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Original Article

Understanding Nebengers' User Willingness to Pay: The Impact of Perceived Value and Risk on Ride-Sharing

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Abstract: *The research aimed to analyse the factors influencing users' willingness to pay for the Nebengers app, focusing on two key aspects: the perceived value of existing users and the perceived risk associated with the app. This research used a quantitative method. The population of the study is the active Nebengers users in 2024 located in DKI Jakarta and West Java, which are 198 active users. The sample in this study consists of 133 customers who have used Nebengers' services. In this study, the researcher uses SEM-PLS as a tool to assist with data analysis, such as validity, reliability, and hypothesis testing. The results showed that perceived value and perceived risk significantly influence users' willingness to pay for the Nebengers app.*

Keywords: *Online Platform, Perceived Risk, Perceived Value, Ride-Sharing, Willingness to Pay.*

I. INTRODUCTION

Online ride-sharing services represent an emerging sector within the transportation industry, driven by innovations based on the principles of the sharing economy. In Indonesia, prominent players in this industry include Go-Jek, Grab, and Uber. Research examining market interest in this sector indicates that the online ride-sharing industry in Indonesia holds significant potential for future growth. This is due to the customer base not yet reaching its full capacity, coupled with the industry's ability to offer diverse product differentiation (Wibawa et al., 2018). Globally, the number of users began at 72.04 million in 2017 and has shown consistent growth each year, reaching 77.06 million in 2018, 82.62 million in 2019, and continuing to rise to 88.64 million in 2020. Despite the challenges of the pandemic, the global user base did not decline but instead kept growing, reaching 94.98 million in 2021, 99.66 million in 2022, and then jumping to 108.38 million in 2023. This demonstrates a robust and steadily expanding global demand for car-sharing services. (Statista, 2023).

In Indonesia, the user numbers started at a lower base of 1.8 million in 2017 and have shown a steady increase year over year as well. The number of users rose to 1.9 million in 2018, 1.98 million in 2019, and continued to grow to 2.06 million in 2020. Unlike the global trend, the Indonesian market saw a gradual increase rather than a significant jump. The growth continued, with the numbers increasing to 2.16 million in 2021, 2.22 million in 2022, and 2.32 million in 2023, indicating a steadily growing user base for car-sharing services within the country (Statista, 2023).

Fig. 1 Indonesia ride-sharing user (Statista, 2023) modified graphic by (Author, 2025)

Nebengers was firstly a "Tebeng-Menebeng" information exchange community widely known on the social network Twitter (now rebranded to 'X'). This community was founded in December 2011. Based on the idea of reducing crowding by giving people a ride-sharing and adding new friends, the community began expanding to other cities. Andreas Aditya was one of the founders of the Nebengers community collaborated with Suitmedia to build a digital platform to expand and speed up Tebengan route information.

The platform is unique for people to connect and share rides with others who need it very seamlessly. From its inception, the app has attracted a dedicated user base due to its friendly interface and innovative approach to solving transportation challenges. Despite the app's popularity and effectiveness in connecting users, an integrated payment system has posed a challenge in sustaining the growth and viability of the platform. Without a mechanism to facilitate financial transactions, Nebengers has been held back from several expansions, such as the addition of more features, improvement in user experience, and encouragement in participation. Yet, one persisting issue has been there, which has not left Nebengers since its formation: the payment system within the app is haphazard and unstructured. Even as not taking in-app payments and not directly charging users from their ends has been central to Nebengers' guiding principles of community-led collaborative approaches, it has also driven home the need to have alternative sources of revenue generation in place. Thus, the company remains burdened with the necessity to balance its fundamental principles of shared economy and a short-term and long-term survival strategy toward financial sustainability and growth. This paper examines the factors of willingness to pay for the Nebengers app using two primary parameters: the value perceived by the existing users and the risk factor associated with the app. Users' perception of the overall benefit and value gained from the use of the application determines their desire to invest.

II. LITERATURE REVIEW

A) Theoretical Foundation

Monetization strategies are probably the most integral aspect of business sustainability, and through cost-based, value-based, penetration, and premium pricing, maximum revenue can be obtained (Arif & Subrahmanyam, 2022; Lee, 2020). The subscription model may include various tiers and flexible pricing, which makes it appropriate for content providers (Pauwels & Weiss, 2007; Gohil & Dalvadi, 2015). For ride-sharing purposes, base fare, per-distance fees, dynamic pricing, and service fees could generate revenue with service fees absorbing the operational cost (Silveira-Santos et al., 2023; Mejjaouli & Tadj, 2023; Schröder et al., 2020; Chien & Spasovic, 2002). The key idea behind Nebengers is a service fee and subscription model. It could have features like discounts or ads-free experiences that might drive user acquisition and sustainable revenue (Chen, 2016; Wang et al., 2019). Users are willing to pay if they get value for the money they are paying for, and it feels fair to them. So, pricing has to be aligned with customer expectations.

WTP is also greatly determined by the perceived value (Wang et al., 2019). The consumers evaluate their received benefits and compare them to the sacrifices made, which can include the amount of money they pay for the service, for example, as their way of expressing WTP. Consumers seek to maximize the value they get from each transaction, and their purchasing decisions are often influenced by how much they feel they are gaining compared to what they are sacrificing. Consumers' perceived value is crucial in their decision-making process, particularly when evaluating whether the benefits (e.g., time savings, service reliability) outweigh the costs (Zeithaml, 1988). Therefore, consumers with a higher perceived value for a service are more likely to accept any form of additional service fees or price hikes, supporting the notion that decisions based on value encourage greater financial involvement (Fehrenbach & Hernando, 2021).

Another factor that influences consumer decision-making and, consequently, willingness to pay is perceived risk. Perceived risk is the uncertainty of a transaction and the potential negative consequences of such a transaction (Sari, 2022). In internet-based services, like ride-sharing, the perceived risk is often higher due to a lack of face-to-face interaction and information security concerns (Cheng et al., 2021). Moreover, Ho et al. (2023) found that consumers are more careful when using digital platforms, especially when the perceived risks include privacy issues or safety concerns. Hwang Griffiths (2017) found that a positive service experience and high perceived value could lower the perceived risk and increase consumer willingness to use the service repeatedly. Conversely, if the perceived risk is too high, then an even service product with a good perceived value may not motivate the consumers to pay for the service. Willingness to pay refers to the amount a consumer is willing to pay for a good or service, and there are two primary definitions.

The first term defines it as the maximum an individual is ready to pay to acquire a product or service provided (Jones et al., 2015). The second introduces the additional price that a user may be willing to pay for enhancement in quality benefits (Mutlu & Yilmaz, 2017). This definition denotes the extra amount consumers are placing value on due to better advantage acquisition. Dwivedi (2018) defined willingness to pay further as the probability of the consumer's payment for the intrinsic characteristics of the commodity.

B) Conceptual Framework

This research's conceptual framework is, therefore, concerned with perceived value, perceived risk, and willingness to pay towards informing Nebengers' monetization strategy. These are all indicators of how a user perceives the benefits, such as being convenient or inexpensive, of using the which determines one's engagement or willingness to pay perceived risks, such as data privacy or security concerns that affect the amount of trust he or she feels in committing funds. Willingness to pay will thus be influenced by the value associated with the application and the risk perceived in its use. Such considerations will form the basis for the design of a user-focused, sustainable business model aimed at matching expectations from users and achieving

financial growth for Nebengers. The research conceptual framework adopted from (Wang, Gu, Wang, & Wang, 2019) and modified by (Author, 2023) as follows:

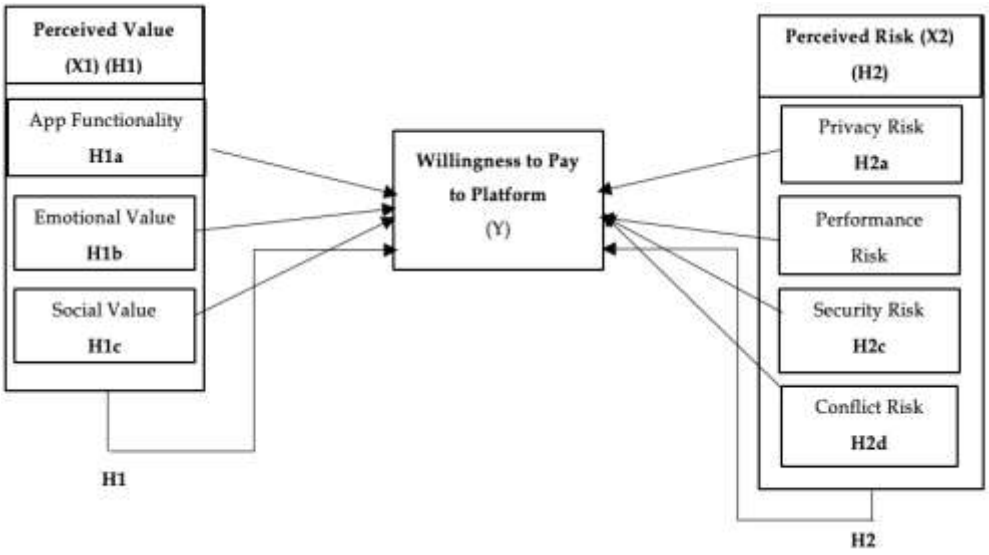

Fig. 2 Conceptual Framework

From the conceptual framework above, this research has constructed the hypothesis as seen below:

H1 : Perceived value will have a positive relation on user willingness to pay to the platform
H1a : App functionality is positively related to willingness to pay to the platform
H1b : Emotional value is positively related to willingness to pay to the platform
H1c : Social value is positively related to willingness to pay to the platform
H2 : Perceived risk will have a positive influence on user willingness to pay
H2a : Privacy risk is positively related to willingness to pay to platform
H2b : Performance risk is positively related to willingness to pay to the platform
H2c : Security risk is positively related to willingness to pay to the platform
H2d : Conflict risk is positively related to willingness to pay to the platform

C) Research Method

This research used a quantitative method. Quantitative research involves the systematic investigation of phenomena by gathering numerical data and applying statistical, mathematical, or computational methods (Mohajan, 2020). In this study, the author will collect quantitative data through an online survey, which will then be converted into statistical data for analysis. The population of the study is the active Nebengers users in 2024 located in DKI Jakarta and West Java, which are 198 active users. The sample in this study consists of 133 customers who have used Nebengers' services. In this study, the researcher uses SEM-PLS as a tool to assist with data analysis, such as validity, reliability, and hypothesis testing.

III. RESULTS AND DISCUSSION

A) Respondent Identity

The respondents' identities contain the characteristics of the respondents who are the subjects of this study. These characteristics include several categories, such as gender, age, and others.

a. Respondent Characteristics Based on Gender

The respondents' gender can be described in the data tabulation table as follows:

Table 1. Respondent based on Gender

Gender	Frequency	Percentage
Male	64	48.1%
Female	67	50.4%
Total	133	100.0

The characteristics of the respondents in the study, based on gender, revealed that out of the total 133 respondents, 64 (48.1%) are male, while 67 (50.4%) are female.

b. Respondent Characteristics Based on Age

The respondents' age can be described in the data tabulation table as follows:

Table 2. Age Characteristic

Age	Frequency	Percentage
>40	3	2.3%
18 - 25	69	51.9%
26 – 4	50	37.6%
Under 18	9	6.8%
Total	133	100.0%

The data showed that the majority of respondents were within the age range of 18 to 25 years, with 69 respondents (51.9%). The second largest group was within the 26-40 age range, comprising 50 respondents (37.6%). A smaller portion of respondents were under 18 years old, making up 6.8% (9 respondents), and the group over 40 years was the smallest, with only 3 respondents (2.3%).

c. Occupation

The respondents' occupations can be described in the data tabulation table as follows:

Table 3. Occupation Characteristic

Occupation	Frequency	Percentage
Teacher	1	0.8%
Employee	70	52.6%
Student	46	34.6%
Entrepreneur	14	10.5%
Total	133	100.0%

The characteristics of respondents based on occupation are presented in the above tabulation. The largest group of respondents were employees, with 70 respondents (52.6%), followed by students, who make up 34.6% of the sample (46 respondents). Entrepreneurs represented 10.5% of the respondents, with 14 participants, and a small portion, 0.8% (1 respondent), was identified as a teacher.

d. Domicile

The characteristics of respondents by domicile can be described in the data tabulation table as follows:

Table 4. Domicile Characteristic

Domicile	Frequency	Percentage
Jakarta	75	56.4%
West Java	56	42.1%
Total	133	100.0%

The table above shows that the majority of respondents were from Jakarta, comprising 75 individuals (56.4%). The second-largest group was from West Java, with 56 respondents (42.1%).

e. Monthly Transportation Expense

The characteristics of respondents by monthly transportation expense can be described in the data tabulation table as follows:

Table 5. Monthly Transportation Expense

Expenses	Frequency	Percentage
<Rp100.000	7	5.3%
>Rp500.000	26	19.5%
Rp100.001 - Rp250.000	37	27.8%
Rp250.001 - Rp500.000	61	45.9%
Total	133	100.0%

The data above shows that the largest group of respondents, 61 individuals (45.9%), reported spending between Rp250,001 and Rp500,000 on transportation each month. This was followed by 37 respondents (27.8%) who spent between Rp100,001 and Rp250,000. A smaller proportion of respondents spent more than Rp500,000 (26 respondents or 19.5%), while 7 respondents (5.3%) spent less than Rp100,000. This distribution of transportation expenses concluded that Nebengers user spent a large amount on transportation every month, which could be relevant when considering their willingness to pay

for added services.

f. Retention using Nebengers

The retention using Nebengers by respondents can be described in the data tabulation table as follows:

Table 6. Nebengers User's Retention

Retention	Frequency	Percentage
1 - 4 times	55	41.4%
5 - 8 times	61	45.9%
More than 8 times	15	11.3%
Total	133	100.0%

The data above showed that the largest group of respondents, 61 individuals (45.9%), used Nebengers between 5 and 8 times. This was followed by 55 respondents (41.4%) who used the service 1 to 4 times. A smaller portion of respondents, 15 individuals (11.3%), used Nebengers more than 8 times.

B) Validity test

Instrument validity refers to the extent to which a measuring instrument can perform its measurement function appropriately and accurately. According to Hair, Ringle, and Sarstedt (2011), the average variance extracted (AVE) evaluates the proportion of variance accounted for by the indicators in comparison to the variance attributed to measurement error. They recommend a loading value exceeding 0.50 to validate the construct's effectiveness.

Table 7. Validity Test

Variable	Average Variance Extracted (AVE)
Perceived Value (X1)	0.755
Perceived Risk (X2)	0.539
Willingness to Pay (Y)	0.610

Based on table 7 above shows the result of the validity test of perceived value, perceived risk, and willingness to pay. The AVE values for Perceived Value (X1) at 0.755, Perceived Risk (X2) at 0.539, and Willingness to Pay (Y) at 0.610 all exceed the recommended threshold of 0.50, as suggested by Hair, Ringle, and Sarstedt (2011). These results indicate that the constructs of perceived value, perceived risk, and willingness to pay are valid, confirming that the instrument reliably measures the relationships between these variables.

C) Reliability Test

The reliability test evaluates the accuracy of a measuring instrument by determining whether it consistently performs accurately over time (Kahle and Malhotra, 1994). Composite reliability values between 0.60 and 0.70 are considered acceptable; values below 0.60 indicate insufficient internal consistency (Muhammad Halim, 2019).

Table 8. Reliability Test Result

Variable	Composite Reliability
Perceived Value (X1)	0.977
Perceived Risk (X2)	0.942
Willingness to Pay (Y)	0.861

The results from the reliability test, as shown in Table 8, revealed that the composite reliability values for Perceived Value (X1) at 0.977, Perceived Risk (X2) at 0.942, and Willingness to Pay (Y) at 0.861 were all well above the acceptable threshold of 0.60. So, it is stated as reliable or can be relied on and is suitable for use in research.

D) SEM Model

After the model is accepted according to the validity test and reliability test, the next step is to test the inner model. Evaluation of the structural model or inner model is carried out with the aim of determining the relationship between variables in a research construct. Fig. 2 shows the structural results through the bootstrapping procedure using the SmartPLS 4.0.9.3 application.

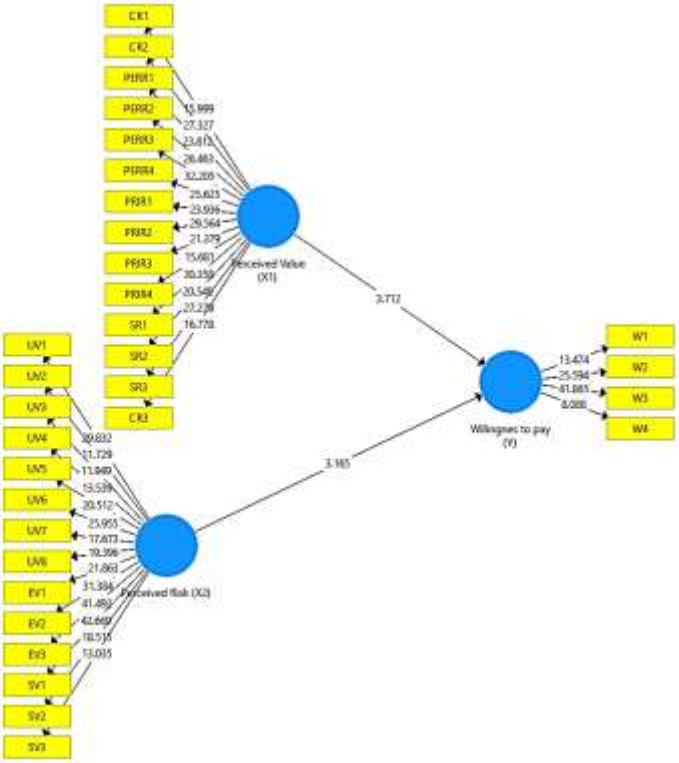

Fig. 2 Structural Model Evaluation Bootstrapping Procedure

All indicators in the Perceived Value (X1) variable show loading factor values between 0.637 and 0.818, indicating a reasonably significant correlation with the latent variable. EV3 has the largest loading factor (0.818), suggesting that it is a highly representative predictor of perceived value. Similarly, markers that show significant contributions to the hidden variable are UV1 (0.783) and EV1 (0.813). Even while some indicators, such as UV2 (0.637) and UV6 (0.634), have loading factors between 0.6 and 0.7, these values are still within an acceptable range and show a strong enough correlation with the latent construct.

The loading factor values for the Perceived Risk (X2) variable fall between 0.764 and 0.942, with a number of indicators showing particularly high values, including PERR4 (0.942), PRIR2 (0.925), and SR1 (0.900). The idea that the latent variable Perceived Risk accurately captures respondents' impression of risk is supported by these high values, which implies that these indicators continue to have a particularly strong link with it. Additionally, most of the indicators in this variable show loading factors greater than 0.8, confirming their important role in the latent construct's formation.

The indicators show loading factors ranging from 0.676 to 0.838 with regard to the Willingness to Pay (Y) variable, with the strongest connections with the latent variable being W2 (0.838) and W3 (0.808). Despite having a loading factor of 0.676, W1 is still within the acceptable range because it still shows a significant link with willingness to pay.

In conclusion, it is clear that none of the indicators need to be removed from the model because all loading factor values are more than 0.6. each indication continues to make a significant contribution to its corresponding latent variable to ensure the validity and integrity of the measurement model.

E) Hypothesis Test

After evaluating the outer model, the researcher tests hypotheses through the inner model, which links latent variables.

Table 9. Hypothesis Test Results

Hypothesis	Effect	Original Sample (O)	T Statistics (|O/STDEV|)	P Value	Description
H1	Perceived Value → Willingness to Pay	0.391	3.712	0.000	Accepted
H1a	App functionality positively related to Willingness to Pay	0.393	0.391	-	Accepted
H1b	Emotional value is positively related to the Willingness to Pay	0.398	0.398	-	Accepted
H1c	Social value is positively related to the Willingness to Pay	0.210	0.212	-	Accepted
H2	Perceived Risk → Willingness to Pay	0.313	3.165	0.001	Accepted

Hypothesis	Effect	Original Sample (O)	T Statistics (|O/STDEV|)	P Value	Description
H2a	Privacy risk positively related to Willingness to Pay	0.536	0.520	-	Accepted
H2b	Performance risk is positively related to the Willingness to Pay	0.116	0,114	-	Rejected
H2c	Security risk is positively related to the Willingness to Pay	0.129	0.134	-	Rejected
H2d	Conflict risk is positively related to the Willingness to Pay	0.191	0.205		Accepted

The table above is the output of the SEM-PLS bootstrapping process, which will be used to identify the research hypotheses. The study tested several hypotheses to understand the factors influencing willingness to pay. Hypothesis H1 proposed that perceived value would have a positive and significant effect on willingness to pay. The path coefficient of 0.391, a t-statistic value of 3.712 > 1.65, and a p-value of 0.000<0.1 indicate that perceived value significantly influences willingness to pay. Consequently, H1 is accepted. Hypothesis H1a examined the relationship between app functionality and willingness to pay. The path coefficient of 0.393 and the t-statistic of 0.391>1.65 confirm a positive relationship, leading to the acceptance of H1a. Hypothesis H1b focused on emotional value and willingness to pay. With a path coefficient of 0.398 and a t-statistic of 0.398>1.65, the results suggest a positive relationship; thus, H1b is accepted. Hypothesis H1c proposed that social value is positively related to willingness to pay. The path coefficient of 0.210 and the t-statistic of 0.212>1.65 support the hypothesis, and H1c is accepted.

Hypothesis H2, which posited that perceived risk would positively and significantly affect willingness to pay, was also supported by a path coefficient of 0.313, a t-statistic of 3.165>1.65, and a p-value of 0.001<0.1, leading to the acceptance of H2. Hypothesis H2a, concerning privacy risk, found a positive relationship with willingness to pay, with a path coefficient of 0.536 and a t-statistic of 0.520, leading to the acceptance of H2a. However, Hypothesis H2b, suggesting that performance risk would positively relate to willingness to pay, was rejected. The path coefficient was positive (0.116), but the t-statistic was 0.114, below the critical threshold of 1.65, indicating no significant effect. Similarly, Hypothesis H2c, proposing a positive relationship between security risk and willingness to pay, was rejected. The path coefficient of 0.129 and the t-statistic of 0.134 were below 1.65, signalling no significant effect. Finally, Hypothesis H2d, which suggested that conflict risk would positively relate to willingness to pay, was accepted. The path coefficient of 0.191 and the t-statistic of 0.205, both greater than 1.65, confirm a significant positive effect. Therefore, H2d is accepted.

F) Discussion

The perceived value, from the consumer's viewpoint, plays a pivotal role in transactional behavior. Consumers aim to maximize the benefits they gain from each transaction (Holbrook, 1994). It determines the competitive position of an organization and also guides consumer behavior because perceived value reflects what a person thinks of while acquiring a certain product or service (Hsiao et al., 2016). Recent studies have documented how the perception of value affects consumer buying habits (Jin et al., 2015). Perceived value can be regarded as the difference between the price that consumers are willing to pay and the actual price of the product (Bishop, 1984) or the social view, where it represents the social benefit that is added to a product or service (Sweeney and Soutar, 2001). Zeithaml (1988) is well known for describing perceived value as the assessment made by consumers about the benefits, they receive versus the sacrifices they make. In ride-sharing services such as Nebengers, perceived value has a significant influence on consumer decisions to use the service. Because they experience that the advantages of the service outweigh the sacrifices, consumers are more likely to be ready to pay for it. The results are a path coefficient of 0.391, a t-statistic value of 3.712 (> 1.65), and a p-value of 0.000 (< 0.1) that perceived value has a significant impact on consumers' willingness to pay on the Nebengers platform. In the sharing economy, high perceived value in services such as Nebengers contributes to the successful adoption of innovative technologies and encourages consumers to use the service repeatedly (Zhang et al., 2018; Hwang and Griffiths, 2017). Thus, the high perceived value that Nebengers users experience promotes further adoption of the service while enhancing their willingness to pay and readiness to pay additional charges levied by the platform. The higher perceived value increases consumers' willingness to pay service fees (Zhu et al., 2017), meaning that the higher the perceived value provided by Nebengers, the stronger the users' willingness to pay for the platform's services.

In ride-sharing platforms such as Nebengers, these three value dimensions significantly affect consumers' willingness to pay for the service. First, the app functionality is closely related to utilitarian value because the consumer wants an app that is functional, user-friendly, and provides practical benefits such as convenience and time savings. The findings are positive in that the path coefficient is 0.393, and the t-statistic is 0.391, which is greater than 1.65. Previous research has highlighted that the utilitarian value of ride-sharing services is strongly associated with ease of use and efficiency, which are key factors in consumers' decisions to opt for such services (Zhu et al., 2017; Yang and Mattila, 2016). Consequently, app functionality positively influences the willingness to pay for the platform, with more functional apps increasing consumers' likelihood of paying for the service.

However, emotional value should also be added. This value signifies the emotional experiences and satisfaction that consumers derive while using the service, such as enjoying positive social interactions with drivers or fellow passengers. The results, therefore, imply a path coefficient of 0.398 and a t-statistic of 0.398, both greater than 1.65, which proves that the relationship between emotional value and consumers' willingness to pay for Nebengers is positive. Kim et al. (2013) also argue that emotional motivations form significant factors in consumer engagement in mobile services. In the case of Nebengers, this means that the experience of users feeling connected and the positive emotion of the ride will increase their willingness to pay.

Social value also plays an important role as it refers to social recognition or prestige that the customer derives by making use of the service. With a path coefficient of 0.210 and a t-statistic of 0.212, the results do support hypothesis H1c and are both over 1.65. As an eco-friendly ride-sharing platform, Nebengers can enhance users' social image by positioning them as environmentally conscious individuals while also offering social benefits like elevated social status or recognition from their social circles (Zhu et al., 2017). Consumers who perceive that the service contributes positively to their social image are willing to pay for the platform due to the perceived social value. According to existing literature, three such dimensions, which include app functionality, emotional value, and social value, positively drive consumers' willingness to pay for ride-sharing services Nebengers.

The concept of perceived risk relates to uncertainty, where there might be a likelihood of loss as one uses the service (Cox & Rich, 1964). In the case of internet services such as ride-sharing, perceived risk may refer to potential loss due to online transactions (for example, leakage of personal or financial information) or from the offline ride process (for example, one's safety or property) (Zhu et al., 2017; Hwang & Griffiths, 2017). Research suggests that online services have more perceived risk as compared to traditional services due to information security vulnerability and the absence of face-to-face interaction, leading to information asymmetry (Featherman et al., 2010; Belanche et al., 2012). The study supports Hypothesis H2, where it was suggested that perceived risk would positively and significantly affect willingness to pay with a path coefficient of 0.313, a t-statistic of 3.165, and a p-value of 0.001. Consumers feel more secure and confident if they perceive fewer risks, as it means potential risks have been mitigated. As discussed in previous research, if a platform can manage to reduce the perceived risks by improving driver tracking systems or ensuring clear compensation in case of an incident, such risks can be minimized, hence increasing consumer trust in the service (Hong, 2017). Research has further shown that when consumers are secure and feel confident that their risks have been well managed, they are willing to pay for the service (Wang et al., 2018).

Perceived risk in consumer behavior is comprised of several dimensions of uncertainty that influence a user's decision-making process. These risks can be divided into different dimensions, such as privacy risk (concerns over personal data), performance risk (concern about the service meeting expectations), security risk (worries about physical or transaction safety), and conflict risk (issues such as poor compensation or conflict resolution). Consumers are willing to pay a premium to minimize such risks and, therefore, feel safe using a service (Yang et al., 2015b). The research found that the perceived risks affected the willingness to pay for the ride-sharing services. Hypothesis H2a, where privacy risk has a positive link with willingness to pay, was supported with a significant path coefficient of 0.536 and a t-statistic of 0.520, indicating that consumers who fear privacy risks will be willing to pay for Nebengers to safeguard their data. While it is in this light that the contrary Hypothesis H2b, "performance risk" will positively relate to willingness to pay, got rejected since a path coefficient was observed at 0.116 with a t-statistic standing at 0.114; hence, it was less than the critical threshold set at 1.65. Likewise, security risk, by Hypothesis H2c, was found to be without a significant relationship because of its path coefficient set at 0.129 while the t-statistic stood at 0.134. Finally, Hypothesis H2d, which hypothesized that conflict risk would have a direct positive relationship with the willingness to pay, was proven valid since the path coefficient was 0.191 with a t-statistic of 0.205 and revealed that consumers are more willing to pay when they perceive that conflict risks are properly managed. Research indicates that various dimensions of perceived risk significantly impact consumers' willingness to pay for internet-based services. Yang et al. (2015b) find that privacy risk and security concerns make consumers pay more for greater protection and, therefore, lead to paying more. Hong (2017) concludes that users are willing to pay more for a platform that reduces the perceived risk of conflicts through adequate compensation mechanisms. Addressing these perceived risks—especially privacy and conflict risks—can increase consumer willingness to pay and strengthen platform adoption. Thus, performance risk means that consumers can tolerate minor delays or imperfections in service if the price is competitive or convenient. Besides, convenience, price, and other factors may be put ahead of security, especially when there are no recent security concerns and the platform has become trusted. With most hypotheses showing a positive relationship to a willingness to pay, Nebengers has a solid foundation for introducing a monetization model.

IV. CONCLUSION

The findings of this research will lead to the conclusion that both perceived value and perceived risk are instrumental in users' willingness to pay for the Nebengers app. First, the perceived value will act as the strong impetus that provokes users to pay for the service. That is, when users perceive the app to offer considerable value, such as reliability, convenience, and competitive pricing, they are more willing to spend money on the application. Hence, the first Hypothesis (H1) states, "A

perceived higher value will result in a greater willingness to pay." Further, the research shows that perceived risk also has a resultant effect on users' willingness to pay. Users who can view the risks related to the usage of the app, which might be found as issues in safety or reliability in services, as controllable, tend to pay for the service. Hence, the second Hypothesis, H2, is accepted; that is, reducing the perceived risks would also increase consumer willingness to pay.

The main focus of Nebengers should be on the value enhancement of the app by making it more user-friendly, reliable, and service quality, thereby reducing the risks of performance and security. Features like real-time tracking, enhanced safety measures, and user-friendly interfaces should be invested in.

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