Klabat Journal of Management
Volume 7 Number 1 (2026)
February 2026
Page: 23-81

ISSN: 2721-690X
P-ISSN: 2722-726X
DOI: https://doi.org/10.60090/kjm.v4i

Influence of Dynamic Pricing, UI, and UX on Gojek Usage Decisions among Gen Z in Depok

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Article history:

Received:
12 July 2025

Revised:
06 August 2025

Accepted:
07 August 2025

Abstract
The rapid development of digital technology has increased the use of online transportation applications in Indonesia. From 2021 to 2023, Gojek maintained the highest number of downloads, although a significant decline was recorded, while competitors such as Maxim and inDrive experienced growth. This phenomenon highlights the urgency to analyze factors that influence usage decisions, particularly among Generation Z. This study aims to examine the influence of dynamic pricing, user interface (UI), and user experience (UX) on the decision to use the Gojek application among Generation Z in Depok City. A quantitative survey was conducted involving 100 respondents selected through incidental sampling. Data were analyzed using multiple linear regression with IBM SPSS version 27. The findings indicate that: (1) dynamic pricing significantly influences the decision to use Gojek; (2) user interface does not significantly influence usage decisions; (3) user experience is the strongest predictor with a significant influence; and (4) dynamic pricing, UI, and UX jointly have a significant influence on the decision to use Gojek.

Keywords
Dynamic pricing; User experience; User interface; Usage decision; Generation Z; Gojek.

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1. INTRODUCTION

The advancement of the times demands the use of technology across various sectors as a key support in everyday life. This progress has led to a transformation in public behavior, shifting from activities that were previously done manually to those based on digital systems (Sudari, 2024). Transportation is one of the many aspects of human life that has changed due to the presence of digital technology. It plays a vital role in supporting daily routines in society (Jumhadi & Mulyani, 2023). One of the most widely recognized online transportation services in Indonesia is Gojek. This company offers transportation services by acting as an intermediary, connecting drivers with customers through an application-based technology (Maulidi et al., 2024).

Along with increasing mobility needs and technological advancements, Gojek initially dominated the online transportation market in Indonesia. According to a report by Momentum Works as cited in

Katadata (2023), Gojek recorded 67.2 million annual users in the second quarter of 2022, although this number decreased to 64 million in the fourth quarter. Meanwhile, Grab recorded 33.6 million monthly users during the same period. A survey by INDEF (2022) also showed that 82% of respondents preferred to use Gojek, significantly higher than the 53% who chose Grab. However, Gojek's dominant position has begun to be challenged by the rising popularity of competitors such as Maxim and inDrive, which offer partnership fee schemes lower than the 15% regulatory cap (Septiani in Maulidi et al., 2024). This strategy not only appeals to driver-partners but also drives user base growth. Data from DataIndonesia.id (2024) shows that although Gojek remained the most downloaded online transportation app between 2021 and 2023, its download trend declined from 1.41 million per month in 2021 to 957 thousand per month in 2023. In contrast, downloads of Maxim and inDrive showed a significant year-over-year increase.

Table 1.

List of the Most Downloaded Online Transportation Apps in Indonesia (2021–2023)

Application Name	Year		
	2021	**2022**	**2023**
Gojek	1.412.000	1.358.000	957.000
Maxim	456.000	773.000	892.000
inDrive	246.000	297.000	321.000

Source: DataIndonesia.id (2024)

Based on Table 1, from the State of Mobile 2024 Report released by Data.ai, Gojek ranked first among the most downloaded online transportation applications in Indonesia from 2021 to 2023. In 2023, the ride-hailing app recorded an average of 957,000 monthly downloads. However, in the past two years, the app's average monthly downloads in Indonesia have shown a declining trend. In 2023, the average monthly downloads dropped by 29.5% year-on-year (YoY) compared to the previous year, which reached 1.36 million downloads per month. In 2021, the figure stood at

1.41 million downloads per month. Meanwhile, Maxim ranked second among the most downloaded transportation apps in Indonesia, with an average of 892,000 monthly downloads in 2023. Unlike Gojek, Maxim's monthly downloads increased by 15.4% YoY from the previous year's 773,000 downloads. inDrive followed in third place, with an average of 321,000 downloads per month in 2023—an increase of 8.1% YoY from 297,000 downloads in the previous year.

In addition to download trends, user preferences in choosing online transportation services can be assessed through user-generated reviews on platforms such as the Google Play Store (Christoper & Hutapea, 2022). These reviews, which include ratings and written feedback, reflect user satisfaction and perceived service quality (Nugraha & Gustian, 2024; Gunawan et al., 2022). For digital natives, such evaluations are particularly influential in app selection. As of 2025, competitor platforms like Maxim and inDrive recorded higher user ratings and more favorable feedback compared to Gojek. Despite Gojek's status as one of the pioneers in Indonesia's online transportation market, its relatively lower user rating indicates declining satisfaction, potentially weakening consumer trust and affecting usage decisions.

Price is often considered a key indicator of the value of a product or service (Rachmawati et al., 2019). In the digital context, particularly in service-based applications like Gojek, dynamic pricing plays an important role in influencing user decisions. This strategy allows for flexible pricing that adjusts according to usage time and market demand conditions (Purwanto et al., 2021; Gojek, 2024). In practice, Gojek implements dynamic pricing in services such as GoRide and GoCar, where fares may increase during peak hours or periods of high demand. According to Permadi et al. (2023), this strategy enables companies to set prices flexibly by considering market demand, operational costs, and competition. Although it is considered operationally efficient, price-sensitive users—especially those from Generation Z—may perceive this policy as unfair or confusing (Hira, 2023). A previous study by (Amboro, 2023) also found that dynamic pricing has a significant influence on purchasing decisions, as it shapes consumers' perceptions of value and price transparency.

In addition to price, the user interface (UI) is also an important aspect of user comfort and satisfaction when using an application. UI includes visual elements such as layout, buttons, and icons that assist users in navigating and utilizing the app's features. According to Tan (2024), a well-designed UI can accelerate the navigation process and enhance the app's appeal. In the context of Gojek, several user reviews have indicated discomfort with the UI design, particularly in the food ordering feature and communication with merchants (Google Play Store, 2025). Qotimah (2023) emphasizes that the UI creates the first impression in the user's mind when accessing an application. A study by Putra & Basalamah (2021) found that UI has a significant influence on the decision to use digital services, while an unintuitive or unfriendly UI can reduce users' intention to use the application. However, different results were shown in a study conducted by Kholilurrohman et al. (2024), which concluded that user interface does not have a significant effect on purchasing decisions. This discrepancy in findings indicates that the influence of UI on usage decisions may vary depending on the application context and user characteristics.

Furthermore, user experience (UX) is another essential factor that complements user interface design. UX refers to the overall emotional and cognitive responses of users while interacting with a digital system or service (Wiwesa, 2021). In the context of the Gojek application, UX includes aspects such as access speed, system reliability, and ease of completing the ordering process. However, user reviews have highlighted issues such as system bugs, driver-matching errors, and malfunctioning communication features, all of which contribute to decreased user satisfaction (Google Play Store, 2025). According to Himawan & Yanu (2020), a positive user experience can foster emotional attachment and user loyalty to the application. This is further supported by research conducted by Iskandar et al. (2023), which states that UX has a significant impact on users' decisions to use digital applications.

Born between 1997 and 2012, Generation Z is a dominating demographic cohort in Indonesia and is very tech-savvy (GoodStats, 2023). This generation makes up 34.40% of the nation's internet users, per data from the Asosiasi Penyelenggara Jasa Internet Indonesia (2024). Their upbringing has given them easy access to app- based services, such as transportation, thanks to a digital environment (Maulia, 2023).

Depok City is a pertinent site for researching Generation Z's digital behavior, especially with regard to the use of apps like Gojek, given its high le vel of mobility and sizable student population (BPS Kota Depok, 2024; Liputan 6, 2023).

Based on the background information provided, the purpose of this study is to examine how dynamic pricing, user interface (UI), and user experience (UX) affect Generation Z's decision to use the Gojek app in Depok City. It is anticipated that this study will advance knowledge of digital natives' preferences and behavior while selecting app-based transportation services. The study's conclusions are meant to give application developers especially Gojek helpful suggestions for creating technology-and user-experience-focused service improvement plans. Additionally, it is anticipated that this study will contribute to the corpus of scientific literature in the domains of consumer behavior and digital marketing, particularly in light of the quickly changing digital economy.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Dynamic Pricing

Dynamic pricing is a pricing strategy that adjusts in real-time based on market conditions, demand, availability, location, and consumer attributes (Kotler et al., 2024; Kusumastuti et al., 2024; Rachmawati, 2024). This strategy enables companies to maximize profits through the use of algorithms and technology in setting optimal prices. Although effective in enhancing competitiveness, this strategy can potentially lead to perceptions of unfairness and consumer dissatisfactio n if not applied transparently (Permadi et al., 2023; Yin & Han, 2021). Previous research generally discussed the application of dynamic pricing in the context of the hospitality industry, while this research examines its influence on the use of bold transportation applications such as Gojek, especially among Generation Z.

2.2. User Interface

User Interface refers to the visual display of a system that serves as the bridge between users and an application, encompassing layout design, colors, typography, animations, and interaction controls (Himawan & Yanu, 2020; Lestari et al., 2022; Wahyudin & Arianti, 2024). A good UI is not only aesthetically pleasing but also intuitive and easy to use. However, several previous studies tend to combine UI and UX without clear distinction, highlighting the need for conceptual clarity between the two to ensure that the design is more targeted and aligned with user needs.

2.3. User Experience

User Experience (UX) involves the overall feelings, perceptions, and responses users have when interacting with a system or service (Wiwesa, 2021). Unlike UI, which focuses on appearance and functionality, UX emphasizes satisfaction, ease, and emotional resonance during the user journey (Kurniawati & Ratnasari, 2023). Good UX ensures the product is intuitive and enjoyable, aligning user expectations with outcomes (Annisa et al., 2019). While studies acknowledge the importance of UX in

  | ISSN: 2721-723X, E-ISSN: 2722-7278

shaping digital engagement, few explore how it influences actual usage decisions in on-demand service apps among Gen Z. Thus, this study extends current understanding by examining UX's role in shaping app usage behavior.

Table 2.

Comparison between UI and UX

Aspect	User Interface (UI)	User Experience (UX)
Focus	Visual layout, interaction elements	Emotions, satisfaction, and overall experience
Objective	Create an attractive and easy-to-use display.	Creating a positive and satisfying user experience.
Components	Colors, fonts, layouts, and buttons.	User flow, interaction, speed, security, and satisfaction.

Source: Telkom University Information Technology Center (2023)

2.4. **Usage Decision**

Usage decision refers to the consumer's final behavior in choosing whether or not to utilize a product or service after evaluating options (Wijaya et al., 2023). It is adevelopment of the traditional purchase decision concept, adapted to the context of digital service consumption (Febriana & Budhiarjo, 2020). The process includes identifying needs, evaluating alternatives, and post-usage reflection (Kotler et al., 2022). Prior studies often treat usage as an extension of purchase behavior, yet in app-based services, usage decisions can occur repeatedly and be influenced by interface quality, experience, or pricing mechanisms. This study integrates those dimensions to understand Gen Z's behavior toward Gojek.

2.5. Generation Z

A generation is defined as a group of individuals born within the same time period who share similar historical or social life experiences. (Kupperschmidt as cited in Irdiana et al., 2023). One such generational group is Generation Z, which falls between the Millennial Generation and Generation Alpha (Kamil & Laksmi, 2023). Generation Z includes individuals born between 1997 and 2012. This generation is known for its strong connection to digital technology and active use of social media platforms (Wijaya et al., 2024). Having grown up in an era where personal computers were already an integral part of daily life, Generation Z is highly connected and dependent on technology. For this generation, the line between the online and offline worlds is often blurred due to their continuous reliance on the internet (Kamil & Laksmi, 2023). Generation Z possesses unique characteristics that set them apart from previous generations. They are widely recognized for being tech- savvy, independent, and socially conscious (Arum et al., 2023; Wijaya et al., 2024).

2.6. The Influence of Dynamic Pricing on Usage Decisions

Price is one of the most influential factors in consumer decision-making (Elita, 2024). It refers to the monetary value that customers are willing to exchange for products or services that meet their needs and

  | ISSN: 2721-723X, E-ISSN: 2722-7278

preferences (Widaswari, 2022). One pricing strategy that has gained increasing attention is dynamic pricing, in which prices fluctuate in response to changes in demand, time, and other market conditions (Haws & Bearden; Li et al., as cited in Purwanto et al., 2021). According to Amboro, (2023), dynamic pricing, also known as time-based pricing, demand-based pricing, or surge pricing, is a strategic approach used by businesses to modify the cost of goods or services in response to shifts in consumer demand. His research also shows that dynamic pricing influences consumer purchasing decisions. However, existing research predominantly focuses on traditional industries such as hospitality, tourism, and e-commerce, where dynamic pricing has been more commonly applied. There remains limited research exploring how dynamic pricing influences consumer usage or purchase decisions in app-based service platforms such as Gojek, particularly among Generation Z as digital natives who are highly price-sensitive and technology-oriented. This study seeks to fill that gap by examining how dynamic pricing impacts Gojek usage decisions among Generation Z in Depok City. Based on the explanations, the following hypotheses are proposed in this study:

H1: Dynamic pricing influences the usage decision of the Gojek application among Generation Z in Depok City.

2.7. The Influence of User Interface (UI) on Usage Decisions

A system's visual design is referred to as its User Interface (UI), which is a part of User Experience (UX) (Wahyudin & Arianti, 2024). The visual representation of a system or software, which can include blogs, websites, mobile applications, or other kinds of applications, is known as the user interface (Lestari et al., 2022). The components of the user interface, which include text, colors, and shapes, are intended to be aesthetically pleasing to users. As the bridge between humans and computer systems, UI plays a critical role in facilitating interaction. According to Ananda et al., (2020), users are more likely to engage with an application when its interface is visually appealing and offers a comfortable experience. Furthermore, a study by Putra & Basalamah (2021) found that UI significantly influences purchasing decisions, suggesting that a well-designed interface can drive consumer behavior. On the other hand, conflicting evidence was presented by Kholilurrohman et al. (2024), who concluded that UI does not have a significant impact on purchase decisions. Given these mixed findings, further investigation is necessary to understand the role of UI in influencing the usage decisions of app-based services such as Gojek, especially among Generation Z. Based on the above discussion, the following hypotheses are proposed:

H2: User interface influences the usage decision of the Gojek application among Generation Z in Depok City.

2.8. The Influence of User Experience (UX) on Usage Decisions

User Experience (UX) encompasses users' emotions, perceptions, and satisfaction when interacting with a system, not only focusing on the design but also on how intuitive and seamless the experience feels

  | ISSN: 2721-723X, E-ISSN: 2722-7278

(ISO, 2009, as cited in Wiwesa, 2021). Kurniawati & Ratnasari (2023) also emphasize that UX includes users' comfort, perceived ease, and engagement throughout the service journey. Although UX is widely acknowledged as essential for digital product success, few studies have examined its specific influence on usage decisions, especially in the context of on- demand service applications. Most previous research tends to generalize UX with UI or does not isolate its impact clearly. However, a study by Iskandar et al. (2023) shows that UX has a significant influence on the usage decision of the Gojek application. This underlines the need for further investigation to validate whether UX independently affects user decision-making, especially among Generation Z users. Based on the explanation above, the hypotheses proposed in this study are as follows:

H3: User experience influences the usage decision of the Gojek application among Generation Z in Depok City.

2.9. The Simultaneous Influence of Dynamic Pricing, UI, and UX on Usage Decisions

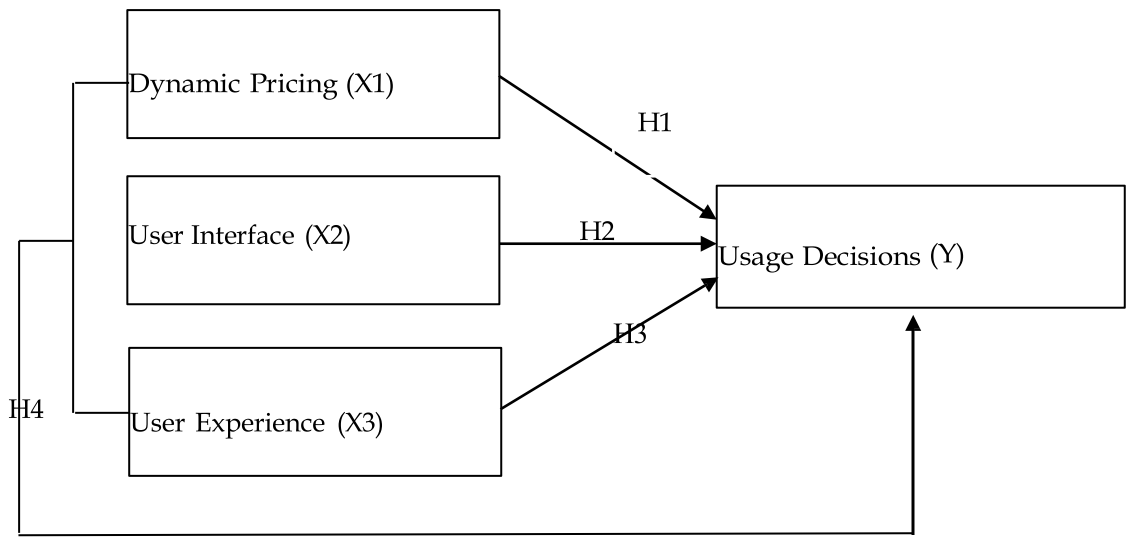
Dynamic pricing is a flexible pricing strategy that allows businesses to adjust prices based on various factors such as market demand, competition, and operational costs (Permadi et al., 2023). Despite its growing implementation in digital platforms, empirical studies that investigate the direct relationship between dynamic pricing and usage or purchasing decisions—particularly in the context of ride-hailing services—are still limited. In the context of application design, the User Interface (UI) serves as the visual touchpoint that connects users to digital systems. It encompasses elements such as layout, color, and typography, all of which contribute to ease of use and overall appeal (Tan, 2024; Qotimah, 2023). A well-designed UI is believed to enhance user engagement and satisfaction, yet some studies, like Kholilurrohman et al. (2024), present inconsistent findings regarding its actual influence on decision-making. Meanwhile, User Experience (UX) refers to the user's overall perception and emotional response when interacting with a product or service (ISO, 2009, as cited in Wiwesa, 2021). Positive UX outcomes such as satisfaction and comfort are often linked to continued use and favorable usage decisions (Kurniawati & Ratnasari, 2023). Several prior studies (Amboro, 2023; Fauzi, 2022; Iskandar et al., 2023) have confirmed the individual significance of dynamic pricing, UI, and UX on user behavior. However, research that comprehensively examines the simultaneous influence of these three variables, particularly in the ride-hailing context and among Generation Z users, remains scarce. Therefore, the following hypothesis is proposed:

H4: Dynamic pricing, user interface, and user experience simultaneously have an influence on the usage decision of the Gojek Application among Generation Z in Depok City.

The relationship among the variables in this study, along with the corresponding hypotheses, is illustrated in Figure 1.

Figure 1.

Conceptual Framework



Source: Developed in Research (2025)

3. RESEARCH METHOD

This study uses a quantitative method to examine how several independent variables influence the decision to use the Gojek application among Generation Z in Depok City. The quantitative method was chosen because it allows the researcher to systematically and measurably explain the influence between variables through the collection and analysis of numerical data. The population in this study consists of individuals who are part of Generation Z, reside in Depok City, and have used or are currently using the Gojek application. The sampling technique used is incidental sampling, a type of non-probability sampling where respondents are selected based on ease of access and their willingness to participate, as long as they meet the predetermined criteria. This technique was chosen due to time and resource constraints, and it was deemed suitable for field conditions. However, it should be noted that incidental sampling has limitations, such as potential sampling bias and limited generalizability, as it does not ensure proportional representation of the entire population. The sample size was determined using Cochran's formula, which is suitable when the exact population size is unknown (Sugiyono, 2023). Based on the calculation, the minimum sample size was 96.04, which was then rounded up to 100 respondents for ease of analysis.

This study investigates three independent variables: dynamic pricing (X1), user interface (X2), and user experience (X3), and one dependent variable, namely usage decision (Y). Primary data were collected through the distribution of a structured questionnaire developed based on indicators of each variable. All

  | ISSN: 2721-723X, E-ISSN: 2722-7278

questionnaire items were adapted from previous relevant studies, with adjustments made to fit the context of Gojek users in Depok City. Specifically, Dynamic Pricing was measured with 12 items, User Interface with 15 items, User Experience with 18 items, and Usage Decision with 12 items. Each item was measured using a 5-point Likert scale. Secondary data were obtained through a literature review to strengthen the theoretical foundation and support the development of the research framework. To ensure that the research instruments were valid and reliable, validity and reliability tests were conducted. Before performing multiple linear regression analysis, classical assumption tests were also carried out, including tests for linearity, heteroscedasticity, multicollinearity, and normality, to ensure the data met the necessary requirements. Multiple linear regression was used to analyze the simultaneous and partial effects of the independent variables on the dependent variable. Hypothesis testing was carried out using the t-test and F-test. All statistical analyses were conducted using SPSS software to ensure accurate and efficient data processing. During the data collection process, the researcher also considered ethical aspects of the research. Respondents were informed about the purpose of the study and their rights, including voluntary participation and the confidentiality of personal data. Formal ethical approval was not required, as this research did not involve vulnerable populations or sensitive issues.

4. RESULTS AND DISCUSSIONS

4.1. Respondent Profile

The majority of respondents in this study were female (80%), indicating that women tend to be more active users of the Gojek application in the Depok area. In terms of age distribution, most respondents were in the 18–22 age range (73%). This aligns with the characteristics of Generation Z, which is the focus of this research. This age range represents the early stage of adulthood, during which individuals are typically pursuing higher education or becoming actively engaged in social and economic activities, making the use of applications like Gojek an essential part of their daily mobility needs. Regarding educational background, most respondents (59%) were high school graduates, followed by bachelor's degree holders (28%). This suggests that the majority of Gojek users in this study have a secondary to higher education background, which generally correlates with greater familiarity and comfort in using app-based services. In terms of occupation, respondents were predominantly students (71%), reinforcing the finding that Generation Z, particularly university students, constitutes a key segment of Gojek users in Depok. Other respondents worked in the private sector (18%), followed by civil servants and entrepreneurs (5% each), and recent graduates (1%). In terms of income, most respondents reported earning less than Rp.1,000,000 (36%), followed by those with an income between Rp.1,000,000 and Rp.2,999,999 (34%). This indicates that most users fall within the low to middle-income bracket and are therefore likely to consider pricing as a key factor when using the service. This demographic profile provides a strong contextual basis for understanding the preferences of young consumers and shaping strategic directions for the development of online transportation services such as Gojek.

Table 3.

Respondent Profile

Demography		Frequency	Percentage
Gender	Male	20	20%
	Female	80	80%
Age	13-17 years	4	4%
	18-22 years	73	73%
	23-28 years	23	23%
Education Level	Junior High School	4	4%
	Senior High School	59	59%
	D3	9	9%
	S1	28	28%
Type of work	Student	71	71%
	Private Sector Employee	18	18%
	Government Employees	5	5%
	Self-employed	5	5%
	Fresh Graduate	1	1%
Income Level	< Rp 1.000.000	36	36%
	Rp1.000.000 – Rp2.999.999	34	34%
	Rp3.000.000 – Rp4.999.999	19	19%
	> Rp5.000.000	11	11%

Source: Data Processed (2025)

4.2. Multiple Linear Regression Analysis

Research involving multiple independent variables is conducted using multiple linear regression (Sugiyono, 2023). Determining the degree and type of the independent variables' influence on the dependent variable is the goal of multiple linear regression analysis. Version 27 of IBM SPSS software was used for the analysis. Table 4 displays the multiple linear regression analysis's findings:

Table 4.

Multiple Linear Regression Test Results

Predictor	B	SE	β	t	Sig.
(Constant)	1,557	2,131	-	0,730	0,467
Dynamic pricing	0,325	0,067	0,345	4,815	0,000
User Interface	0,048	0,056	0,057	0,861	0,391
User Experience	0,393	0,062	0,569	6,333	0,000

Note: N = 100. Dependent Variable: Usage Decision. B = Unstandardized Coefficient, SE = Standard Error, β = Standardized Coefficient.

Source: Primary Data Processed by SPSS (2025)

From the table above, the multiple linear regression equation can be formulated as follows:

$$Y = 1{,}557 + 0{,}325\,X1 + 0{,}048\,X2 + 0{,}393\,X3$$

This equation illustrates the relationship between Dynamic Pricing (X_1), User Interface (X_2), and User Experience (X_3) as independent variables, and Usage Decision (Y) as the dependent variable. The interpretation of each coefficient is as follows:

1. The constant (a) has a value of 1.557. This indicates that the decision to use the Gojek application would be valued at 1.557 if all independent variables —namely dynamic pricing, user interface, and user experience—are equal to zero or remain unchanged. In other words, the value of 1.557 represents the baseline level of usage decision without any influence from the independent variables studied.
2. The regression coefficient for the dynamic pricing variable (X1) is 0.325 and is positive, indicating that better implementation of dynamic pricing—such as offering fair and responsive prices based on demand—can increase users' likelihood to choose Gojek. In other words, when users perceive Gojek's pricing as reasonable and timely, their decision to use the service improves.
3. The regression coefficient for the user interface variable (X2) is 0.048 and is positive, suggesting that a more intuitive and visually appealing interface slightly improves users' decision to use Gojek. Although the effect is relatively small, ensuring a clean layout, readable fonts, and user-friendly navigation can still contribute positively to user engagement.
4. The regression coefficient for the user experience variable (X3) is 0.393 and is positive, indicating that a better overall user experience has a strong impact on users' decision to continue using Gojek. When users feel comfortable, satisfied, and find the app efficient in meeting their needs, they are significantly more likely to keep using the service.

4.2. Hypothesis Testing

4.2.1 Partial Test (t-Test)

The t-test is used to assess the significance of the relationship between independent variables (X) and the dependent variable (Y) individually or partially (Ghozali, 2021). In other words, the purpose of the t-test is to determine how much influence each independent variable has on changes in the dependent variable. The decision-making criteria for the t-test are as follows: if the significance value is less than 0.05 and the calculated t-value is greater than the t-table value, there is a significant influence of the independent variable on the dependent variable. In this case, the null hypothesis (H0) is rejected, and the alternative hypothesis (Ha) is accepted. Based on the output presented in the table above, the results of the partial (t -test) analysis are as follows:

1. Dynamic Pricing (X1) has a significance value of 0.000, which is less than the alpha level of 0.05. The calculated t-value is 4.815, which exceeds the t-table value of 1.985 (based on t(0.025; 96)).

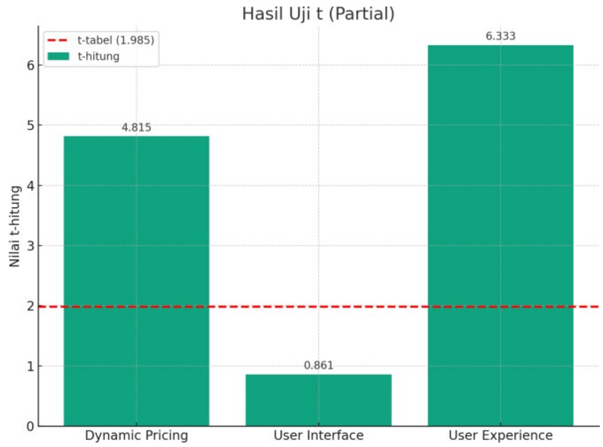
This confirms that dynamic pricing has a statistically significant partial influence on usage decision. In practical terms, Gojek's adaptive pricing strategy appears to influence user behavior—users are more likely to continue using the app when they perceive pricing as fair and responsive to demand.

2. User Interface (X2) has a significance value of 0.391, which is greater than 0.05, and a t-value of 0.861, which is less than the t-table value. This indicates that the user interface does not have a statistically significant partial influence on usage decision. While UI design may contribute to user perception, it may not be a strong independent driver of continued usage in the context of Gojek's app.
3. User Experience (X3) has a significance value of 0.000, below the 0.05 threshold, and a t-value of 6.333, which surpasses the t-table value. This suggests that user experience has a statistically significant partial influence on usage decision. A positive and seamless experience in using the app —such as ease of use, responsiveness, and satisfaction—encourages Generation Z users to engage more frequently with the platform.

These findings show that Dynamic Pricing and User Experience significantly influence the decision to use the Gojek application among Generation Z users in Depok, while User Interface alone does not exhibit a meaningful effect in isolation.

Figure 2.

Partial Test Results for Variables X1 (Dynamic Pricing), X2 (User Interface), and X3 (User Experience)



Source: Data Processed (2025)

To clarify the results of the partial t-test, Figure 2 illustrates a comparison of the t-statistic values for each variable against the threshold line of the t-table (1.985). It is evident that the variables Dynamic Pricing and User Experience have t-statistic values exceeding the t-table value, namely 4.815 and 6.333, respectively, indicating that both have a statistically significant partial effect on the decision to use the Gojek application. In contrast, the User Interface variable has a t-statistic of only 0.861, which is far below the t-table value, suggesting that it does not have a significant partial effect. This visualization reinforces the quantitative findings presented in the previous narrative.

4.2.3. Simultaneous Test (F-Test)

The F-test is used to determine whether all independent variables collectively have a significant effect on the dependent variable in a regression model (Ghozali, 2021). The decision-making criteria for the F-test are as follows: if the significance value is less than 0.05 and the calculated F-value is greater than the F-table value, it can be concluded that the independent variables jointly have a significant influence on the dependent variable.

Table 6.
F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2992,624	3	997,541	189,870	,000[b]
Residual	504,366	96	5,254		
Total	3496,990	99			

Note: Dependent variable=Usage Decision. Predictors: Dynamic Pricing, User Interface, and User Experience.
Source: Primary Data Processed by SPSS (2025)

The calculated F-value, as shown by the F-test output in the table above, is 189.870. The table F-value, with $df_1 = k - 1 = 3 - 1 = 2$, $df_2 = N - k - 1 = 100 - 3 - 1 = 96$, and a significance threshold of $\alpha = 0.05$, shows 3.09. All three independent variables—dynamic pricing, user interface, and user experience—have a significant influence on the dependent variable, namely the usage decision, simultaneously, as shown by the calculated F-value (189.870), which is higher than the table F-value (3.09), and its significance value is also less than 0.05.

4.2.4. Coefficient of Determination Test (R^2)

In a regression model, the coefficient of determination test (R^2) is used to quantify the impact of the independent variables on the dependent variable (Ghozali, 2021). Because it takes into consideration the amount of predictor variables in the model, the Adjusted R Square value is utilized to provide more accurate findings. The following table displays the Adjusted R Square value.

Table 6.
Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,925[a]	0,856	0,851	2,292

Note: Predictors= (Constant), User Experience, User Interface, Dynamic Pricing
Source: Primary Data Processed by SPSS (2025)

The Adjusted R Square value, as determined by the Model Summary output seen in the above table, is 0.851, or 85.1%. This figure shows that 85.1% of the variation in the dependent variable, the usage decision, can be explained simultaneously by the independent variables of dynamic pricing, user interface, and user experience. In other words, the link between the three independent variables and the choice to utilize the application can be described by the regression model that was built, which has a very high explanatory power. Other factors that were not looked at or included in this study have an impact on the remaining 14.9%.

4.3. Discussions

4.3.1. The Influence of Dynamic Pricing on Usage Decisions

Based on the results of the t-test, the dynamic pricing variable has a significant effect on the decision to use the Gojek application, with a significance value of 0.000 (< 0.05) and a calculated t-value of 4.815, which is greater than the t-table value of 1.985. This indicates that dynamic pricing has a statistically significant partial influence on usage decisions. Therefore, the better the dynamic pricing strategy implemented by Gojek, the greater its impact on Generation Z's decision to use the application in Depok City. Furthermore, regression analysis shows that the coefficient for dynamic pricing is 0.325 and is positive, indicating a direct relationship between dynamic pricing and usage decisions. This means that a one-unit increase in dynamic pricing corresponds to a 0.325 increase in usage decisions, assuming other variables remain constant. This finding is consistent with Amboro (2023), who found that dynamic pricing affects purchase decisions. The positive influence of dynamic pricing on usage decisions is also supported by Gojek's flexible pricing strategy through the use of promotions and discounts. Gojek's dynamic pricing not only reflects fare increases during high demand periods but also includes incentives such as discounted rates under certain conditions. According to Gojek's official website, users can benefit from various promotions, including up to 90% off for GoRide and GoCar services, as well as free delivery vouchers for GoSend (Gojek.com, 2025). These promotions help reduce cost-related barriers and provide significant added value for users. In the context of usage decisions, this suggests that users—especially those from Generation Z—consider not only the nominal price but also the economic benefits offered by the application. Therefore, a dynamic pricing strategy complemented by incentives such as promotions and discounts can enhance positive user perceptions of Gojek's services, thereby encouraging continued use of the application. Visualized in Figure 2, the dynamic pricing bar exceeds the t-table threshold, reinforcing its significant influence on usage decisions. Generation Z users, particularly in Depok City, are highly responsive to such value - added elements. For them, pricing is not assessed solely based on the nominal amount but also on perceived economic benefits. This aligns with the characteristics of Generation Z, who are typically rational, tech-savvy, and value-conscious. In this context, Gojek's strategy to incorporate dynamic pricing alongside attractive promotions enhances the application's appeal. It contributes to greater perceived affordability and satisfaction, ultimately strengthening user engagement and loyalty. Therefore, optimizing dynamic pricing with complementary incentives is a critical factor in influencing Generation Z's usage decisions.

4.3.2. The Influence of User Interface on Usage Decisions

Based on the results of the t-test, the user interface variable does not have a significant effect on the decision to use the Gojek application, with a significance value of 0.391 (> 0.05) and a t-value of 0.861, which is less than the t-table value of 1.985. This indicates that the user interface variable does not have a statistically significant partial influence on usage decisions. In addition, regression analysis shows that the regression coefficient for the user interface variable is 0.048 and is positive, meaning that user interface has a directional (positive) relationship with usage decisions. These findings align with studies by Kholilurrohman et al. (2024) and Hardianti & Murtadlo (2024), which also concluded that user interface does not significantly influence purchasing or usage decisions. Although UI is the first element encountered by users when interacting with an app, it is not necessarily the deciding factor in their final decision. The Technology Acceptance Model (TAM) by Davis (1989) also emphasizes that perceived usefulness and perceived ease of use have a greater impact than visual or aesthetic aspects of the interface. From a generational perspective, Generation Z is known as a cohort of digital natives who grew up in a fast-paced, technology-rich environment full of choices. They tend to expect digital experiences that deliver practical value and efficiency. Therefore, factors such as dynamic pricing, service speed, and promotions have a stronger influence on their decisions compared to just visual design. In today's digital culture, while UI aesthetics are important, they are not strong enough to be the main differentiator in the competitive landscape of ride-hailing apps offering similar features. Technologically, Gen Z is accustomed to using a wide range of applications with relatively uniform and intuitive UIs. This makes a ―decent‖ UI no longer a competitive advantage, but rather a basic expectation. Users don't see UI as a differentiating factor unless it is exceptionally bad or outstanding. In the urban context of Depok, efficiency and cost are top priorities, aligning with the high daily mobility needs of its residents. In conclusion, although Gojek provides a functional and acceptable UI, users especially Generation Z in Depok focus more on immediate benefits, convenience, and cost-efficiency than on UI aesthetics. Therefore, app development strategies should not solely emphasize visual design but also enhance features that directly add value to the user experience.

4.3.2. The Influence of User Experience on Usage Decisions

Based on the results of the t-test, the user experience variable has a significant effect on the decision to use the Gojek application, with a significance value of 0.000 (< 0.05) and a calculated t-value of 6.333, which is greater than the t-table value of 1.985. This indicates that user experience has a statistically significant partial influence on usage decisions. Moreover, regression analysis shows that the regression coefficient for the user experience variable is 0.393 and is positive, indicating a direct relationship between user experience and usage decisions. This means that each one-unit increase in user experience is expected to raise the usage decision score by 0.393, assuming other variables remain constant. This finding underlines that user decisions are shaped not only by the app's functional offerings but also by the overall experience during its use. A seamless, efficient, and enjoyable interaction ranging from app responsiveness to the clarity of information appears to significantly impact user commitment and loyalty. From a generational perspective, Generation Z users are highly familiar with digital platforms and expect a frictionless, intuitive experience. Unlike older generations who may tolerate suboptimal interfaces, Gen Z tends to quickly abandon apps that feel clunky or inconvenient. Thus, UX becomes a critical factor that aligns with their demand for speed, clarity, and control. Culturally and technologically, Indonesian urban users particularly in cities like Depok value practicality and time efficiency, especially when commuting or managing daily routines. A high-quality UX can reduce cognitive load and minimize friction in these time-sensitive scenarios, making users more inclined to continue using the app. These results are in line with previous studies such as Iskandar et al. (2023), Kholilurrohman et al. (2024), and Harisma et al. (2022), all of which found a positive and significant effect of UX on consumer decision-making. Therefore, investing in a consistently smooth and responsive user experience is not just a technical requirement but a strategic imperative to drive usage frequency and long-term retention in an increasingly competitive app ecosystem.

4.3.3. The Simultaneous Influence of Dynamic Pricing, UI, and UX on Usage Decisions

Based on the results of the F-test, the calculated F-value is 189.870, which is greater than the F-table value of 3.09, with a significance level of 0.000 (< 0.05). This indicates that dynamic pricing, user interface (UI), and user experience (UX) simultaneously have a significant influence on the decision to use the Gojek application among Generation Z in Depok City. The Adjusted R Square value of 0.851 further shows that 85.1% of the variation in usage decisions can be explained by these three independent variables, while the remaining 14.9% is influenced by other factors outside this model. Although partial tests revealed that only Dynamic Pricing and User Experience have significant individual influence, the simultaneous test confirms that all three variables together form a complementary and reinforcing model. This finding highlights that in decision-making processes, variables do not necessarily provide influence in isolation, but rather interact to strengthen each other's influence. Even though User Interface did not show a significant influence in the partial test, its inclusion in the model remains important. One possible explanation is that Generation Z places greater importance on overall user experience (UX) than on the interface's visual elements alone (UI). While a visually appealing interface may initially attract attention, factors such as ease of navigation, speed, and comfort tend to be more influential in retaining users. This insignificance of UI might also be attributed to the high technological expectations of Gen Z, where a good UI is perceived as a basic standard, not a distinguishing factor in their usage decision. Culturally and technologically, digital users in urban areas like Depok are already accustomed to using various ride-hailing applications. In this context, competitive pricing and efficient user experience play a more decisive influence on usage decisions than visual design alone. The fast-paced and multitasking lifestyle typical of Gen Z leads them to value practicality more than aesthetic enhancements. While few studies have explicitly examined the combined influence of these three variables, the findings of this research can be explained through consumer behavior theory by Kotler et al. (2024), which asserts that purchase or usage decisions are influenced by a combination of internal and external factors, including price perception, interaction ease, user experience, and emotional response. Thus, this model not only reflects the complexity of decision-making processes but is also contextually relevant to the behavioral characteristics of Generation Z, who are highly responsive to a combination of technological, value-based, and experiential factors. These findings also align with previous individual studies such as Amboro (2023) on dynamic pricing, Putra & Basalamah (2021) on UI, and Iskandar et al. (2023) on UX by demonstrating that integrating these three factors provides a more comprehensive view of what influences Generation Z's decisions to use the Gojek application.

5. CONCLUSION

This study examined the influence of dynamic pricing, user interface (UI), and user experience (UX) on the usage decisions of the Gojek application among Generation Z in Depok City. The findings reveal that dynamic pricing and user experience have a significant and positive influence on usage decisions. While the user interface is visually and functionally relevant, it does not significantly influence the decision statistically when considered individually. However, when examined simultaneously, the three variables contribute significantly to usage decisions, explaining 85.1% of the variance, which indicates a strong research model.

The implications of these findings suggest that Gojek users from Generation Z are particularly influenced by how well they understand pricing schemes and by the quality of their direct experience while using the application. Although UI was not found to be statistically significant, it remains an important foundation for enabling seamless and pleasant user interactions, supporting both dynamic pricing and UX effectiveness.

Despite these insights, the study has several limitations. First, it focuses only on three variables—dynamic pricing, UI, and UX—which may not capture all relevant factors influencing user decisions. Second, the sample is limited to respondents in Depok City, which restricts the generalizability of the results to broader geographic regions. Third, although validity and reliability tests were conducted, the use of self-reported questionnaires may still be subject to response bias.

To address these limitations, future research should explore additional variables such as application security, user trust, perceived fairness, and digital marketing strategies to enrich the model. Expanding the geographic scope beyond Depok would also help determine whether these findings are consistent across regions with different socio-economic and demographic characteristics. Moreover, employing qualitative methods or mixed-method approaches may offer deeper insights into user motivations and experiences, providing a more holistic understanding of usage behavior.

Based on the study results, several recommendations can be made for Gojek. First, the company is advised to implement a more transparent and easy-to-understand dynamic pricing system, for example by clearly displaying the estimated fare before users place an order. User education on how the dynamic pricing mechanism works should be enhanced through social media, push notifications, or in-app banners to prevent confusion or a sense of unfairness. Gojek may also consider offering special promotions or discounts during peak hours as a strategy to attract users even when prices are high.

Second, although UI did not have a significant influence in this study, Gojek should continue to evaluate and improve its interface, particularly in terms of navigation and menu layout, to make it more intuitive and user-friendly. Regular usability testing is recommended to identify UI elements that are perceived as less optimal by users and to guide necessary improvements.

Third, Gojek should focus on enhancing user experience by improving access speed, app stability, and ease of ordering and payment, as UX has been proven to significantly influence usage decisions. Adding personalization features or service recommendations based on user preferences can further improve user comfort and loyalty. Additionally, ensuring the app's responsiveness and performance remain optimal, especially during peak traffic times, is essential for maintaining a positive overall user experience

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  | ISSN: 2721-723X, E-ISSN: 2722-7278