CHAPTER 1
INTRODUCTION

1.1 Object Overview

Figure1. 1 Bumble

Source: Bumble.com (2022)

Bumble is one of the most popular dating apps in Indonesia, and Whitney Wolfe Herd discovered Bumble after she left Tinder after she sued Tinder for sexual discrimination and harassment and paid more than 1 million in September 2014. After making the lawsuit, Wolfe Herd was contacted by Badoo's CEO, Andrey Andreev, via email to cooperate. They formed Bumble, where Andreev received 79% ownership of the company after an initial investment of 10 million us dollars, and Wolfe Herd served as founder, CEO, and 20% ownership of the company(Cnn, 2022). As a form of agreement between the two parties, Bumble will utilize Badoo's infrastructure and Andreev's consulting. Wolfe Herd hired Chris Gulczynski and Sarah Mick to design the interface and help launch Bumble, which Bumble itself launched in December 2014. Bumble's headquarters is in Austin, Texas, with 650 employees worldwide. In June 2016, Bumble collaborated with Spotify, which allowed users to show an interest in their music genre. Wolfe Herd describes the Bumble application as a feminist application, where women have the right to choose the man, they want to chat with first, while men can only wait for women to interact with them.(Cnn, 2022).

Bumble aims to make it easier for users to find partners according to their criteria, such as hobbies, music, religion, height, etc. Women need to know what they are looking for in a partner, and they can find out when dating. (Dr. Lauren Cook). Interestingly in this application, only women can start a conversation first. If, within 24 hours after the match, the woman does not chat, the match mark will be deleted by itself, and this uniqueness makes this application much in demand by users who want to find a mate.(Kumparan, 2022).

Table 1.1 Bumble Apps Download

Year	Worldwide Downloads
2018	11,109,397
2019	14,931,398
2020	18,431,643

Source: Statista (2021)

From data above state in Table 1.1 the number of users who download the Bumble application every year always increases; this indicates that every year users are increasingly interested in this application; as seen in 2018, users downloaded the application 11 million users, 2019 users who downloaded 14 million users, and in 2020 users who download this application reach 18 million downloads and have active users every year which always increases from year to year, along with data for yearly active users for Bumble from 2018 - 2021 (Statista, 2021).

Table 1. 2 Yearly Active User

Year	Users (Million)
2018	22
2019	35
2020	42
2021	45

Source: Business of Apps (2022)

From the data that author conducted from Business of Apps, Table 1.2 shows that there were 22 million active users in 2018, 35 million in 2019, 42 million in 2020, and 45 million in 2021. (Business of Apps, 2021). So, it can be concluded that Bumble is a Dating application favored by customers.

Table 1. 3 Bumble Annual Revenue

Year	Revenue($mm)
2018	190
2019	240
2020	337
2021	765

Source: Dating Apps Report (2022)

According to dating apps report state in Table 1.3 bumble earned a total of 765 million dollars in 2021, which was the largest growth that Bumble had; it had a significant increase from 2020, which was 337 million dollars, with only previously in 2018 earning 190 million dollars continues to grow to 240 million dollars in 2019, 337 million dollars in 2020 and reached 765 million dollars in 2022 (Dating Apps Report, 2022). This indicates that the Bumble application is always growing and increasingly in demand from customers.

1.2 Research Background

People are increasingly using dating apps to find partners or friends. Covid-19 pandemic has changed the style of socializing today and dating applications have become an interesting topic of conversation in Indonesia. Rakuten Insight states that as many as 32% of interactions in dating apps increased during Covid-19, and as much as 19% increase in the use of dating apps for one year. Bumble is one of the largest dating apps in the world, with 45 million active users and revenues of 765 billion dollars by 2021 (Rakuten Insight, 2022).
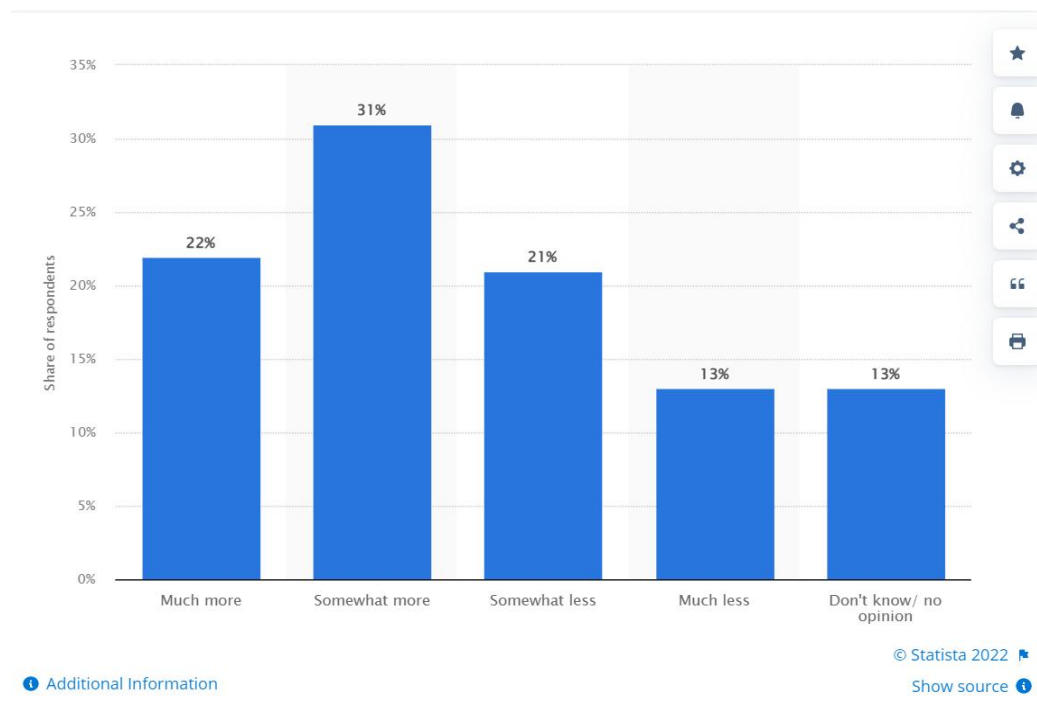

Figure 1. 2 Online dating users in pandemic Covid-19
Source: Statista (2022)

From the data above from Statista (2022), dating applications at the time of Corona were popular with the public. One of Indonesia's most popular online dating applications is the Bumble application. Bumble is a partner search application for the formation of a relationship that is done online. From Kompas.com, data compiled from Business of Apps shows that online dating application users experience significant growth yearly growth. The Bumble app came in third with 1,582,350 monthly downloads (Kompas.com, 2022).

During the periodic social restrictions of the Covid-19 pandemic era, Bumble experienced an increase in the number of users by 26% (Lidwina, 2021). The existence of Bumble is to make it easy for women to place their search for a partner safely online. Online dating on the Bumble application is a series of tactics for women in choice while simultaneously trying to get to love compatibility and stay away from danger, so Bumble has the dual function of a matchmaker and protector (Pruchniewska, 2020). The features provided by Bumble make female users feel safe and minimize the negative effects of interacting with men online. In creating a profile on Bumble, users can consider what information they have available to the public. Female users should also be careful about engaging in self-disclosure and limiting personal information (Pruchniewska, 2020). The difference between Bumble and other matchmaking apps is that women are the first to start a chat during a match, but men who have matched with female users cannot start a chat and must wait. If within 24 hours there is no conversation initiated by a female user, then the match will be forfeited. A woman asks for the first feature that distinguishes Bumble from other online dating applications (Bivens & Hoque, 2018).
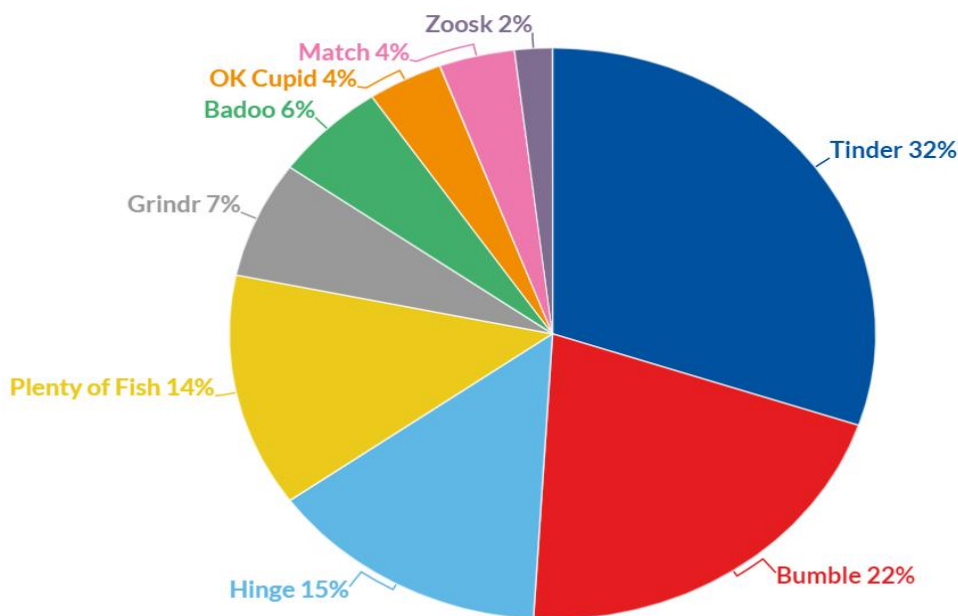

Figure 1. 3 Most favourite dating applications

Source: SimillarWeb (2020)

Some businesses, such as social media apps, dating platforms, and video game, are growing during pandemic. Bumble has improved its revenue and usage stats during Covid-19. Lockdown conditions have forced people to stay indoors and rely on virtual gatherings and video apps. During this time, the Bumble app's video features skyrocketed in popularity. This is why Bumble is so popular with its customers during the Covid-19 pandemic with 22% percentage of the most favorite dating applications (Similar, 2020).

Besides that, Bumble provides premium features in this application where this premium feature aims to make it easier for users to find their partner according to the criteria because, in this feature, users can do unlimited matching and can see other users who are interested in the user, along with user data who makes payments to make the user's Bumble account premium. (Bumble.com, 2022).
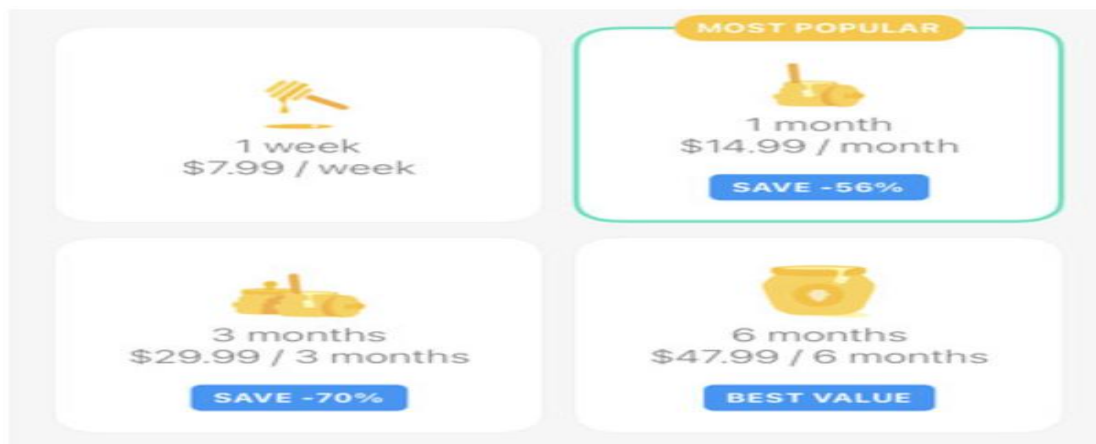

Figure 1. 4 Bumble Premium

Source: Bumble.com (2022)

The Bumble boost allows consumers to get six features such as:

1. **Backtrack**: was a free feature until the end of 2020. If you accidentally swipe to the next person, you can use Backtrack to swipe to the previous person. Bumble Boost users can track without limits.

2. **Rematch**: If the opponent does not respond, the connection request will expire 24 hours after him. It may take some time before a match with the same opponent appears on your regular account. However, Boost accounts allow you to match the

same person again after 24 hours. An excellent feature that comes in handy if your crush does not notice your connection request within the first 24 hours.

3. **Unlimited Extends (BusyBee)**: Once the connection expires, it remains dead. The average Bumble app user can update one game in 24 hours, while a Bumble Boost account allows unlimited updates.

4. **Unlimited Right Swipe**: A right swipe means you are interested in stolen profiles. Bumble Boost users can swipe right an unlimited number of times per day. However, we do not recommend swiping through all user profiles and selecting them later. The Bumble algorithm can recognize you and affect your reputation.

5. **Spotlight (once a week with Bumble Boost)**: Spotlight is a great option to boost your profile presence for 30 minutes. It puts your profile ahead of others and gives it a 'spotlight' Available for purchase by all users regardless of premium subscription. A Bumble Boost customer receives one Spotlight per week. So, if you are not interested in premium features, Spotlight is an affordable option.

6. **Super Swipe (5 times a week)**: Like the Spotlight feature, Super Swipe is also available as an in-app purchase for all Bumble app customers. When you use your account via Super Swipe, the account holder knows you are looking forward to connecting. (Bumble.com, 2022).

Table 1. 4 Bumble Annual Paying Users 2019 to 2021

Year	Paying Users(million)
2019	0,8
2020	1,2
2021	1,5

Source: Dating Apps Report (2022)

According to the Dating Apps Report (2022), Bumble users who use premium features increased from year to year from 2019 to 2021, beginning with 0.8 million users in 2019, increasing to 1.2 million users in 2020, and increasing again in 2021 to 1.5 million users. This indicates that the number of Bumble premium users is growing year after year.

The increasing use of dating apps in Indonesia is not surprising given that the internet has become more widely available in the country. Internet usage is a daily necessity in communicating. Moreover, since the Indonesian government made developments in the internet, internet users are increasing every year, coupled with the Covid-19 phenomenon that has hit Indonesia until now, making everything online, thus requiring the public in Indonesia to use the internet as the main core in today's life, especially in communicating. Therefore, from 2018 - 2022 internet usage continues to increase. In 2018, there was 64.80% internet penetration in Indonesia. In 2019-2020, it increased by 73.70%, and in 2021-2022 it increased again by 77.02% of the total human population in Indonesia. (Apjii, 2022).

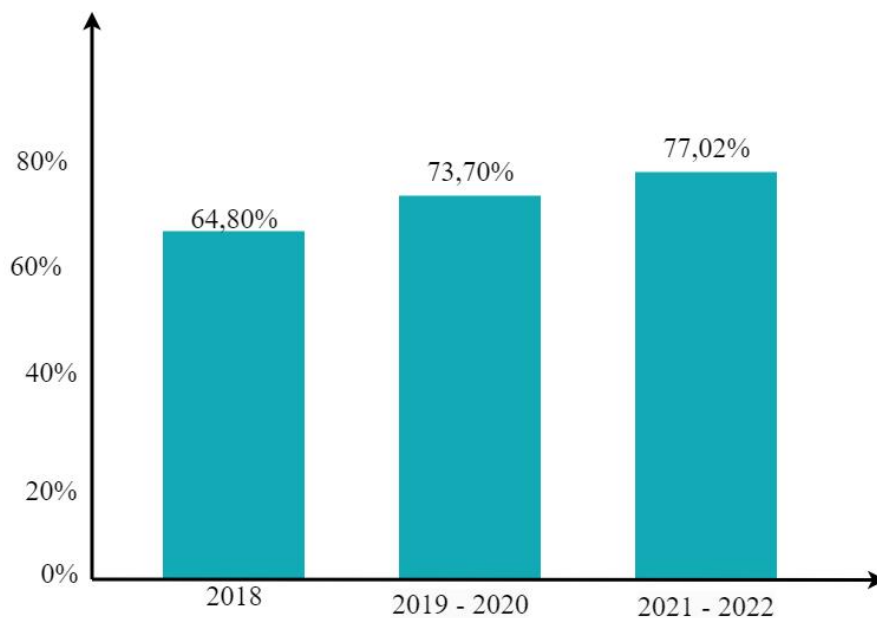**The Increase in The Percentage of Internet Penetration in Indonesia**

Figure 1. 5 Internet User in Indonesia

Source: APJII (2022)

This shows that the influence of the Covid-19 pandemic has contributed to the increase in internet use in Indonesia. This is supported by data obtained from APJII (Association of Indonesian Internet Service Providers) about Indonesian people's activities using the internet during the Covid-19 pandemic.

The Increase of Internet Usage Frequency
Based on Gender

The Increase of Internet Usage Frequency
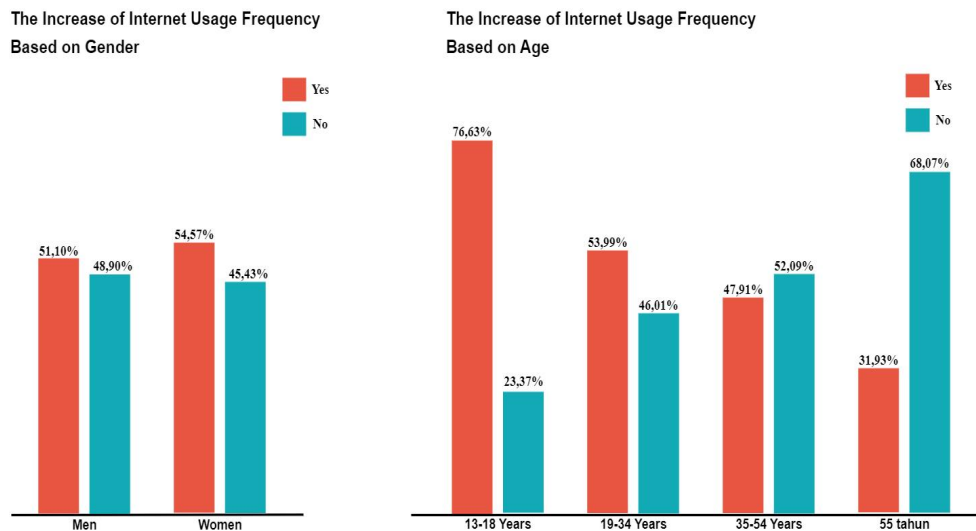Based on Age

Figure 1. 6 Frequency of internet use during the Covid-19 pandemic

Source: APJII (2022)

According to APJII (Association of Indonesian Internet Service Providers), the total population in Indonesia using the internet was 210 million; from 272 million of the population until the year 2022, the user penetration of the internet reached 77.02 percent or 210 million, consisting of 51.10 percent of male who used the internet, and 54.57 female who used the internet. From the age range, it can be concluded that as much as 76.63% of the total population aged 13-18 years use the internet, 53.99% of the total population aged 19-34 who use the internet, 47.91% of the total population aged 35-54 years who use the internet, and 31.93% of the total population aged 55 years and over who use the internet. (Apjii, 2022). The data above indicates that internet use during Covid-19 increased dramatically. This is evidence that Indonesian people interacted more via the internet during the pandemic.

The internet has become a driving force in technological development, one of which is media development. The birth of the internet coincided with the birth of a new term or new media. New media is internet-based media accessed through a computer or, more recently, a mobile phone. According to Carey (in McQuail, 2011),

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the difference between new and old media is that they are interconnected, with individuals involved becoming communicators and communicants. Individual involvement culminates in form able interactivity. The existence of new media via the internet fosters new habits in Indonesia.
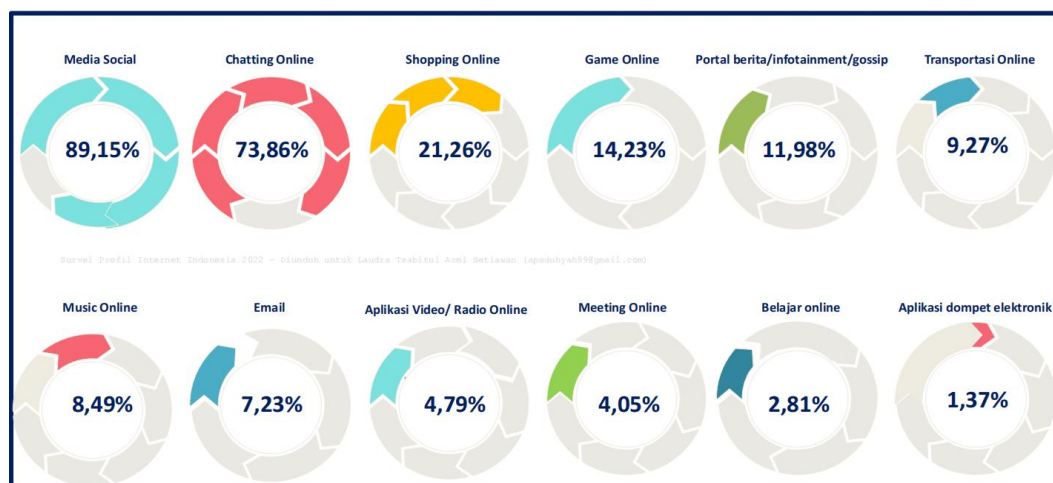

Figure 1. 8 Frequently accessed content
Source: APJII (2022)

The data above reinforces the statement that during Covid-19, Indonesian people more often spent time socializing on social media 89.15% and chatting online 73.86% (Apjii, 2022). Many internet users in Indonesia causes changes in internet users' habits, coupled with the Covid-19 pandemic phenomenon, causing Indonesian people to spend more time on social media; as many as 89.15% of the total population in Indonesia use social media as a means of socializing, this is evident from the data obtained from APJII (2022). Indonesia is a large market with a total population of 272 million people. With that amount, Indonesia will be the country with the fourth largest smartphone active users worldwide after China, India, and America. (Kominfo, 2022). The data presented above demonstrate that internet penetration in Indonesia is more than a number; it affects how people communicate. Currently, social media is a popular means of communication in Indonesia.

Mobile dating apps are currently a trendy way to meet new people. Dating apps are popular because they allow people to break away from traditional ways of socializing and give them more options for finding partners (Anazani et al., 2018). According to Finkel (in Anzani et al, 2018), dating apps have numerous advantages

such as increasing opportunities to meet potential partners, making it easier to initiate conversations, providing new ways of interacting with potential partners, and shortening the process of finding a partner. Most dating app users in Indonesia are pleased with their experience. (Jakpat, 2017).

There are numerous dating application service providers in Indonesia, including Setipe, PACAR, and Hawaya. Three service providers already exist but have not been able to attract Indonesians' attention. The lack of promotions, the difficulty in paying, and the exclusivity of service providers make it difficult for these three names to compete in the Indonesian market, especially with Bumble's appealing features and ease of payment, which make this application popular. With 1,582,350 monthly downloads, the Bumble app came in third place. The number of active users on Bumble has surpassed 45 million. 1.5 million of whom are paying customers. Bumble is popular because of the feature that gives women more chances to start a conversation, and it is popular because of this uniqueness. Arintya (2021) .

Based on the initial data collection that the author got, most respondents preferred Bumble to other applications, it shown on the data customers accept the technology and because of that author want to know what is the biggest factors that influenced customer in using Bumble application since there are many dating applications out there. Therefore, based on the explanation above, Author wants to conduct research entitled "Analyzing Dating Application Adaption Towards Behavioral Intention Using a UTAUT 2 (Case Study: Premium User Bumble in Indonesia)."

1.3 Problem Statement

The Covid-19 pandemic has changed the style of socializing today and dating applications have become an interesting topic of conversation in Indonesia. Rakuten Insight (2022) noted that from February 2021, there was an increase of 19% in a year. At the same time, conversations between dating application users also increased by 32%. In a survey conducted by Rakuten Insight, 57.6% of respondents used dating applications, and it is proven from data obtained from Business of Apps that there was an increase from 2018 - 2022 by 23 million Dating Applications users. Bumble is one of Indonesia's largest dating application platforms; by 2022, Bumble users will reach 45 million users, with monthly downloads reaching 1,582,350. (Business of Apps, 2022).

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It is not surprise since the number of internet users in Indonesia is increasing. In 2018, the number of internet users in Indonesia reached 64.8% of users. In 2019-2020 it continued to increase to 73.70% million internet users, and in 2021-2022 it will increase to 77.2% or 210 million internet users. Internet users in Indonesia grew 12.4% in these three years. The Covid-19 pandemic has contributed to the increase in internet use in Indonesia. As evidenced by data obtained from APJII, 77.02% of users are this year. This causes people to spend more time on social media and, of course, also changes the socializing system and search for a partner through a dating application.

This year, customers who use premium features in dating apps reached 1.5 million users. (Business of Apps). The price is lower and simpler when users use premium on Bumble with features that make users addicted, so they always subscribe to Bumble's premium features.

Dating apps are increasingly competing to improve the quality of service they provide to customers. As a result, understanding customer preferences for dating application services is critical. The author wants to know the factors that significantly influence using the UTAUT2 method after searching for several previous studies related to customer behavioral intentions.

1.4 Research Question

According to the research background and problem statement that have already explained before, so the author has research questions there are:

1. How does the consumer assess the factors for using premium service dating applications in Indonesia?

2. Based on UTAUT2 Model, what factors influence consumer use behavior in the context of premium service of dating applications in Indonesia?

3. Do age-gender differences affect the influence of the UTAUT2 model factors on use behavior in the context of premium dating application services in Indonesia?

4. Can this proposed UTAUT2 Model predict the use behavior of premium service of dating applications in Indonesia?

1.5 Research Purpose

1. To analyze consumers' assessment of factors based on the UTAUT2 Model (Performance Expectancy, Effort Expectancy, Facilitating Condition, Social Influence, Hedonic Motivation, Price Value, Habit, Behavioral Intention, and Use Behaviour) in the context of premium service of dating application in Indonesia.

2. To test the factor based on the UTAUT2 Model that influences consumer use behavior in the context of premium service of dating applications in Indonesia.

3. To test if age and gender differences affect the influence of the UTAUT2 model factors on consumers' use behavior in the context of premium service of dating applications in Indonesia.

4. To test whether this proposed UTAUT2 Model can predict the use behavior of premium service dating applications in Indonesia.

1.6 Research Benefit

The benefits of this research are divided into two parts: the benefits for academics and business.

1.6.1 Academic Aspect

This research is beneficial to understand how far the influence of UTAUT 2 factors towards premium service of dating application adoption in Indonesia. The result of this research is also expected to fulfill marketing literature and support previous research.

1.6.2 Business Aspect

This research could be used to understand consumers' preferences for premium service of music streaming application adoption in Indonesia, which could be beneficial for the companies to understand the factors that strengthen the service. Furthermore, the results of this research are also expected to understand the consumer's behavior intention in decision making and thus could improve the service to reach consumer's expectations.

1.7 Research Scope

1.7.1 Location and Object of Study

The object study's location is in Indonesia, where dating applications such as Bumble services are available. The location of the study is categorized based on the five areas of APJII research; Java and DKI Jakarta. The objects of study are Bumble users who use Premium in Bumble aged 15-60 years old.

1.7.2 Time and Period

The period of this study starts from September 2022 until December 2022.

1.8 Writing Systematic

CHAPTER I INTRODUCTION

This chapter explains the details about the object that will be conducted in the research, research background, problem statement, research question, research purpose, research benefit, research scope, and the writing system used in this research.

CHAPTER II RESEARCH LITERATURE

This chapter describes the literature and theories used to support the research aiming to build the framework as the research base.

CHAPTER III RESEARCH METHODOLOGY

This chapter contains the methodology used, the approach, tools to make the research work, how to determine the population and sample, creating validity and reliability test of the research, and the technique used in this research.

CHAPTER IV RESULT AND ANALYSIS

This chapter explains the discussion, analysis, and data processing related to the object based on the technique and literature mentioned in Chapters II and III.

CHAPTER V CONCLUSION AND SUGGESTION

This chapter is the conclusion related to all the points stated in this research, including the problem, the analysis and result, and the suggestion for further research.