



# Post-Adoption Determinants of Continuance Intention: The Mediating Role of Satisfaction among Indonesian Canva Pro Users

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## ABSTRACT

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Cloud-based graphic design platforms have significantly expanded global creative accessibility; however, Canva's market share in Indonesia has declined by 14.14% to 9.01% despite high digital penetration. This study aims to analyze the post-adoption determinants of continuance intention among Indonesian Canva Pro users by integrating the Expectation Confirmation Model (ECM) and the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2). A quantitative approach was employed through a survey of 230 active Canva Pro subscribers, and the data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS–SEM). The findings reveal that confirmation of expectation, perceived enjoyment, and price saving orientation positively and significantly influence satisfaction. Furthermore, satisfaction, confirmation of expectation, and price saving orientation have direct significant effects on continuance intention, while perceived enjoyment affects continuance intention indirectly through satisfaction. Mediation analysis confirms that satisfaction serves as a significant intervening variable linking cognitive, affective, and economic factors to continuance intention, with price saving orientation emerging as the most dominant determinant. These results imply that sustaining subscription-based digital services in utilitarian contexts requires not only fulfilling user expectations and delivering enjoyable experiences, but more importantly, ensuring strong perceived economic value to strengthen long-term user retention strategies.

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## INTRODUCTION

The rapid development of cloud-based digital technology has become a central driver of global creative transformation, fundamentally reshaping how individuals and organizations produce, manage, and distribute visual content.

This issue is important for society because digital creative competence increasingly determines competitiveness, employability, and entrepreneurial capacity in the modern economy. Cloud-based graphic design platforms enable users to design more quickly, flexibly, and collaboratively without being restricted to professional expertise or high-cost software (Alzubi, 2022). As access barriers decrease, participation from non-professional users in digital creative processes expands significantly, supporting inclusive digital innovation (Kumar & Tongbram, 2025). This transformation reflects a broader democratization of creative production, where technology empowers individuals beyond formal design backgrounds. Therefore, understanding how users adopt and continue using cloud-based design platforms is socially relevant, as sustained usage ensures that digital tools truly contribute to productivity, creativity, and long-term digital ecosystem development.

Despite the democratization of digital creative tools, a major problem persists in ensuring sustained engagement after initial adoption. High user acquisition does not necessarily translate into long-term usage commitment, particularly for subscription-based digital services. Many users experiment with cloud platforms but discontinue usage when perceived value does not match expectations or financial costs. This issue becomes more critical in emerging economies, where price sensitivity and alternative free tools influence post-adoption decisions. Although digital literacy is increasing, users may still evaluate platforms based on cost-benefit considerations and experiential satisfaction. The challenge for service providers lies not only in attracting users but also in maintaining their continuance intention over time. Without sustained usage, digital transformation efforts lose momentum, and creative platforms struggle to achieve stable market positioning. Therefore, identifying the determinants of continuance intention is essential to address this societal and managerial problem.

Canva represents a prominent example of cloud-based graphic design innovation that has achieved global recognition. Since its launch in 2013, Canva has offered cross-device accessibility, real-time collaboration, and template-based efficiency through both free and paid features (Rahma et al., 2024). Globally, Canva ranks third in graphic design software with a 19.75% market share and more than 230 million monthly active users, generating over 35 billion cumulative designs (Canva Team, 2025; Datanyze, 2025). These figures illustrate a strong shift toward practical cloud solutions compared to conventional desktop software (Latief et al., 2024). However, the Indonesian context presents a contrasting phenomenon. Although internet penetration and digital adoption are high, Canva's market share in Indonesia declined by 14.14% to 9.01% (Similarweb, 2025). This decline is paradoxical given Indonesia's large population of digital natives and intensive social media engagement (Tarsidi et al., 2023), indicating a gap between adoption and continued usage.

The concept of continuance intention provides a theoretical foundation for explaining post-adoption behavior in digital platforms. Bhattacharjee (2001) conceptualizes continuance intention as a long-term commitment to system usage formed after initial experience. The Expectation Confirmation Model (ECM) posits that continued use depends on the congruence between initial expectations and actual performance (Oliver, 1980; Bhattacharjee, 2001). Empirical research confirms that expectation confirmation positively influences satisfaction and strengthens long-term commitment (Amin et al., 2024; Huang & Liu, 2024). Furthermore, intrinsic motivation plays a crucial role in post-adoption behavior. Perceived enjoyment, defined as the intrinsic pleasure derived from system use, significantly affects continuance intention (Davis et al., 1992; Thong et al., 2006). Studies in digital services contexts show that enjoyable experiences foster engagement and sustained interaction (Mishra et al., 2023; Rekha et al., 2023). These findings demonstrate that cognitive evaluation and emotional response jointly shape post-adoption decisions.

Beyond cognitive and emotional determinants, economic considerations are also central in explaining continuance behavior. The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) highlights price value as a key predictor of sustained usage (Venkatesh et al., 2012). Price saving orientation reflects users' evaluation of benefits relative to financial costs (Escobar-Rodríguez & Carvajal-Trujillo, 2013). Empirical evidence indicates that consumers with strong saving orientations critically assess subscription value before committing to continued use (Arlı et al., 2024; Kurniawan et al., 2024). Satisfaction often acts as a mediating variable linking confirmation, enjoyment, and price considerations to continuance intention (Liu et al., 2025; Mao et al., 2023; Sae-tae et al., 2024). However, most prior studies focus on e-commerce, financial services, or online learning platforms (Ashfaq et al., 2020; Amin et al., 2024). Research specifically examining cloud-based creative design platforms like Canva Pro, particularly in emerging markets, remains limited (Sebastián et al., 2022), revealing an important research gap.

This study advances the state of the art by integrating the Expectation Confirmation Model (ECM) and UTAUT2 within the specific context of a cloud-based creative design platform. Unlike previous studies that examine utilitarian digital services, this research focuses on Canva Pro, where creativity, exploration, and self-expression intensify the role of perceived enjoyment alongside cognitive and economic evaluations. The novelty lies in positioning price saving orientation as a critical economic construct within a creative subscription environment and examining satisfaction as a central mediating mechanism. Additionally, by situating the study in Indonesia an emerging market characterized by high digital penetration but declining platform share (Similarweb, 2025; Tarsidi et al., 2023) this research provides contextual insights rarely explored in prior continuance intention literature. This integrative and

contextualized approach enriches theoretical understanding of post-adoption behavior in cloud-based creative ecosystems.

Based on these gaps, the research problem centers on identifying the determinants of Canva Pro users' continuance intention in Indonesia. Specifically, this study examines how expectation confirmation, perceived enjoyment, and price saving orientation influence satisfaction and subsequently shape continuance intention. Drawing from ECM and UTAUT2, this study argues that sustained usage is driven by a combination of cognitive congruence (confirmation), intrinsic motivation (enjoyment), and economic evaluation (price saving orientation), with satisfaction acting as the primary mediating mechanism (Bhattacharjee, 2001; Venkatesh et al., 2012). The proposed argument suggests that even in digitally advanced societies, continuance intention depends on the alignment between experiential value and perceived economic fairness. By empirically testing this integrated framework in the Indonesian Canva Pro context, this study contributes theoretically to post-adoption literature and practically to user retention strategies in subscription-based creative platforms.

## RESEARCH METHODS

This study employs a quantitative approach with a causal associative design to examine the direct and indirect relationships among expectation confirmation, perceived enjoyment, price saving orientation, satisfaction, and continuance intention. The quantitative method was selected because the study aims to test theoretically grounded hypotheses derived from the Expectation Confirmation Model (ECM) and UTAUT2 using measurable indicators and statistical procedures. A causal associative design is appropriate to determine the magnitude and direction of influence between constructs. To analyze the structural relationships comprehensively, this study utilizes Partial Least Squares–Structural Equation Modeling (PLS-SEM), which is suitable for predictive research, complex models, and mediation analysis (Hair et al., 2019; Hair et al., 2021).

The research was conducted in Indonesia, focusing on Canva Pro users who reside in the country. Indonesia was chosen due to its high internet penetration and rapid digital technology adoption, supported by a large digital native population and intensive social media usage (Tarsidi et al., 2023). However, despite these favorable digital conditions, Canva's market share in Indonesia has declined (Similarweb, 2025), making this context relevant for examining continuance intention. This paradox between high digital engagement and declining platform share provides a strong rationale for selecting Indonesia as the research setting.

The study population consists of Canva Pro users in Indonesia who have subscribed and actively used premium features. A purposive sampling technique

was applied to ensure respondents met specific criteria: (1) domiciled in Indonesia, (2) at least 17 years old, (3) actively using Canva Pro premium features for at least one month, and (4) aware of the subscription price and involved in the decision-making process. The minimum sample size calculated using the Cochran formula was 96 respondents; however, to enhance statistical robustness in PLS-SEM analysis, the sample was increased to 200 respondents (Hair et al., 2019). Data were collected through an online questionnaire distributed via Google Forms using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The research instrument was adapted from validated prior studies to ensure theoretical alignment. Confirmation of expectation was measured using three indicators from Bhattacharjee (2001), perceived enjoyment was measured using four indicators from Davis et al. (1992), price saving orientation was adapted from Escobar-Rodríguez and Carvajal-Trujillo (2013), satisfaction was measured based on Oliver (1980), and continuance intention was measured using indicators from Bhattacharjee (2001). Data analysis was conducted using SmartPLS version 4, following two stages: outer model evaluation and inner model evaluation (Hair et al., 2021).

Convergent validity was assessed through outer loading values ( $\geq 0.708$ ) and Average Variance Extracted ( $AVE \geq 0.50$ ), while discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) (Hair et al., 2021). Construct reliability was measured using Composite Reliability and Cronbach's Alpha with a threshold of  $\geq 0.70$ . The structural model was evaluated using the coefficient of determination ( $R^2$ ), and hypothesis testing was conducted through bootstrapping procedures, where a t-statistic  $> 1.645$  or p-value  $< 0.05$  indicated significance. Mediation effects were examined through indirect effect analysis of the satisfaction variable, ensuring comprehensive identification of both direct and indirect relationships within the model.

## RESULTS AND DISCUSSION

### Results

#### Respondent characteristics

Table 1. Respondent Characteristics

Category	Item	f	%
Gender	Man	91	39.57%
	Woman	139	60.43%
	<b>Total</b>	<b>230</b>	<b>100.0%</b>
Age	17-20 Years	37	16.09%
	21-25 Years	145	63.04%
	26-30 Years	36	15.65%
	31-35 Years	8	3.48%

	Over 35 Years	4	1.74%
	<b>Total</b>	<b>230</b>	<b>100.0%</b>
Domicile	Sumatra	35	15.22%
	Java	107	46.52%
	Kalimantan	40	17.39%
	Sulawesi	21	9.13%
	Bali/NTB/NTT	17	7.39%
	Papua/Maluku	10	4.35%
	<b>Total</b>	<b>230</b>	<b>100.0%</b>
Education currently being pursued	Junior High School or Equivalent	3	1.31%
	High School/Vocational High School or Equivalent	124	53.91%
	Diploma (D1/D2/D/D4)	16	6.96%
	Bachelor degree)	74	32.17%
	Postgraduate (S2/S3)	13	5.65%
	<b>Total</b>	<b>230</b>	<b>100.0%</b>
Work	Students	131	56.96%
	Private sector employee	38	16.52%
	civil servant	8	3.48%
	Self-employed	22	9.56%
	Graphic design	23	10%
	Lecturer	4	1.74%
	Teacher	2	0.87%
	Businessman	2	0.87%
	<b>Total</b>	<b>230</b>	<b>100.0%</b>
Average income or pocket money per month	Less than Rp. 1,000,000	36	15.65%
	Rp. 1,000,000 – Rp. 3,000,000	97	42.17%
	Rp. 3,000,001 – Rp. 5,000,000	69	30%
	Rp. 5,000,001 – Rp. 10,000,000	25	10.87%
	More than Rp. 10,000,000	3	1.31%
<b>Total</b>	<b>230</b>	<b>100.0%</b>	
In the last month, how many times have you used Canva Pro?	1 - 2 times	45	19.57%
	3 - 5 times	93	40.43%
	6 - 10 times	42	18.26%
	More than 10 times	50	21.74%
	<b>Total</b>	<b>230</b>	<b>100.0%</b>

Source: Researcher Processed Results (2026)

Based on Table 1, this study involved 230 respondents, the majority of whom were female (60.43%), aged 21-25 years (63.04%), domiciled in Java (46.52%), had a high school/vocational high school education (53.91%), and were students (56.96%), so that some had a relatively low income or pocket money of around Rp 1,000,000 – Rp 3,000,000 (42.17%). When viewed in terms of usage behavior, most respondents used Canva Pro in a month 3-5 times (40.43%), the most frequently used Canva Pro feature was the design template (76%), and the reason for using Canva Pro was the completeness of the design features (70.5%).

In addition, before purchasing Canva Pro, most respondents always compare it with other similar applications (36.4%), the graphic design application used by respondents other than Canva Pro is Adobe Photoshop (58.8%), and the reason for using a graphic design application other than Canva Pro is that the design and appearance are more attractive (17.2%).

## Measurement Model

The measurement results obtained from the PLS Algorithm which is the basis for data analysis are as follows:

**Table 2. Convergent Validity and Composite Reliability**

Variables	Items	Loading Factor	Cronbach's Alpha	CR	AVE
<i>Confirmation of Expectation</i>	COE1 My experience using Canva Pro was better than I expected.	0.797	0.846	0.907	0.764
	COE2.1 The functions offered by Canva Pro turned out to be better than I expected.	0.870			
	COE2.2 Canva Pro's premium features work as promised.	0.854			
	COE3.1 Overall, most of my expectations regarding using Canva Pro were met.	0.864			
	COE3.2 The quality of the Canva Pro app generally meets my expectations.	0.885			
<i>Perceived Enjoyment</i>	PE1 Using Canva Pro is very interesting.	0.730	0.815	0.877	0.642
	PE2 Using Canva Pro is a lot of fun.	0.799			
	PE3 Using Canva Pro doesn't make me feel bored.	0.846			
	PE4 Canva Pro aroused my curiosity to continue using it.	0.825			
<i>Price Saving Orientation</i>	PSO1.1 The price I paid for Canva Pro was a good deal.	0.876	0.823	0.895	0.741
	PSO1.2 The variety of pricing packages set by the Canva Pro application gives me the freedom to choose a pricing package that suits my needs.	0.874			
	PSO2 I like to look for cheaper Canva Pro package deals.	0.723			
	PSO3.1 The price I paid for Canva Pro is commensurate with the benefits I receive.	0.871			

	PSO3.2	I believe the Canva Pro app provides more benefits for me.	0.877			
<i>Satisfaction</i>	ST1	Overall, I am satisfied using Canva Pro.	0.877	0.832	0.899	0.748
	ST2	I am satisfied with the simple and easy-to-use operation of Canva Pro.	0.849			
	ST3	I am satisfied with the relatively smooth process of using Canva Pro.	0.868			
<i>Continuance Intention</i>	CI1	I will continue to use Canva Pro for my work/assignment needs.	0.807	0.876	0.910	0.669
	CI2	The Canva Pro app is easy to use, making me not want to switch.	0.815			
	CI3	I would always prefer to use Canva Pro over other similar apps for my work/assignments.	0.804			
	CI4	Canva Pro app is my top priority choice.	0.838			
	CI5	I also recommend Canva Pro to others.	0.826			

Source: Researcher Processed Results (2026)

Based on Table 2, all indicators used in this study were declared feasible after going through the validity and reliability testing stages. The outer loading results show the consistency and strength of each indicator's contribution to its construct, where the Confirmation of Expectation (COE1–COE3) indicators are in the range of 0.797–0.885, Perceived Enjoyment (PE1–PE4) at 0.730–0.846, Price Saving Orientation (PSO1–PSO3) at 0.723–0.877, Satisfaction (ST1–ST3) at 0.849–0.877, and Continuance Intention (CI1–CI4) at 0.804–0.838. All of these values exceed the minimum limit of 0.70, which means they have met the requirements for convergent validity as explained by Hair et al. (2021).

Furthermore, all constructs in this study demonstrated a good level of reliability. The recorded Cronbach's Alpha values were above the standard of 0.70, indicating that each indicator within the construct had strong internal consistency. This was further supported by the Composite Reliability (CR) values, which also exceeded the minimum threshold of 0.70, indicating measurement stability and the reliability of the relationships between indicators. Furthermore, the Average Variance Extracted (AVE) values for all constructs also

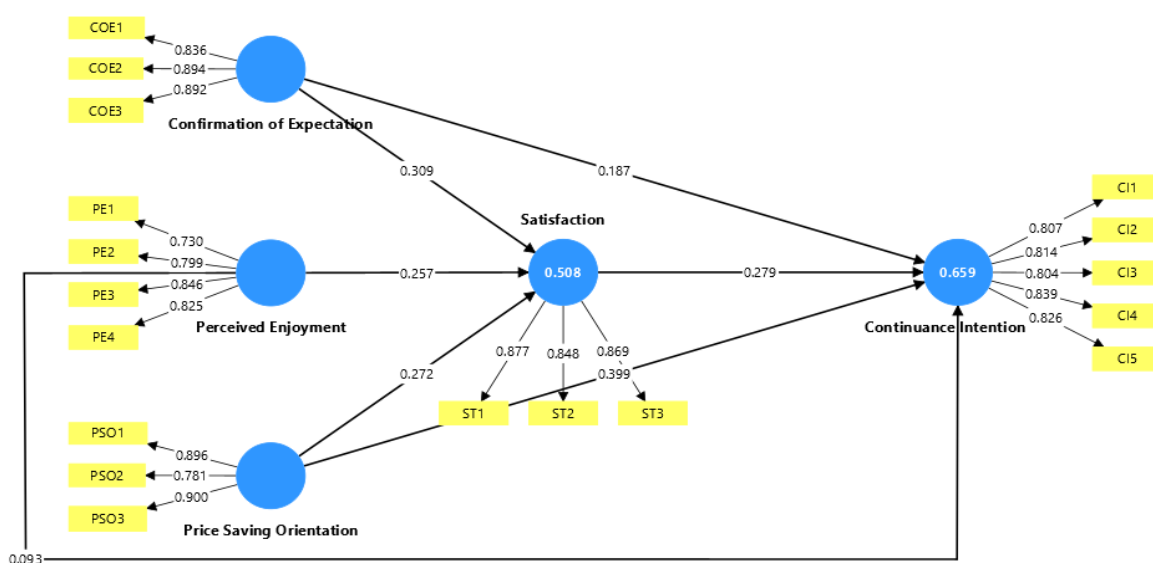
exceeded 0.50, indicating that each construct adequately explained the variance of its indicators. Overall, it can be concluded that the outer loading, Cronbach's Alpha, CR, and AVE criteria were met. This demonstrates that the research instrument has adequate levels of validity and reliability, allowing all constructs to be further analyzed during the discriminant validity testing and PLS-SEM structural modeling stages.

**Table 3. Descriptive Statistics**

	Mean	Standard Deviation	N
<i>Confirmation of Expectation</i>	4,319	0.812	230
<i>Perceived Enjoyment</i>	4,291	0.780	230
<i>Price Saving Orientation</i>	4,225	0.854	230
<i>Satisfaction</i>	4,294	0.877	230
<i>Continuance Intention</i>	4,243	0.855	230

Source: Researcher Processed Results (2026)

Based on Table 3, the descriptive statistics show that respondents in this study responded to the research variables with average values in the very high category. Confirmation of Expectation had the highest mean value (4.319), followed by Satisfaction (4.294), Perceived Enjoyment (4.291), Continuance Intention (4.243), and Price Saving Orientation (4.225). Furthermore, the standard deviation values for all variables were below 1, indicating that respondents' answers were relatively homogeneous and there were no significant differences in perception between respondents. This indicates that respondents' assessments of Canva Pro tended to be consistent, so the data was considered stable and suitable for use in further analysis.



**Figure 1. PLS-SEM Algorithm**

## Discriminant Validity

**Table 4. Discriminant Validity – Heterotrait-Monotrait Ratio (HTMT)**

	COE	CI	PE	PSO	ST
COE					
CI	0.736				
PE	0.705	0.710			
PSO	0.678	0.851	0.718		
ST	0.730	0.803	0.716	0.722	

Source: Researcher Processed Results (2026)

Based on Table 4, the Heterotrait–Monotrait Ratio (HTMT) values obtained between constructs are all below the 0.90 threshold, indicating that each construct has adequate discriminant validity. This indicates that each construct, namely confirmation of expectation, perceived enjoyment, price saving orientation, satisfaction, and continuance intention, has clear conceptual differences and does not experience overlap in measurement. Thus, the measurement model is considered adequate and worthy to proceed to the structural analysis stage. As explained by Hair et al. (2021), HTMT values below the 0.90 threshold reflect a good level of discriminant validity.

## Structural Model (Inner Model)

**Table 5. R Square**

	R-square	R-square adjusted
<i>Continuance Intention</i>	0.659	0.653
<i>Satisfaction</i>	0.508	0.502

Source: Researcher Processed Results (2026)

Based on Table 5, the R-square value of 0.508 indicates that 50.8% of the variation in Canva Pro user satisfaction can be explained by Confirmation of Expectation, Perceived Enjoyment, and Price Saving Orientation. Meanwhile, the R-square value of 0.659 indicates that satisfaction, along with the other three variables, contributes to explaining 65.9% of the variation in Continuance Intention. The adjusted R-square values of 0.502 and 0.653, respectively, confirm that the model has good stability, with a moderate level of predictive ability for Satisfaction and approaching high for Continuance Intention (Hair et al., 2021).

## Hypothesis Testing

Hypothesis testing in this study was conducted using Structural Equation Model (SEM) analysis through SmartPLS 4, which is capable of analyzing relationships between variables in a research model that is more complex than simple linear regression analysis. The hypothesis is declared accepted if the significance value is below 0.05 ( $\alpha = 5\%$ ), and conversely, it will be rejected if the

significance value exceeds this limit (Hair et al., 2021).

**Table 6 Direct Effect**

Path	Original sample	Sample mean	Standard deviation	T statistics	P values	Result	Hypothesis Decision
COE →ST	0.309	0.310	0.107	2,876	0.002	Significant	Accepted
PE →ST	0.257	0.260	0.101	2,553	0.005	Significant	Accepted
PSO →ST	0.272	0.267	0.112	2,420	0.008	Significant	Accepted
ST →CI	0.279	0.283	0.098	2,847	0.002	Significant	Accepted
COE →CI	0.187	0.187	0.091	2,062	0.020	Significant	Accepted
PE →CI	0.093	0.093	0.083	1,124	0.130	Insignificant	Rejected
PSO →CI	0.399	0.395	0.099	4,034	0.000	Significant	Accepted

Source : Researcher Processed Results (2026)

*direct effect* test in Table 6 show that most of the relationships between variables in this research model are positive and significant. *Confirmation of Expectation* , *Perceived Enjoyment* , and *Price Saving Orientation* are proven to have a significant effect on *Satisfaction* , with *T- statistic* values of 2.876; 2.553; and 2.420, respectively, and a *p-value* <0.05. Furthermore, *Confirmation of Expectation* and *Price Saving Orientation* also have a significant effect on *Continuance Intention* , with *T-statistic values* of 2.062 and 4.034, respectively, and a *p-value* <0.05. Meanwhile, *Perceived Enjoyment* is proven to have no significant effect on *Continuance Intention* , seen from the *T-statistic* of 1.124 and a *p-value* of 0.130. Furthermore, *Satisfaction* was shown to have a positive and significant effect on *Continuance Intention* with a *T-statistic* of 2.847 and a *p-value* of 0.002. These findings indicate that expectation confirmation, perceived pleasant experiences, and a savings orientation play a significant role in increasing satisfaction among Canva Pro users. Furthermore, satisfaction, expectation confirmation, and savings orientation also play a significant role in encouraging continued use of the Canva Pro application, while pleasant experiences have no direct effect.

**Table 7. Indirect Effect**

Path	Original sample	Sample mean	Standard deviation	T statistics	P values	Result	Hypothesis Decision
COE →ST	0.086	0.087	0.044	1,966	0.025	Significant	Accepted

→CI							
PE →ST	0.072	0.073	0.038	1,907	0.028	Significant	Accepted
→CI							
PSO →ST	0.076	0.077	0.045	1,699	0.045	Significant	Accepted
→CI							

Source : Researcher Processed Results (2026)

Based on Table 7, the results of the indirect effect test show that Confirmation of Expectation has a positive and significant indirect effect on Continuance Intention through Satisfaction (T-statistic = 1.966; p-value = 0.025), which indicates that the fulfillment of expectations can increase continued use through increased satisfaction. Furthermore, Perceived Enjoyment also has a positive and significant indirect effect on Continuance Intention through Satisfaction (T-statistic = 1.907; p-value = 0.028), which indicates that pleasant experiences can encourage continued use by first increasing satisfaction. Furthermore, the indirect effect of Price Saving Orientation on Continuance Intention through Satisfaction is also proven to have a positive and significant effect with a T-statistic of 1.699 and a p-value of 0.045, which indicates that the role of Price Saving Orientation on continued use is more direct than through user satisfaction. Overall, these results confirm that Satisfaction acts as an effective mediating variable in strengthening all the main relationships in the research model.

## Discussion

The findings indicate that confirmation of expectations has a positive and significant effect on satisfaction. This result suggests that when users perceive that Canva Pro's premium features—such as automatic background remover, magic resize, and brand kit—perform according to or beyond their initial expectations, they develop a stronger positive evaluation of the service. The fulfillment of expectations reinforces users' belief that their subscription decision was appropriate, strengthens trust during usage, and enhances overall satisfaction. This finding is consistent with prior studies demonstrating that expectation confirmation plays a crucial role in shaping post-adoption satisfaction (Al Amin et al., 2023; Wang et al., 2021). Furthermore, confirmation of expectations also has a direct and significant effect on continuance intention. When users experience congruence between expectations and actual performance, their confidence in the system's reliability increases, accelerating their intention to maintain the subscription (Huang & Liu, 2024).

Perceived enjoyment was found to significantly influence satisfaction. The ease of interaction with creative tools, interactive templates, and customizable

features reduces psychological barriers and enhances users' design experiences. As users feel more engaged and emotionally stimulated, their positive evaluation of the service strengthens. This result aligns with previous research showing that enjoyment during system use enhances satisfaction and fosters favorable service assessments (Puspitasari et al., 2023; Akel & Armağan, 2021). However, perceived enjoyment does not have a significant direct effect on continuance intention. Although users report enjoyable experiences, these affective responses alone are insufficient to ensure subscription continuation. This finding is consistent with Pereira and Tam (2021), who argue that in utilitarian applications, continuance intention is more strongly driven by functional value than by hedonic factors, although contrasting evidence exists in more hedonic contexts (Akdin et al., 2022; Shi et al., 2025).

The relatively weak influence of perceived enjoyment on continuance intention can be explained by the nature of Canva Pro as a utilitarian subscription-based service. While enjoyment reflects past usage experiences, continuance intention depends heavily on ongoing needs and perceived utility. Users may enjoy using the platform but discontinue their subscription when usage demand decreases. The dominance of student respondents (56.96%) further supports this interpretation, as this group tends to make more rational and budget-conscious decisions. Thus, emotional pleasure derived from usage does not automatically translate into long-term subscription commitment when practical necessity diminishes.

Regarding mediated relationships, satisfaction plays a pivotal role as an integrative mechanism. Satisfaction significantly mediates the relationship between confirmation of expectations and continuance intention, indicating that fulfilled expectations strengthen subscription commitment through positive evaluative judgments. In subscription-based digital services, satisfied users emphasize service consistency and performance reliability rather than merely the initial confirmation of expectations. Satisfaction derived from the congruence between expectations and actual performance becomes a reinforcing factor that sustains long-term loyalty. Although this finding differs from several prior studies conducted in other contexts (Mao et al., 2023), it highlights the contextual importance of satisfaction in fast and convenience-oriented digital services.

Moreover, satisfaction effectively strengthens the influence of perceived enjoyment and price-saving orientation on continuance intention. Users with higher satisfaction levels are more capable of regulating emotional impulses and evaluating economic considerations before deciding to maintain their subscription. In this sense, satisfaction functions as a self-regulatory mechanism

that channels affective enjoyment and perceived financial value into sustained behavioral commitment (Arli et al., 2024; Sae-tae et al., 2024). Thus, while enjoyment alone may not directly predict continuance intention, it becomes influential when users simultaneously experience high satisfaction.

Price saving orientation emerges as the strongest predictor of continuance intention. Users who perceive that subscription costs are proportional to the benefits received, who recognize flexible pricing packages, and who believe that the service provides economic value demonstrate stronger commitment to continued usage. This finding reflects the price-sensitive characteristics of Indonesian consumers, who carefully evaluate cost-benefit considerations before subscribing to digital services (Ramos, 2022; Santosa et al., 2021). Additionally, price saving orientation significantly influences satisfaction, indicating that perceived economic value contributes not only to rational commitment but also to emotional contentment, thereby reinforcing loyalty (Kurniawan et al., 2024). Overall, these findings extend the Expectation Confirmation Model (ECM) and UTAUT2 frameworks in the context of utilitarian subscription-based services by demonstrating that satisfaction operates as a central mechanism integrating cognitive evaluation, affective experience, and economic perception in shaping long-term continuance intention.

## CONCLUSION

This study highlights that the most important determinant of continuance intention among Canva Pro users in Indonesia is price-saving orientation, followed by confirmation of expectations, with satisfaction serving as the central mediating mechanism. The key insight derived from this research is that continued subscription decisions in utilitarian digital services are not driven solely by enjoyable experiences, but by a rational evaluation process in which fulfilled expectations and perceived economic value generate satisfaction, which in turn sustains long-term commitment. For a user base dominated by students and college students, subscription continuity is strongly influenced by cost-benefit considerations and functional usefulness rather than hedonic motives. Thus, the main lesson from this study is that in subscription-based digital platforms, maintaining users requires not only delivering enjoyable features but consistently aligning performance, value, and pricing with user expectations to create satisfaction as a foundation for loyalty.

From a theoretical perspective, this study strengthens and extends the Expectation Confirmation Model (ECM) and UTAUT2 by demonstrating that satisfaction functions as an integrative construct bridging cognitive (expectation confirmation), affective (perceived enjoyment), and economic (price-saving

orientation) evaluations in shaping continuance intention within utilitarian digital services. This integrative approach contributes to the literature by contextualizing continuance behavior in emerging digital markets, particularly within a price-sensitive environment. Nevertheless, the study is limited by the predominance of student respondents and the potential influence of specific social and economic conditions on subscription decisions. Future research is therefore recommended to involve more diverse segments, such as professionals, entrepreneurs, and corporate users, and to explore comparative or longitudinal designs in order to gain a broader and more dynamic understanding of continuance intention in subscription-based creative platforms.

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