The Influence of Perceived Value, Perceived Usefulness, and Perceived Price on Purchasing Decisions and Its Impact on Customer Satisfaction among Generation Z (Study on Premium Dating App Bumble Features)

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Abstract

This study was conducted to determine the effect of perceived value, perceived usefulness, and perceived price on purchasing decisions and their impact on customer satisfaction among generation Z with a study on the premium dating app Bumble. This research employs a quantitative approach using an online survey distributed via a questionnaire. The study focuses on Generation Z residents of Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi). The sampling method applied is purposive sampling, with a final sample of 216 respondents. Structural Equation Modeling (SEM) using SmartPLS software is used for data analysis, and it validates the reliability and validity of all measurement indicators. Furthermore, the variables of perceived utility, perceived price, and perceived value all significantly affect consumer satisfaction. Next, the variables measuring perceived utility and worth have little effect on judgments about what to buy, while the variable measuring perceived price has a big influence. Ultimately, the decision to purchase significantly affects customer satisfaction. However, the variables related to perceived value and perceived usefulness do not notably influence customer satisfaction through purchasing decisions, while the perceived price variable does have a significant impact.

Keywords: Perceived value, perceived usefulness, perceived price, purchase decision, customer satisfaction, Bumble

1. **Introduction**

Marriage, traditionally seen as a cornerstone of Indonesia's social framework, is now encountering new difficulties due to a notable decrease in marriage rates. Recent years have spotlighted this decline, with social, economic, and cultural factors contributing to changing marriage trends within society (Ningtias, 2022). Another reason for the decline in marriage rates is the difficulty people face in finding a partner in person, which can be attributed to factors like loneliness, busy lifestyles, and others. Conversely, technological advancements have led to the rise of digital platforms that emphasize communication networks. Online dating has started to gain popularity, especially among Generation Z, as a way to meet potential partners. This form of interaction often begins with establishing comfort in a new environment (Sahid, 2023). Online dating app users are increasing all over the world. The use of online dating apps is rising globally, with a notable increase in the number of users. In 2021, the global user base for dating apps grew by 10.3%, reaching 323.9 million, up from 293.7 million the previous year (Aslamatur, 2023). In Indonesia, a variety of online dating apps are accessible for download on smartphones, including Bumble. Bumble ranks third in popularity in Indonesia, following Tinder and Tantan.(Muhamad, 2024).

Bumble has garnered 46,000 reviews on the App Store and 1.4 million reviews on the Play Store. Observations reveal a wide range of user feedback on Bumble, including both positive and negative comments. These reviews cover various aspects such as the use of Bumble's features, dating experiences on the app, and maintenance issues. The analysis of reviews from premium Bumble users uncovered a research gap: while some customers report high levels of satisfaction with certain features, others have not reached a satisfactory level.

Literature Review

2.1 Technologies Acceptance Model (TAM)

Technology Acceptance Model (TAM), introduced by Fred Davis in 1986, is designed to analyze and understand the factors influencing technology adoption. This model seeks to explain and predict how users accept and use technology. TAM is widely regarded as a highly influential framework commonly used to elucidate individual acceptance of technological systems. (Fahlevi et al., 2019).

1.2 Theoretical Framework and Hypothesis Development

1. The Influence of Perceived Value on Customer Satisfaction

Research by Indriati & Fitriana (2022) indicates that the perceived value variable has a positive and significant impact on customer satisfaction, meaning that improved service quality enhances customers' perceptions of value. This implies that when services are of high quality, they positively influence customer satisfaction.

H_1 : Perceived value has a positive and significant effect on customer satisfaction.

2. The Influence of Perceived Usefulness on Customer Satisfaction

Melawati & Wijaksana (2020) states that perceived usefulness has a positive and significant effect on customer satisfaction. This shows that the easier a website/application is to use, the higher the level of customer satisfaction.

H_2 : Perceived usefulness has a positive and significant effect on customer satisfaction.

3. The Influence of Perceived Price on Customer Satisfaction

Research by Setiani Prastiwi et al. (2022)stated that there is a positive and significant relationship between perceived price and customer satisfaction. Customers will be satisfied with the price if it matches the product quality. In other words, the level of customer satisfaction will be high if the perceived price is in accordance with customer perceptions.

H_3 : Perceived price has a positive and significant effect on customer satisfaction.

4. The Influence of Perceived Value on Purchasing Decisions

Haudi et al. (2022) it was found that perceived value positively and significantly affects purchasing decisions. Specifically, an increase in perceived value leads to a substantial rise in purchasing decision variables, while a decrease in perceived value results in a significant decline in purchasing decisions.

H_4 : Perceived value has a positive and significant effect on purchasing decisions.

5. The Influence of Perceived Usefulness on Purchasing Decisions

Research conducted by Selsabila & Lestari (2022) shows that perceived usefulness has a positive and significant influence on purchasing decisions. Because the higher the perceived usefulness, the higher the level of purchasing decisions. This shows that customers want to know the convenience and benefits of goods or services before deciding to buy.

H_5 : Perceived usefulness has a positive and significant effect on purchasing decisions.

6. The Influence of Perceived Price on Purchasing Decisions

Research by Ummat & Hayuningtias (2022) shows that perceived price has a positive and significant effect on purchasing decisions. The price offered is not only affordable for consumers, but also comparable to the benefits offered. It can be interpreted that consumers can be encouraged to buy if their perception of the price offered is better and in accordance with the product.

H_6 : Perceived price has a positive and significant effect on purchasing decisions.

7. **The Influence of Purchasing Decisions on Customer Satisfaction**

Prianggoro & Sitio (2019) shows that purchasing decisions positively and significantly affect customer satisfaction. When perceived performance falls short of expectations, customers will experience disappointment. On the other hand, if performance meets their expectations, customers will experience satisfaction, and if it surpasses their expectations, they will feel highly satisfied. This sense of satisfaction is typically realized after the customer has used or engaged with the product or service.

H_7 : Purchasing decisions have a positive and significant effect on customer satisfaction.

8. **The Influence of Perceived Value on Customer Satisfaction through Purchasing Decisions**

Based on the results of research by Gondokusumo et al. (2023) Perceived value has a positive and significant impact on customer satisfaction via purchasing decisions. If the perception of value for consumers of a good or service is good, then consumers will indirectly decide to buy a good or service. The value that consumers see can also be measured by comparing the benefits they receive from a good or service with the price they pay to get that good or service.

H_8 : Perceived value has a positive and significant effect on customer satisfaction through purchasing decisions.

9. **The Influence of Perceived Usefulness on Customer Satisfaction through Purchasing Decisions**

According to Novalina (2022) His research indicates that perceived usefulness positively and significantly impacts customer satisfaction via purchasing decisions. In this context, perceived usefulness refers to how much an individual believes that utilizing a technology will enhance their job performance.. Users are more inclined to adopt a system if they find it easy to use.

H_9 : Perceived usefulness has a positive and significant effect on customer satisfaction through purchasing decisions.

10. **The Influence of Perceived Price on Customer Satisfaction through Purchasing Decisions**

Research conducted by Naufal Mubarak & Sri Murtiasih (2022) shows that customers' happiness with purchases is favorably and dramatically impacted by perceived pricing. Customers' purchase decisions can be influenced by price perceptions, which in turn might impact customer satisfaction. Customers tend to be more satisfied with goods or services if they feel the price they pay is comparable to the benefits they get.

H_{10} : Perceived price has a positive and significant effect on customer satisfaction through purchasing decisions.

3. Material and Method

This study employs a quantitative analysis approach. The hypotheses developed will be tested using the data that has been gathered. The main source of data for researchers is a questionnaire designed by researchers and distributed randomly to respondents who meet the criteria. From this questionnaire, researchers obtained research data to be processed. The study focuses on Generation Z living in the Jabodetabek area, encompassing Jakarta, Bogor, Depok, Tangerang, and Bekasi. According to Hair (2018), the research sample size varied from 100 to 200 participants, and hypotheses were tested using the Partial Least Squares (PLS) method or Component-Based Structural Equation Modeling Analysis. The sample size was established by multiplying the number of indicators by a factor between five and ten. With thirty-six indicators in this study, a total of 216 samples were used, calculated as 36 indicators multiplied by 6.

3.1 Design Study

The analysis conducted in this study is quantitative. According to Mohajan (2020) quantitative research methods deal with numbers and everything that can be measured in a systematic way to investigate phenomena and their relationships. The hypotheses that have been formulated will be tested with the data that has been collected. The main data source for the researchers was a questionnaire they created and distributed randomly to eligible respondents. The data gathered from this questionnaire was subsequently analyzed.

3.2 Data Analysis

The data collection method for this research is conducted using Google Forms. This data collection technique uses online survey techniques and will be distributed to the intended respondents. In this data collection, 216 respondents participated. Furthermore, the data was analyzed using SEM PLS using Smart PLS 3.0.
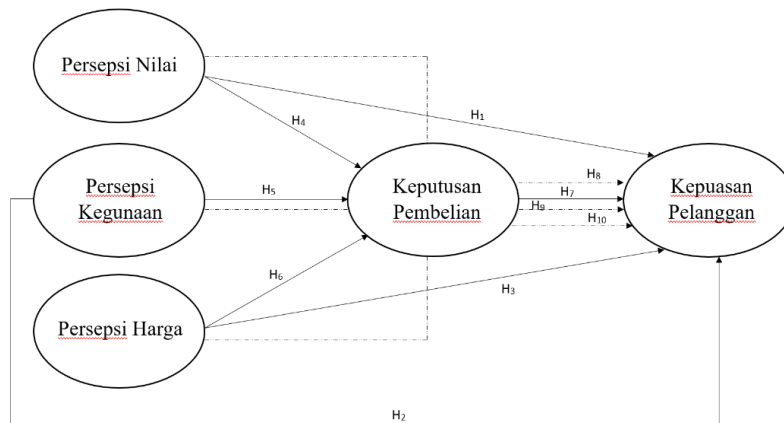

Figure 1. Research Model

4. Result

Outer Model

1) Convergent Validity

Convergent validity was evaluated by analyzing the outer loadings. Outer loading or Loading Factor (LF) is a measure of the correlation between each measurement item and the variable being measured. This reflects the extent to which these items show the variables being measured. In general, an LF value ≥ 0.70 is considered adequate.
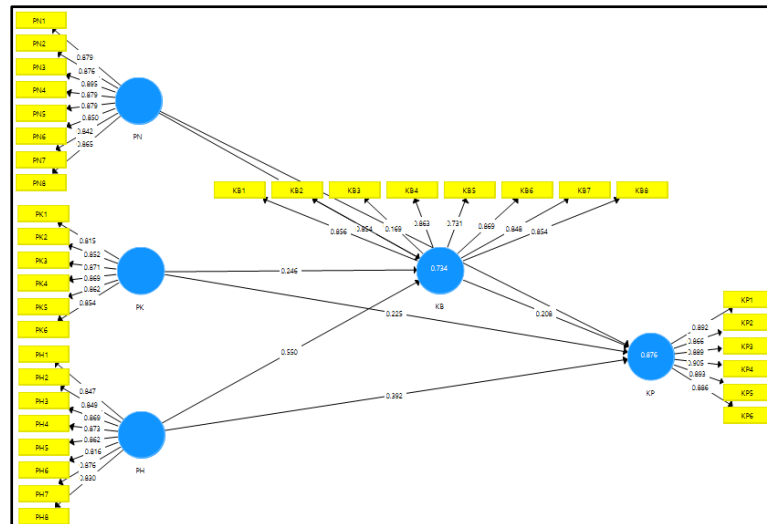
Table 4.1 Outer Loading Results

	KB	KP	PH	PK	PN
KB1	0,856				
KB2	0,854				
KB3	0,864				
KB4	0,863				
KB5	0,731				
KB6	0,869				
KB7	0,848				
KB8	0,854				
KP1		0,892			
KP2		0,866			

KP3		0,889		
KP4		0,905		
KP5		0,893		
KP6		0,886		
PH1			0,847	
PH2			0,849	
PH3			0,869	
PH4			0,873	
PH5			0,862	
PH6			0,816	
PH7			0,876	
PH8			0,830	
PK1				0,815
PK2				0,852
PK3				0,871
PK4				0,869
PK5				0,862
PK6				0,854
PN1				0,879
PN2				0,876
PN3				0,895
PN4				0,879
PN5				0,879
PN6				0,850
PN7				0,842
PN8				0,865

Source: Processed by researchers (2024)

According to Table 4.1, the outer loading values for all indicators of perceived value, perceived usefulness, perceived price, purchase decisions, and customer satisfaction exceed 0.7. This demonstrates that all five variables meet the criteria for convergent validity. Consequently, it can be concluded that the study's convergent validity is confirmed, as evidenced by outer loading values exceeding 0.7. The SEM PLS model calculations reveal that the indicator loading factor values for each of the five variables are above 0.7.

Source: Processed by researchers (2024)

Figure 2. Outer Loading Results After Calculation

2) **Discriminant Validity**

A statistical test is used to assess discriminant validity, which quantifies how effectively one variable or concept can be distinguished from another (Yamin, 2023). The following are the cross loading values of the discriminant validity test in this research:

Table 4.2 Discriminant Validity Cross Loading Results

	KB	KP	PH	PK	PN
KB1	0,856	0,794	0,787	0,735	0,728
KB2	0,854	0,700	0,717	0,647	0,637
KB3	0,864	0,694	0,677	0,647	0,602
KB4	0,863	0,732	0,739	0,677	0,617
KB5	0,731	0,537	0,557	0,547	0,520
KB6	0,869	0,772	0,741	0,716	0,749
KB7	0,848	0,677	0,644	0,681	0,638
KB8	0,854	0,786	0,787	0,750	0,718
KP1	0,758	0,892	0,813	0,833	0,812
KP2	0,782	0,866	0,799	0,746	0,738
KP3	0,735	0,889	0,839	0,828	0,792
KP4	0,764	0,905	0,820	0,760	0,777
KP5	0,762	0,893	0,789	0,746	0,719
KP6	0,734	0,886	0,771	0,772	0,750
PH1	0,671	0,795	0,847	0,793	0,771
PH2	0,721	0,782	0,849	0,759	0,758
PH3	0,704	0,761	0,869	0,784	0,732

PH4	0,720	0,819	0,873	0,770	0,779
PH5	0,734	0,786	0,862	0,747	0,759
PH6	0,712	0,745	0,816	0,664	0,713
PH7	0,742	0,736	0,876	0,715	0,692
PH8	0,749	0,761	0,830	0,695	0,631
PK1	0,598	0,677	0,658	0,815	0,698
PK2	0,696	0,739	0,744	0,852	0,718
PK3	0,640	0,759	0,745	0,871	0,749
PK4	0,687	0,800	0,782	0,869	0,747
PK5	0,718	0,781	0,778	0,862	0,782
PK6	0,772	0,745	0,737	0,854	0,758
PN1	0,651	0,740	0,723	0,757	0,879
PN2	0,696	0,748	0,737	0,741	0,876
PN3	0,714	0,776	0,755	0,807	0,895
PN4	0,704	0,746	0,740	0,742	0,879
PN5	0,683	0,775	0,768	0,761	0,879
PN6	0,675	0,747	0,746	0,698	0,850
PN7	0,623	0,735	0,720	0,750	0,842
PN8	0,666	0,730	0,769	0,802	0,865

Source: Processed by researchers (2024)

Table 4.1 shows that the correlation between the indicator and the latent variable being evaluated is greater than the correlation between the indicator and other latent variables. This indicates that the study has satisfied all discriminant validity criteria. Additionally, the following table provides specifics on the Heterotrait-Monotrait Ratio (HTMT) that the researchers computed:

Table 4.3 Heterotrait Monotrait Ratio (HTMT) Results

	KB	KP	PH	PK	PN
KB					
KP	0,894				
PH	0,887	0,807			
PK	0,855	0,845	0,853		
PN	0,814	0,871	0,889	0,893	

Source: Processed by researchers (2024)

According to Yamin (2023) when the HTMT result is more than 0.90, it suggests that the variable being assessed by multiple measurement items does not have sufficient discriminant validity. Based on table 4.3 in this study, the HTMT value for all variables is below 0.9. Therefore, all variables in this study can be considered to have met the necessary validity criteria.

3) Reliability Test

Reliability assesses the dependability of a measuring instrument. It involves testing whether the instrument consistently provides the same results upon repeated measurements, thereby indicating its reliability (Janna, 2021). In this study, the researchers employed SmartPLS software to assess reliability.

Table 4.4 Results Construct Reliability and Validity

Variabel	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
KB	0,942	0,946	0,952	0,712
KP	0,947	0,947	0,957	0,789
PH	0,946	0,947	0,955	0,727
PK	0,926	0,928	0,942	0,729
PN	0,954	0,955	0,962	0,758

Source: Processed by researchers (2024)

If the Composite Reliability value ≥ 0.70, Rho A ≥ 0.70, Cronbach's Alpha ≥ 0.70, and AVE ≥ 0.50, this indicates that overall the measurement items that measure these variables have an acceptable and consistent level of reliability. Based on table 4.4, all variables show a Cronbach's Alpha value above 0.7, meaning that it shows a good level of reliability in this study Average Variance Extracted (AVE) calculates the extent to which the variable can account for the variance in the measurement items that make up the variable. Table 4.4 also shows that all variables have an AVE value above 0.5, which indicates that the indicators in the variable make a significant and reliable contribution to the variable.

Inner Model

1) R-Square

Table 4.5 R-Square Calculation Results

Variabel	R Square	R Square Adjusted
KB	0,734	0,730
KP	0,876	0,873

Source: Processed by researchers (2024)

The total effect of exogenous or endogenous factors on other endogenous variables is shown by the R Square value. Hair et al. (2019) describe the R Square range from 0 to 1, where a value of 0.75 signifies a high influence, 0.50 denotes a moderate influence, and 0.25 represents a weak influence, all expressed in percentages. According to table 4.5, 73.4% of purchase choices are influenced by brand image, brand awareness, and

promotional methods, which falls into the high influence category. In contrast, the influence on purchase intention is 87.6%, which falls under moderate influence, indicating a significant but not overpowering effect on the endogenous variables within the research model.

1) **Variance Inflation Factor (VIF) Test**

Table 4.6 Variance Inflation Factor (VIF) Test Results

Variabel	VIF	Variabel	VIF
PN1	4,008	KB1	3,154
PN2	3,583	KB2	3,579
PN3	4,305	KB3	4,344
PN4	3,528	KB4	3,439
PN5	3,503	KB5	2,139
PN6	3,169	KB6	3,974
PN7	2,762	KB7	3,326
PN8	3,184	KB8	3,334
PK1	2,341	KP1	3,578
PK2	2,670	KP2	3,003
PK3	3,091	KP3	3,471
PK4	3,004	KP4	4,234
PK5	2,809	KP5	4,050
PK6	2,668	KP6	3,582
PH1	3,335		
PH2	3,399		
PH3	3,793		
PH4	3,433		
PH5	3,242		
PH6	2,607		
PH7	4,114		
PH8	2,662		

Source: Processed by researchers (2024)

The VIF test shows whether there is multicollinearity between variables. Based on the inner VIF table or multicollinearity check between variables, it is known that the VIF value < 5 indicates low or negligible symptoms of multicollinearity (Yamin, 2023). Multicollinearity occurs when there is a very high correlation between the independent variables. Based on table 4.6 of the VIF test results above, it illustrates that the VIF

test results of each indicator per variable, namely perceived value, perceived usefulness, perceived price, purchase decisions, and customer satisfaction have a VIF value of less than 5, so it is concluded that the indicators in this study do not occur multicollinearity (negligible).

4.2 Hypothesis Test

1) Path Coefficients

Table 4.7 Path Coefficients Test Results

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
PN -> KB	0,094	0,097	0,123	0,765	0,444
PK -> KB	0,246	0,246	0,140	1,757	0,079
PH -> KB	0,550	0,549	0,128	4,301	0,000
PN -> KP	0,169	0,173	0,116	1,460	0,144
PK -> KP	0,225	0,225	0,090	2,494	0,013
PH -> KP	0,392	0,379	0,110	3,571	0,000
KB -> KP	0,208	0,215	0,063	3,315	0,001

Source: Processed by researchers (2024)

According to Table 4.7, the results of the research hypothesis test conducted using SmartPLS with the bootstrapping method for path coefficients indicate whether a hypothesis is accepted or rejected based on the t-statistics value (> 1.96) and p-values (< 0.05), namely:

a. The perceived value variable with purchasing decisions has p-values of 0.444 and t-statistics 0.765, meaning that the first hypothesis is rejected.

b. The perceived usefulness variable with purchasing decisions has p-values of 0.079 and t-statistics of 1.757, meaning that the second hypothesis is rejected.

c. The variable price perception with purchasing decisions has p-values of 0.000 and t-statistics of 4.301, meaning that the second hypothesis is accepted.

d. The perceived value variable with customer satisfaction has p-values of 0.144 and t-statistics 1.460, meaning that the second hypothesis is rejected.

e. The perceived usefulness variable with customer satisfaction has p-values of 0.013 and t-statistics 2.494, meaning that the second hypothesis is accepted.

f. The variable perceived price with customer satisfaction has p-values of 0.000 and t-statistics 3.571, meaning that the second hypothesis is accepted.

g. The purchase decision variable with customer satisfaction has p-values of 0.001 and t-statistics 3.315, meaning that the second hypothesis is accepted.

2) Indirect Effect

Specific indirect effects look at the significance of the mediation effect path coefficient (indirect effect). The mediation test means whether the purchasing decision variable acts as a mediating variable for the effect of perceived value, perceived usefulness, and perceived price on purchasing decisions.

Table 4.8 Specific Indirect Effect Results

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
PH -> KB -> KP	0,114	0,119	0,047	2,447	0,014
PK -> KB -> KP	0,051	0,052	0,032	1,606	0,108
PN -> KB -> KP	0,019	0,022	0,029	0,678	0,498

Source: Processed by researchers (2024)

According to Table 4.8, the results of the research hypothesis test using SmartPLS with the bootstrapping method for the specific indirect effect reveal whether a hypothesis is accepted or rejected based on t-statistic values (> 1.96) and p-values (< 0.05).:

a. The influence of price perception on customer satisfaction is considerably mediated by the purchase decision variable in this hypothesis, and its acceptance is facilitated by the mediation route coefficient. Given the p-value of 0.014 and t-statistic of 2.447, it can be concluded that price perception positively and significantly influences customer satisfaction through purchasing decisions.

b. The mediation route coefficient leading to the rejection of this hypothesis indicates that the purchase choice variable does not significantly mediate the link between perceived usefulness and customer satisfaction. With p-values of 0.108 and t-statistics of 1.606, It is clear from this that consumer happiness with purchases is positively and significantly impacted by perceived utility.

c. In this hypothesis, the purchase decision variable does not significantly mediate the impact of perceived value on customer satisfaction, as indicated by the mediation path coefficient leading to its rejection. With p-values of 0.498 and t-statistics of 0.678, it can be concluded that the promotional strategy variable positively and significantly affects perceived value through purchasing decisions.

5. Discussion

In this study, there is the first hypothesis (H$_1$) which states that perceived value has a positive and significant effect on customer satisfaction. This is in line with previous research which also examines the influence between perceived value on customer satisfaction such as research conducted by Budiansari & Sujana (2021); Tantila (2024) and (Dewi & Salam, 2023).

In this study, there is a second hypothesis (H$_2$) which states that perceived usefulness has a positive and significant effect on customer satisfaction. This is in line with previous research which also examines the influence between perceived usefulness on customer satisfaction with different objects such as in research conducted by Wilson et al. (2021); Suryani et al. (2021); and Melawati & Wijaksana (2020) that perceived usefulness has a positive and significant effect on customer satisfaction.

In this study, there is a third hypothesis (H$_3$) which states that price perception has a positive and significant effect on customer satisfaction. This is in line with previous research which also examines the influence between price perceptions on customer satisfaction with different objects such as in research conducted by Surya & Kurniawan (2021); Hermawan et al. (2021); and Setiani Prastiwi et al. (2022) that perceived usefulness has a positive and significant effect on customer satisfaction.

In this study, there is a fourth hypothesis (H$_4$) which states that perceived value has a positive and significant effect on purchasing decisions. This is in line with previous research which also examines the influence between perceived value on purchasing decisions such as research conducted by Syaputra (2019); Apriliani & Aqmala (2021); and Ardiansyah (2023) that perceived value has no effect on purchasing decisions.

In this study, there is a fifth hypothesis (H$_5$) which states that perceived usefulness has a positive and significant influence on purchasing decisions. This is in line with previous research which also examines the influence between perceived usefulness on purchasing decisions such as research conducted by Gunawan (2019); Octoviani & Andella (2024); and John Wibowo et al. (2022) that perceived usefulness has no effect on purchasing decisions.

In this study, there is a sixth hypothesis (H$_6$) which states that price perception has a positive and significant effect on purchasing decisions. This is in line with previous research which also examines the influence between price perceptions on purchasing decisions with different objects such as in research conducted by Ummat & Hayuningtias (2022); Nuryani et al. (2022); and Baharudin et al. (2023) that price perception has a positive and significant influence on purchasing decisions.

In this study, there is a seventh hypothesis (H_7) which states that purchasing decisions have a positive and significant effect on customer satisfaction. This is in line with previous research which also examines the effect between price perceptions on customer satisfaction with different objects such as in research conducted by Paludi & Nurchorimah (2021); Prianggoro & Sitio (2019); and Djan & Rubbiah Adawiyyah (2020) that perceived usefulness has a positive and significant effect on customer satisfaction.

In this study, there is an eighth hypothesis (H_8) which states that perceived value has a positive and significant effect on customer satisfaction through purchasing decisions. This is in line with previous research which also examines the influence between perceived value on customer satisfaction through purchasing decisions with different objects such as in research conducted by Zaufariyanto et al. (2023); Sari (2023); and Rohanah (2022) that perceived value has no significant effect on customer satisfaction through purchasing decisions.

In this study, there is a ninth hypothesis (H_9) which states that perceived usefulness has a positive and significant effect on customer satisfaction through purchasing decisions. This is in line with previous research which also examines the influence between perceived usefulness on customer satisfaction through purchasing decisions with different objects such as in research conducted by Novalina (2022); Rafida & Stifani (2023); and Ramadhani (2023) that perceived usefulness has no significant effect on customer satisfaction through purchasing decisions.

In this study, there is a tenth hypothesis (H_{10}) which states that price perception has a positive and significant effect on customer satisfaction through purchasing decisions. This is in line with previous research which also examines the influence between price perceptions on customer satisfaction through purchasing decisions with different objects such as in research conducted by Naufal Mubarak & Sri Murtiasih (2022); Ramdhani & MH Nainggolan (2022); and Wijayanti et al. (2024) that price perception has a positive and significant effect on customer satisfaction through purchasing decisions.

6. Conclusion

Based on the results of the data analysis conducted, it can be concluded that:

1. Based on testing hypothesis 1 (H_1) that perceived value on premium Bumble features has no effect on customer satisfaction among generation Z.

2. Based on testing hypothesis 2 (H_2) that the perceived usefulness of the Bumble premium feature has a positive and significant effect on customer satisfaction among generation Z.

3. Based on testing hypothesis 3 (H$_3$) that the perceived price of the Bumble premium feature has a positive and significant effect on customer satisfaction among generation Z.

4. Based on testing hypothesis 4 (H$_4$) that the perceived value of the Bumble Premium feature has no effect on purchasing decisions among generation Z.

5. Based on testing hypothesis 5 (H$_5$) that the perceived usefulness of the Bumble Premium feature has no effect on purchasing decisions among generation Z.

6. Based on testing hypothesis 6 (H$_6$) that price perceptions on the Bumble Premium feature have a positive and significant effect on purchasing decisions among generation Z.

7. Based on testing hypothesis 7 (H$_7$) that purchasing decisions on Bumble Premium features have a positive and significant effect on customer satisfaction among generation Z.

8. Based on testing hypothesis 8 (H$_8$) that the perceived value of the Bumble Premium feature has no effect on customer satisfaction through purchasing decisions among generation Z.

9. Based on testing hypothesis 9 (H$_9$) that the perceived usefulness of the Bumble Premium feature has no effect on customer satisfaction through purchasing decisions among generation Z.

10. Based on testing hypothesis 10 (H$_{10}$) that the perceived price of the Bumble Premium feature has a positive and significant effect on customer satisfaction through purchasing decisions among generation Z.

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