

Analisis Faktor Push, Pull, dan Mooring yang Memengaruhi Niat Berpindah ke Layanan Premium pada Platform Media Production Technology: Studi Kasus Canva = Analysis of Push, Pull, and Mooring Factors Affecting the Intention to Switch to Premium Services on Media Production Technology Platforms: Canva Case Study

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Abstrak

Dalam era dinamis penggunaan media production technology, keputusan pengguna untuk beralih ke layanan premium menjadi semakin krusial. Canva, sebagai salah satu aplikasi yang terkenal di Indonesia dalam konteks aplikasi produksi media, menjadi perhatian utama dalam penelitian ini. Melalui studi kasus pada Canva, penelitian bertujuan untuk mengidentifikasi faktor-faktor push, pull, dan mooring yang memengaruhi niat beralih pengguna Canva di Indonesia ke layanan premiumnya, Canva Pro. Mengadopsi pendekatan mixed-method, pada tahap kualitatif, penelitian ini menggunakan pendekatan grounded theory dengan mewawancarai 10 narasumber untuk memahami faktor-faktor yang memengaruhi niat berpindah pengguna secara mendalam. Hasil kualitatif ini menjadi dasar untuk merumuskan instrumen penelitian kuantitatif. Serta, terdapat juga survei penelitian untuk tahapan kuantitatif. Analisis kuantitatif dari data 402 responden dilakukan dengan metode PLS-SEM untuk menyempurnakan pemahaman terhadap interaksi variabel-variabel tersebut dalam konteks Canva. Hasil menunjukkan bahwa variabel-variabel seperti limited features, price value, perceived usefulness, perceived emotional benefits, lock-in premium signifikan memengaruhi niat berpindah, dan switching intention juga berpengaruh terhadap switching behaviour. Sementara dissatisfaction, lack of multimedia support, AI features attractiveness, habit, dan switching cost tidak diterima. Temuan ini tidak hanya menyumbang pada literatur teoritis terkait niat berpindah pengguna, tetapi juga memberikan wawasan praktis bagi pengembangan strategi dan fitur layanan premium pada platform media production technology.

.....In the dynamic era of using media production technology, users' decision to switch to premium services is becoming increasingly crucial. Canva, as one of the well-known apps in Indonesia in the context of media production apps, is the main focus of this research. Through a case study on Canva, the research aims to identify the push, pull, and mooring factors that influence the switching intention of Canva users in Indonesia to its premium service, Canva Pro. Adopting a mixed-method approach, at the qualitative stage, this research uses a grounded theory approach by interviewing 10 interviewees to understand the factors that influence users' switching intentions in depth. These qualitative results form the basis for formulating quantitative research instruments. And there is also a research survey for the quantitative stage with a total of 402 respondents. Quantitative analysis of the 402 respondents' data was conducted using the PLS-SEM method to refine the understanding of the interaction of these variables in the context of Canva. Results show that variables such as limited features, price value, perceived usefulness, perceived emotional benefits, lock-in premium significantly influence switching intention, and switching intention also affect switching behaviour. While dissatisfaction, lack of multimedia support, AI features attractiveness, habit, and switching cost are not accepted. These findings not only contribute to the theoretical literature on user switching intention, but also provide practical insights for the development of premium service strategies and features

on media production technology platforms.