

## CHAPTER I

### INTRODUCTION

#### A. Background of Research

In the current digital era, the number of online application users has grown significantly, particularly among Generation Z students born between the mid 1997s and 2012. This generation is well known for its reliance on technology and the internet. They tend to use digital tools for various purposes, including education, work, and daily activities. One application that has gained significant attention is Canva Pro, a graphics design platform offering a range of premium features to meet its users needs.<sup>1</sup>

Canva Pro is highly popular among students, especially Generation Z students, due to its user friendly interface and superior features that support learning activities and professional tasks. Canva Pro is a cloud-based graphic design software providing premium features to create professional content. Generation Z students, recognized for their technological skills and use of digital devices, are among the most active users of this application. Their use of Canva Pro is influenced by several factors shaping their preceptions of the applications's usefulness.<sup>2</sup>

In Indonesia, Canva Pro faces competition from several other popular application among Generation Z students for graphic design and digital creativity needs. These competitors include Adobe Spark, Picmaker, Fotojet, Stencil, and Snappa. These alternatives offer a variety of unique features and advantages to meet user needs in creating visual content, whether for academic tasks or creative projects, as well as organizational activities. The choice of a particular platform is generally

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<sup>1</sup> Suparyanto dan Rosad, "Pengantar Desain Grafis," *Suparyanto Dan Rosad* (2015 5, no. 3 (2020): 248–53.

<sup>2</sup> M Ihsan Alfani Putera et al., "Peningkatan Kreativitas Remaja Gen-Z Dalam Bidang Desain Visual Pada Era Industri 4.0," 2022, n.d., 176–84, <https://doi.org/10.18196/ppm.51.1013>.

influenced by users preferences for features that are available, ease of use, design flexibility, subscription costs, and the value offered.<sup>3</sup>

Canva Pro offers several advantages, such as an intuitive interface, comprehensive features, integration with social media platforms, and ample storage capacity. However, Canva Pro is often considered more suitable for users with advanced graphic design needs rather than casual users, primarily due to its premium feature package, which appeals to those actively engaged in design and digital creativity.<sup>4</sup>

Generation Z students have unique characteristic in digital consumption and often play an important role in selecting digital services according to their needs. In this context, perceptions of cost, *E-Service Quality* and perceived customer value are key factors that influence their decision to use digital software such as Canva Pro.<sup>5</sup>

Perception of price plays a crucial role in the decision to use paid software such as Canva Pro. Generation Z students often perceive the price as expensive due to limited budgets. A price considered too high can be a barrier to accessing good services, while more affordable prices or special student discounts can enhance the appeal of the program.<sup>6</sup> *Price Perception* is how consumers evaluate the value of a product or service based on its cost. Regarding Canva Pro, Generation Z students need to consider whether the subscription cost they pay is worth the benefits they receive.<sup>7</sup>

Many Canva Pro users consider the subscription cost to be worth the benefits they receive, especially for those who frequently use it graphic design tools for business

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<sup>3</sup> Kostylieva Testiana and Williams Eva, “11 Alternatif Canva Terbaik Di 2025” (Fix The Photo, n.d.) January, 31, 2025, <https://fixthephoto.com/id/canva-alternatives.html>.

<sup>4</sup> Matt Walsh, “Canva Statistics — The Essential Facts and Figures,” January 28, 2025, <https://www.stylefactoryproductions.com/blog/canva-statistics>.

<sup>5</sup> Surya Tjahyadi and Willy Antonio, “Analisa Pengaruh Desain Grafis Pada Konten Media Sosial Terhadap Daya Tarik Pengguna Dari Generasi Z Di Kota Batam,” *Journal on Education* 5, no. 3 (2023): 9523–39, <https://doi.org/10.31004/joe.v5i3.1825>.

<sup>6</sup> Anisa Nur Afnisari and Sonny Indrajaya, “Pengaruh Persepsi Harga , Promosi , Dan Keamanan Terhadap Keputusan” 1, no. November (2021): 268–74, <https://doi.org/10.22441/jfm.v1i3.17478>.

<sup>7</sup> I R Kusumasari, “Analisis Pengaruh Fitur Dan Harga Terhadap Kepuasan Penggunaan Aplikasi Freemium Canva,” *Jurnal Bisnis Indonesia*, :58-66 2021, <https://doi.org/10.22441/jfm.v1i3.17478>.

or professional purposes. Its premium features are considered to save time and improve work efficiency, providing significant added value for its users.<sup>8</sup> In today's digital era, the use of internet applications has become an integral part of people's daily lives, whether for personal or professional needs.<sup>9</sup> One significant change is the emergence and growth of online services or e-services. Electronic services refer to the provision of services through digital platforms that can be accessed anytime and anywhere. Digital applications and services like Canva Pro are becoming increasingly popular in education, especially among Generation Z students.<sup>10</sup>

Electronic service quality (*E-Service Quality*) refers to consumers' evaluation of the efficiency, reliability, and satisfaction of services provided through internet applications. Good *E-Service Quality* encompasses various aspects such as ease of use, speed of access, security, responsiveness, and reliability of the application. *E-Service Quality* is a crucial factor influencing *Customer Loyalty* and their perception of the application's usefulness.<sup>11</sup>

Canva Pro offers several additional features that are not available in the free version, such as access to premium templates, more advanced design tools, and other extra features. This application is highly beneficial for Generation Z students in completing academic assignments that require attractive and professional

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<sup>8</sup> Matt Ahlgren "Haruskah Anda Meningkatkan Ke Canva Pro\_ Review Fitur Desain, Harga & Manfaat," Mei 8, 2024 n.d.

<sup>9</sup> Novandy Yusanida Wiryana and Rezi Erdiansyah, "Pengaruh E-Service Quality Dan Perceived Value Terhadap Repurchase Intention Dengan Customer Satisfaction Sebagai Variabel Mediasi Pada Bisnis E-Commerce," *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 2019, 217-223 <https://doi.org/10.24912/jmbk.v4i5.9231>.

<sup>10</sup> Erwin Halim, Lucyana Claudia, and Marylise Hebrard, "The Impact of Customer Satisfaction, Customer Experience, E-Service Quality To Customer Trust in Purchasing Digital Product At the Marketplace," *Jurnal Aplikasi Manajemen* 21, no. 3 (2023): 567-77, <https://doi.org/10.21776/ub.jam.2023.021.03.02>.

<sup>11</sup> Farida and Andarini Sonja Veryani, "Pengaruh E-Service Quality Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening," *Jurnal Administrasi Bisnis (JAB)* vol.12. No (2022): 125-31.

visualizations. The ease of use and versatile features of Canva Pro make it a popular choice among Generation Z students.<sup>12</sup>

The success of adopting and using applications like Canva Pro does not solely depend on features and a user friendly interface. The concept of *Customer Value* or the value perceived by users, also plays a crucial role in determining how beneficial or relevant the application is to its users.<sup>13</sup>

*Customer Value* in the Canva Pro application refers to the benefits or value perceived by users from using the application. This value can come from various aspects, such as access to premium features not available in the free version, ease of use for creating visually appealing content without advanced design skills, professional quality results for academic tasks, creative projects, or organizational activities, time and efforts efficiency, and service quality such as platform reliability and customer support.<sup>14</sup>

In understanding how beneficial and relevant Canva Pro is for Generation Z students in their daily use, we can identify the factors influencing the adoption and use of this application among students. The results of this study expected to provide insights into ways to improve the application to better meet students needs and expectation in terms of graphic design and digital creativity.<sup>15</sup>

*Customer Loyalty* is commitment of customers to continue purchasing or using a product or service from a brand, even when many alternatives or offers from competitors are available. This loyalty arises when customers are satisfied with the

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<sup>12</sup> Ervina Rosa Aulia, Devilia Dwi Candra, and Lina Wardani, "Analisis Kepuasan Pengguna Aplikasi Canva Di Indonesia Menggunakan Metode Tam," *Djtechno: Jurnal Teknologi Informasi* 4, no. 1 (2023): 128–40, <https://doi.org/10.46576/djtechno.v4i1.3313>.

<sup>13</sup> Canva Tim "Manfaat dan Kelebihan Canva Pro Untuk Anda," n.d., [https://www.canva.com/id\\_id/belajar/kelebihan-canva-pro-untuk-anda/](https://www.canva.com/id_id/belajar/kelebihan-canva-pro-untuk-anda/).

<sup>14</sup> "Langganan Canva\_ Apa Perbedaan Antara Canva Pro Dan Canva Premium\_ Temukan Jawabannya Di Sini - Langit Ilmu," n.d. April 25, 2024.

<sup>15</sup> Hendri, "Review Canva Pro\_ Baca Sebelum Berlangganan 2024 - Androkit," n.d Mei 5, 2024.

product or service offered, are able to choose the same brand, recommend it to others, and show their long term commitment.<sup>16</sup>

*Customer Loyalty* is one of the key concepts in modern marketing strategies. In the context of graphic design software like Canva Pro, *Customer Loyalty* plays a crucial role in the long-term success of the company. For Generation Z students, who are known for being highly connected to digital technology and having a high user experience (UX), loyalty to digital programs is influenced by various factors such as ease of use, innovation, personalization, and service quality. Canva Pro is a popular application among students, particularly Gen Z, who prioritize efficiency, ease of use and the availability of features that support educational and personal needs.<sup>17</sup>

Although numerous studies have been conducted on technology adoption and the use of graphic design applications, there are several gaps in the literature relevant to the title “The Influence of Price Perception, E-Service Quality, and Customer Value on Customer Loyalty in Canva Pro (A Case Study of Generation Z Students).” First, research on the impact of *Price Perception* on the use of Canva Pro subscription services remains limited, particularly among students with constrained budgets. Second, in-depth studies on electronic service quality (*E-Service Quality*) and its impact on *Customer Loyalty* in online graphic design platform are scarce. Aspects such as ease of use, access speed, security, and service reliability require further exploration. Third, Customer Value has not been extensively researched in the context of graphic design applications. This study aims to address these gaps by focusing on Generation Z students in Indonesia, thereby contributing significantly to the academic literature and industry practices related to the use of graphic design application.

## **B. Problem Formulation**

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<sup>16</sup> N & Suryani T Yulianti, “Pengaruh Kepuasan Pelanggan Dan Kualitas Layanan Terhadap Loyalitas Pelanggan Di Era Digital,” *Jurnal Ekonomi Dan Bisnis* 19. No. 02 (2020): 123–35.

<sup>17</sup> A. D. Astuti, S. P., & Nasution, “Eksplorasi Loyalitas Pelanggan Pada Aplikasi Digital: Studi Kasus Aplikasi Canva Pro Di Indonesia,” *Jurnal Teknologi Informasi & Komunikasi* 13, No.04 (2021): 233–45.

Based on the above background, the following problem formulation can be formulate:

1. Does *Price Perception* significantly influence *Customer Loyalty* to Canva Pro among Generation Z students?
2. Does *E-Service Quality* significantly influence *Customer Loyalty* to Canva Pro among Generation Z students?
3. Does *Customer Value* significantly influence *Customer Loyalty* to Canva Pro among Generation Z students?

### **C. Research Objectives**

In general, this study aims to achieve the following objectives:

1. To analyze the influence of Price Perception on Customer Loyalty to Canva Pro among Generation Z students
2. To analyze the influence of E-Service Quality on Customer Loyalty to Canva Pro among Generation Z students
3. To analyze the influence of Customer Value on Customer Loyalty to Canva Pro among Generation Z students

### **D. Research Benefits**

The results of this study are expected to provide the following benefits:

#### **1. Academic Benefits**

This study will enhance understanding of how Price Perception influences the adoption of subscription based applications like Canva Pro among Generation Z students. It will enrich the literature with new insights into the factors that effect Generation Z students decisions in choosing and using graphic design applications. The exploration of E-Service Quality in Canva Pro will provide a fresh perspective on how aspects such as ease of use, access aped, security, and reliability shape users perception of loyalty to this application. The findings will contribute to the theoretical understanding of digital service quality evaluation in the context of graphic applications, which is relevant for future research and industry development.



Additionally, this study will delve into how Customer Value is interpreted influenced by Generation Z students in their use of Canva Pro. This is crucial for understanding users expectations, needs, and preferences in the context of utilizing digital technology for academic and creative activities.

## **2. Particial Benefits**

Practitioners in application development will gain a better understanding of the importance of Price Perception in attracting users to adopt subscription based applications. This information can assist in formulating more precise and competitive pricing strategies to attract and retain users, particularly among Generation Z students who are cost sensitive. Evaluating E-Service Quality aspects such as ease of use, access speed, security, and reliability in Canva Pro will provide clear insights for practitioners to improve their E-Service Quality. By understanding the aspects most important to users practitioners can optimize user experiences and enhance the technological infrastructure supporting their applications. A deeper understanding of Customer Value in the context of Canva Pro usage will help practitioners design more effective marketing strategies and product development initiatives. This includes tailoring features and offering additional benefits that can enhance the application appeal to Generation Z students while strengthening user engagement and loyalty.