .849) was related to this score, which the model explained at 1.6%, F(2, 97) = 0.785, p = .459. Separate analyses gave the same picture, apart from a small negative Perceived Enjoyment coefficient on Y.1 (B = -0.042, p = .019). Because Y.1 and Y.10 are almost uncorrelated (r = .029), this reduced score is a weak measure, and a null result cannot show that no association exists. It does show that the positive associations in Table 5 depend on the items affected by repetition. H_1, H_2, and H_3 are therefore supported in the primary analysis but are not robust to this check.

Table 6.
Sensitivity Analyses (Dependent Variable: Subscription Intention Score)

Model	Outcome items	B X_1 (p)	B X_2 (p)	R^2	F (p)
1. Primary (n = 100)	Y.1 to Y.10	0.266 (< .001)	0.506 (< .001)	.840	254.568 (< .001)
2. One identical record removed (n = 99)	Y.1 to Y.10	0.270 (< .001)	0.508 (< .001)	.841	253.817 (< .001)
3. Items without repetition (n = 100)	Y.1 + Y.10	-0.025 (.377)	0.005 (.849)	.016	0.785 (.459)
4a. Single item (n = 100)	Y.1	-0.042 (.019)	0.033 (.071)	.056	2.862 (.062)
4b. Single item (n = 100)	Y.10	0.017 (.401)	-0.028 (.196)	.018	0.907 (.407)

Note. X_1 = Perceived Enjoyment; X_2 = Information Quality. Model 2 has df = (2, 96); all other models have df = (2, 97). Source: *Processed data (2026)*

DISCUSSION

Perceived Enjoyment and Subscription Intention

In the primary analysis, Perceived Enjoyment was positively associated with Subscription Intention after controlling for Information Quality, which at face value would agree with Davis et al.(1992), Aulia et al. (2026), and Masao & Salehudin (2023), although the latter two measured continuance intention among existing users. The sensitivity analysis does not allow this reading, because Perceived Enjoyment was unrelated to the two outcome items free of repetition. The data therefore neither support nor contradict Kusumawati & Satmoko (2023), who found only an indirect effect of enjoyment through perceived usefulness, and whether enjoyment relates to subscription intention in this setting remains open.

Information Quality and Subscription Intention

Information Quality had the larger coefficient, consistent at face value with DeLone & McLean (1992) and Qisthina & Aji (2022), and with studies of one-off purchases on TikTok Shop Zarvianti et al. (2026), UBW products Harsono & Herdinata (2024), and mobile applications Hanjaya et al. (2019), which involve a different decision from a recurring subscription. This coefficient, however, is the estimate most exposed to the repetition problem, because eight outcome items almost duplicated eight Information Quality items. Its size and share of unique variance should not be cited as evidence that information quality matters more than enjoyment, or at all, for Gen Z subscription intention. Its theoretical role in reducing uncertainty before a monthly commitment remains plausible but untested here.

Joint Contribution and Interpretation

The 84.0% of explained variance largely reflects repeated answers across construct blocks. Some item content is close, since Y.8 to Y.10 ask whether respondents look for information on features, price, and service quality, but such overlap cannot explain why, for example, willingness to spend money on a subscription (Y.4) and the completeness of film information (X2.3) received exactly the same answer from 93% of respondents. The high R^2, the predictor correlation of .806, and the pretest alpha for Subscription Intention are all affected, so the sensitivity results in Table 6 provide the more cautious basis for interpretation.

CONCLUSION

This study examined the associations of Perceived Enjoyment and Information Quality with Netflix Subscription Intention among 100 Gen Z respondents in Medan Tembung District. The planned regression showed positive associations for both predictors and high explained variance, with no sign of non-linearity or heteroskedasticity. An item-level audit, however, showed that most Subscription Intention responses repeated Information Quality responses within respondents, and the associations disappeared when the outcome was scored from items without this repetition. The study therefore does not provide robust support for H_1, H_2, or H_3, and no practical recommendations for Netflix are drawn. Its contribution lies in a documented instrument, a set of diagnostics, and an account of a data problem that replications should guard against.

RECOMMENDATIONS

The main limitation is the repetition of responses across construct blocks, which affects the outcome, the Information Quality score, and the predictor correlation and could not be resolved with the available data; the pretest file also contained four duplicated Subscription Intention columns. The design is cross-sectional, the outcome only approximates continuance intention for subscribers, purposive sampling in one sub-district limits generalisation, and personal and shared paid plans were not separated. Future studies should collect new data with mixed item order and an attention check, keep original responses unaltered, and screen for repetition before analysis. They should also analyse subscribers and non-subscribers separately or test subscription status as a moderator, include mediators such as perceived usefulness and perceived value Kusumawati & Satmoko (2023); Wu et al. (2024), address common-method bias, and use probability samples covering more districts.

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