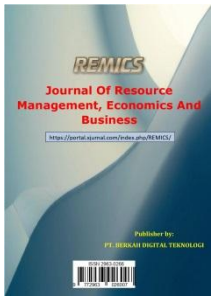

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STUDENTS' GAMMA SUBSCRIPTION RENEWAL INTENTION: CUSTOMER EXPERIENCE, PERCEIVED VALUE, AND EASE OF USE

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Abstract

Purpose: This study examines whether customer experience, perceived value, and perceived ease of use explain students' intention to renew their Gamma subscriptions.

Research Methodology: A cross-sectional explanatory survey was conducted with 100 active Universitas Pekalongan students who identified themselves as current or former Gamma subscribers. Respondents were selected through purposive sampling, and the data were analyzed using IBM SPSS Statistics through item-total validity tests, Cronbach's alpha, classical regression diagnostics, analysis of variance, and multiple linear regression.

Results: The model was significant, $F(3, 96) = 58.657$, $p < .001$, and explained 64.7% of the variance in subscription renewal intention (adjusted $R^2 = .636$). Customer experience ($B = .266$, $\beta = .271$, $p = .004$), perceived value ($B = .474$, $\beta = .400$, $p < .001$), and perceived ease of use ($B = .213$, $\beta = .221$, $p = .027$) were positive predictors. Perceived value showed the largest standardized association.

Limitations: The cross-sectional, single-institution, self-report design limits causal inference and external validity. The perceived-value scale also showed only marginal internal consistency ($\alpha = .630$).

Contribution: The study extends post-adoption research to a visual generative-AI subscription context and identifies value delivery, experience quality, and low interaction effort as relevant retention considerations for student-oriented software-as-a-service providers.

Keywords: *Gamma, subscription renewal intention, customer experience, perceived value, perceived ease of use, generative AI*

1. INTRODUCTION

Generative artificial intelligence (GenAI) has shifted from a specialized computational technology to a widely accessible layer of digital work. In higher education, students increasingly use GenAI systems to generate, reorganize, and visualize content, while institutions simultaneously debate accuracy, transparency, privacy, and responsible use. UNESCO (2023) therefore recommends a human-centred approach in which GenAI supports, rather than

replaces, human judgment and learning. This context makes post-adoption behaviour important: the managerial and educational question is no longer limited to whether students try an AI tool, but also whether they consider the service sufficiently useful, valuable, and manageable to continue using it over time.

Gamma represents a distinct form of GenAI service because it combines AI-assisted content generation with visual communication. The platform can transform prompts or uploaded material into presentations, documents, websites, and other structured visual outputs, after which users can revise layouts, content, and media within the same service environment (Gamma, 2026). This use case differs from text-only conversational systems. Students evaluate not only the quality of generated content but also the interaction process, visual output, time savings, flexibility, and the trade-off between free access and subscription benefits. Consequently, the continued commercial use of Gamma is best examined as a post-use subscription decision rather than as a first-time technology-adoption decision.

The outcome of interest in this study was originally labelled repurchase intention. Because all respondents identified themselves as either current subscribers or former subscribers, the revised manuscript uses the more precise term subscription renewal intention. The distinction matters. Continuance intention may refer to continued use of a free system, whereas renewal intention concerns a future decision to maintain or reactivate a subscription relationship. In subscription services, users repeatedly compare the benefits they experience with the monetary and non-monetary sacrifices required to maintain access. A positive intention therefore depends on more than initial curiosity about a new technology.

Three post-use evaluations are particularly relevant. First, customer experience captures the user's cognitive, affective, sensory, and behavioural responses across interactions with a service (Lemon & Verhoef, 2016). For an AI-enabled visual platform, the experience includes the clarity of the interaction, the coherence of generated outputs, responsiveness, editing control, and the perceived smoothness of completing academic or organisational tasks. Second, perceived value reflects the user's overall assessment of what is received relative to what is sacrificed (Zeithaml, 1988). Students may value faster content development, more professional visual outputs, and reduced design effort, but they may also be highly sensitive to subscription cost and to the availability of free alternatives. Third, perceived ease of use reflects the degree to which using a system is perceived as free of effort (Davis, 1989). Ease remains relevant after adoption because complicated workflows, repeated correction, or poor navigation can erode the willingness to continue paying for a digital service.

Existing continuance research provides a useful foundation but leaves a contextual gap. The expectation-confirmation model explains continuance through confirmation, perceived usefulness, and satisfaction (Bhattacherjee, 2001), while the technology acceptance model identifies perceived ease of use as a central belief in technology acceptance (Davis, 1989). More recent studies have applied continuance frameworks to AI-supported education and found that post-use beliefs and satisfaction are consequential for sustained engagement (Jung & Jo, 2025; Ni & Cheung, 2023). However, much of this work examines general AI tools, tutoring systems, or behavioural continuance without separating free use from subscription renewal. Research on subscription platforms further indicates that continued use and willingness to pay are related but not identical outcomes (Sae-tae & Wang, 2024). Evidence is therefore still limited for student renewal decisions involving a visual GenAI platform.

The study also addresses an empirical gap in the Indonesian higher-education context. Students operate under practical constraints involving assignment deadlines, design capability, internet access, and discretionary spending. These conditions can make perceived value more decisive than technical novelty alone. At the same time, findings from e-commerce or transportation applications cannot be transferred automatically to GenAI subscriptions because AI output quality is probabilistic, users participate actively in producing the output, and equivalent services often provide free tiers. Examining Gamma subscribers at Universitas Pekalongan provides context-specific evidence about how experience, value, and ease are associated with renewal intention among student users.

The theoretical position of this article is deliberately narrower than a full test of expectation-confirmation theory. The model does not measure confirmation or satisfaction and therefore should not be presented as a complete ECM test. Instead, it adopts a post-adoption evaluation perspective: customer experience and perceived value represent evaluations formed through prior use, while perceived ease of use represents a technology-related belief that can remain influential after initial adoption. The model asks whether these three evaluations independently explain subscription renewal intention after controlling statistically for one another.

Accordingly, the study aims to test the positive associations of customer experience, perceived value, and perceived ease of use with students' Gamma subscription renewal intention. The article contributes by refining the dependent construct, transferring post-adoption logic to a visual GenAI subscription, and reporting effect sizes and model explanatory power consistently. The remaining sections synthesize the relevant theory, develop the hypotheses, describe the research design and measurement, report the regression results, and discuss their theoretical and practical implications.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

A. LITERATURE REVIEW

Post-Adoption Evaluation and Subscription Renewal Intention

Post-adoption research begins from the premise that continued behaviour is based on evaluations formed after actual use. Bhattacherjee's (2001) expectation-confirmation model adapted consumer repurchase logic to information systems and proposed that users compare initial expectations with subsequent performance, form satisfaction and usefulness judgments, and then decide whether to continue. The present study does not operationalize the complete model. Nevertheless, its post-adoption logic is relevant because the respondents had prior Gamma experience and evaluated the service after use rather than responding as potential first-time adopters.

Subscription renewal intention refers here to a user's stated likelihood of maintaining, renewing, or resuming a subscription to the same service. It is an intentional outcome rather than verified payment behaviour. Hellier et al. (2003) conceptualized repurchase intention as a future judgment regarding repeated purchase from the same provider, while Bhattacherjee (2001) emphasized continued system use after initial acceptance. In a freemium service, these ideas require careful separation: a person may continue using a free tier without intending to renew a paid relationship. The current sample is appropriate for renewal analysis because

respondents classified themselves as current or former subscribers, although future research should verify transaction status directly.

Renewal decisions are comparative and forward-looking. Users assess whether the service remains preferable to free tiers, competing tools, manual alternatives, or non-renewal. Their intention is likely to be stronger when previous interactions were favourable, benefits exceeded sacrifices, and continued use required little effort. These three evaluations are not interchangeable. Experience concerns the quality of the interaction journey; value concerns the benefit-sacrifice judgment; and ease concerns the effort required to operate the technology. Estimating them simultaneously makes it possible to identify their unique statistical associations with renewal intention.

Customer Experience

Customer experience is a multidimensional response arising across customer interactions and touchpoints. Lemon and Verhoef (2016) describe experience as encompassing cognitive, emotional, behavioural, sensory, and social responses throughout the customer journey. In digital environments, the experience is shaped by interface design, content quality, interactivity, personalization, responsiveness, and the degree to which the service supports goal completion. Bleier et al. (2019) further show that effective online experiences depend on the fit between design elements and the task or context in which users engage with the platform.

For Gamma users, experience is formed through the complete workflow: entering a prompt or source material, reviewing the generated structure, revising text and visuals, navigating cards or sections, collaborating or sharing, and exporting or presenting the final output. A positive experience means that the platform performs reliably enough to support the user's academic or organisational task and that the interaction feels coherent rather than fragmented. A negative experience may involve irrelevant output, excessive correction, confusing navigation, or insufficient control over the result.

Customer experience can influence renewal intention through both instrumental and affective pathways. Instrumentally, a smooth experience reduces the time and uncertainty associated with completing tasks. Affectively, repeated successful interactions create confidence and attachment to the service. When users anticipate that future interactions will again be productive and pleasant, they face less perceived risk in renewing the subscription. Experience therefore provides a cumulative basis for judging whether the service relationship should continue.

Perceived Value

Perceived value is the consumer's overall assessment of utility based on perceptions of what is received and what is given (Zeithaml, 1988). The benefits can be functional, emotional, social, or quality-related, while sacrifices can include money, time, effort, learning cost, and opportunity cost. Sweeney and Soutar (2001) demonstrate that perceived value is broader than low price: users can perceive high value when quality and performance justify the sacrifice even when the service is not the cheapest option.

The value judgment is particularly important for student subscriptions. Students may perceive functional benefits when Gamma accelerates presentation preparation, organizes ideas, or improves visual consistency. They may also perceive emotional benefits when a

polished output increases confidence. Against these gains, they compare subscription fees, the effort needed to verify AI-generated content, the availability of free tools, and the possibility that premium functions are used only occasionally. Renewal becomes more plausible when the expected bundle of benefits remains superior to these sacrifices.

Research on digital subscriptions reinforces the distinction between value, use, and payment. Sae-tae and Wang (2024) show that users can be satisfied with a streaming service yet remain unwilling to pay, demonstrating that continuance and purchase intention are not identical. In the Gamma context, perceived value should therefore be a particularly strong predictor of renewal because the dependent decision involves maintaining a subscription, not merely continuing to access the platform.

Perceived Ease of Use

Perceived ease of use is defined as the degree to which a person believes that using a system will be free of effort (Davis, 1989). Although the construct originated in research on initial technology acceptance, it can continue to matter after adoption. Users repeatedly encounter updates, new features, unfamiliar tasks, and changing output requirements. A service that remains easy to learn and control can preserve user confidence, whereas accumulated friction can undermine continued use.

For visual GenAI, ease of use involves more than a simple interface. The user must understand how to formulate inputs, revise generated content, manipulate layouts, and produce an acceptable final output. A platform may appear visually simple while still imposing substantial cognitive effort if users repeatedly correct content or struggle to control the generated design. Perceived ease therefore reflects the user's overall sense that the service can be operated without excessive technical or cognitive burden.

Ease can influence renewal intention because effort is a form of sacrifice. When students can complete tasks quickly without advanced design skills, the platform becomes more accessible and the perceived cost of future use decreases. Conversely, if the service requires extensive troubleshooting or repeated relearning, users may prefer another tool even if the nominal subscription price is acceptable. Ease is thus expected to have a positive association with renewal after customer experience and value are considered.

B. HYPOTHESIS DEVELOPMENT

Customer Experience and Subscription Renewal Intention

Customer experience provides a cumulative memory of prior interactions and a basis for predicting future service performance. In online settings, an experience that is responsive, coherent, and suited to the user's goal increases confidence that subsequent interactions will also be successful (Bleier et al., 2019). The expected benefit of preserving access becomes stronger when users associate the platform with efficient task completion and satisfactory outcomes.

In the Gamma context, positive interaction with content generation, editing, visual organization, and output sharing should reduce uncertainty about future academic use. Because renewal is a forward-looking decision grounded in past use, students who report better experiences should express stronger renewal intention. Therefore:

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H1: Customer experience is positively associated with students' Gamma subscription renewal intention.

Perceived Value and Subscription Renewal Intention

Renewing a subscription requires users to decide whether expected benefits continue to justify the required sacrifice. Perceived value directly summarizes this comparison. When the user believes that the service saves time, improves the quality of the output, and provides capabilities that are difficult to obtain through free alternatives, the subscription is more defensible. When the perceived benefits are small or infrequent, even a technically effective service may not be renewed.

This reasoning is consistent with consumer-value theory (Zeithaml, 1988; Sweeney & Soutar, 2001) and with evidence that willingness to pay for digital services depends on value beyond satisfaction or free use (Sae-tae & Wang, 2024). Because students generally operate under budget constraints, the benefit-sacrifice evaluation should be especially relevant. Therefore:

H2: Perceived value is positively associated with students' Gamma subscription renewal intention.

Perceived Ease of Use and Subscription Renewal Intention

Perceived ease of use lowers the effort required to achieve the desired result. In TAM, ease contributes to technology acceptance because systems perceived as less difficult are more likely to be used (Davis, 1989). In a post-adoption setting, the same logic applies to continued access: users are more willing to preserve a service relationship when they anticipate that future tasks can be completed without excessive effort.

Students who perceive Gamma as easy to learn, navigate, revise, and operate should face fewer barriers to continued use. Ease also protects the value of the subscription because time and cognitive effort are part of the sacrifice side of the value equation. Therefore:

H3: Perceived ease of use is positively associated with students' Gamma subscription renewal intention.

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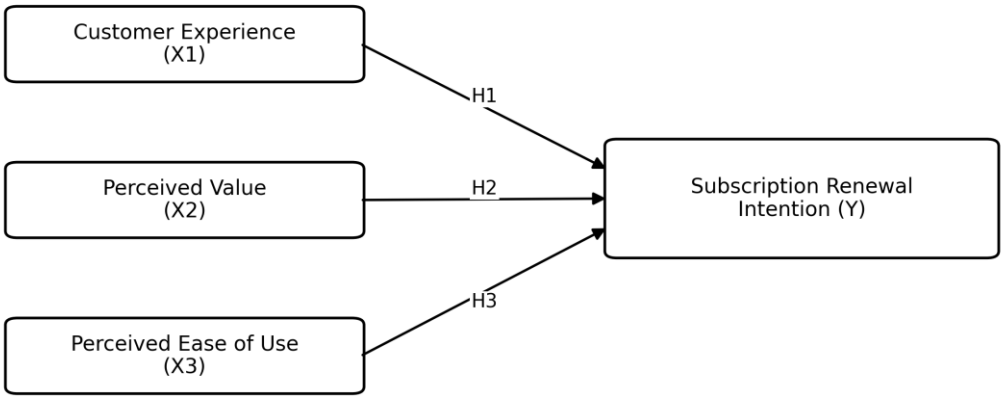

Figure 1: Research framework

Source: Developed by the authors.

METHOD

Research Design and Context

The study used a cross-sectional explanatory survey. This description replaces the earlier claim of a causal design because the variables were measured once, no treatment was manipulated, and respondents were not randomly assigned. The analysis therefore estimates statistical associations and predictive relationships; it does not establish temporal or experimental causality. The research context was Universitas Pekalongan, Indonesia, and the focal service was Gamma, an AI-assisted platform used to create and organize visual content.

The unit of analysis was the individual student. The accessible population consisted of active Universitas Pekalongan students who had prior experience with Gamma for academic or organisational purposes. Purposive sampling was used because respondents needed sufficient post-use experience to evaluate the service and the outcome concerned renewal rather than initial adoption. Eligibility required respondents to be active students, to have used Gamma, and to identify themselves as either currently subscribing or having subscribed previously.

Sample and Data Collection

A total of 100 complete responses were retained. With three predictors, the sample exceeds the $N \geq 50 + 8m$ heuristic of 74 cases for testing the multiple correlation in regression, where m is the number of predictors (Green, 1991). This rule is not a substitute for a prospective power analysis, but it provides a transparent benchmark and is more closely aligned with the regression model than the previously reported population-proportion formula. The achieved model effect was large, although the observed effect should not be used as a substitute for planning future replication studies.

Data were collected through a closed-ended online questionnaire administered using Google Forms. The first part screened respondent eligibility and recorded demographic and

usage characteristics. The second part measured customer experience, perceived value, perceived ease of use, and subscription renewal intention. Participation was voluntary, and respondents completed the questionnaire individually.

Measurement

The instrument contained 18 coded statements: five items for customer experience, four for perceived value, five for perceived ease of use, and four for subscription renewal intention. Customer experience represented the overall quality of interaction with the service; perceived value represented the benefit-sacrifice assessment; perceived ease of use represented perceived freedom from effort; and renewal intention represented the likelihood of maintaining or resuming the Gamma subscription. The construct definitions were aligned conceptually with Lemon and Verhoef (2016), Zeithaml (1988), Davis (1989), and Bhattacherjee (2001), respectively.

All variables were measured using a Likert-type response format. To preserve research integrity, the exact number of response categories, scale anchors, verbatim item wording, adaptation sources, and translation procedure must match the original Google Form. These details were not included in the anonymized manuscript supplied for revision and should be attached as a supplementary questionnaire during resubmission. Table 1 reports the measurement structure and the psychometric results available from the original analysis.

Table 1: Operationalization and internal consistency

Code	Construct	Operational meaning	Items	Item-total r range	α
X1	Customer experience	Overall evaluation of interactions with Gamma across task completion and service touchpoints.	5	.652-.723	.703
X2	Perceived value	Assessment of Gamma benefits relative to monetary and non-monetary sacrifices.	4	.646-.802	.630
X3	Perceived ease of use	Belief that Gamma can be learned and operated without excessive effort.	5	.619-.788	.721
Y	Subscription renewal intention	Stated intention to maintain, renew, or resume the Gamma subscription.	4	.728-.848	.774

Source: Authors' analysis based on the original SPSS output.

Data Analysis

The data were analyzed using IBM SPSS Statistics. Item validity was assessed through Pearson item-total correlations using the reported criterion of $r > .1966$ for $n = 100$ and $p < .05$. Internal consistency was evaluated using Cronbach's alpha. Alpha values near or above .70 were interpreted as satisfactory for exploratory research, while the perceived-value coefficient of .630 was treated as marginal rather than strong and is acknowledged in the limitations.

Multiple linear regression was used to estimate the unique association of each predictor with subscription renewal intention. Residual normality was assessed with the one-sample

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Kolmogorov-Smirnov test. Multicollinearity was evaluated through tolerance and variance inflation factor (VIF), and heteroscedasticity was evaluated through the Glejser test. The overall model was assessed using the F test, R^2, adjusted R^2, and the standard error of estimate. Hypotheses were considered supported when the relevant regression coefficient was positive and $p < .05$. Because all constructs were collected from the same questionnaire, common-method bias remains a possible limitation despite the simultaneous regression controls (Podsakoff et al., 2003).

RESULTS AND DISCUSSION

A. RESULTS

Respondent Profile

The final sample comprised 100 students. Women represented 54% and men 46%. Most respondents were aged 21-25 years (82%), followed by 17-20 years (16%) and 26-30 years (2%). Regarding experience, 38% reported using Gamma 1-3 times, 38% reported 4-5 times, and 24% reported more than five times. Sixty-three respondents identified themselves as current subscribers, while 37 identified themselves as former subscribers. The usage-frequency category has been edited to remove the overlap at three uses; the authors must verify this correction against the original questionnaire before resubmission.

Table 2: Respondent characteristics

No.	Characteristic/category	Frequency	Percentage
1	Gender: Men	46	46%
	Gender: Women	54	54%
2	Age: 17-20 years	16	16%
	Age: 21-25 years	82	82%
	Age: 26-30 years	2	2%
3	Gamma use: 1-3 times	38	38%
	Gamma use: 4-5 times*	38	38%
	Gamma use: >5 times	24	24%
4	Subscription status: Current subscriber	63	63%
	Subscription status: Former subscriber	37	37%

Source: Authors' survey data.

Measurement Quality

All 18 items exceeded the reported item-total correlation threshold of .1966 and were statistically significant at $p < .001$. The item-total correlations ranged from .619 to .848. Cronbach's alpha was .703 for customer experience, .630 for perceived value, .721 for perceived ease of use, and .774 for subscription renewal intention. The coefficients support the use of the

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composite scores for exploratory regression, but the perceived-value reliability is marginal and warrants cautious interpretation and future scale refinement.

Table 3: Item validity results

Construct/item	r critical	r observed	p	Decision
Customer experience X1.1-X1.5	.1966	.652-.723	<.001	Valid
Perceived value X2.1-X2.4	.1966	.646-.802	<.001	Valid
Ease of use X3.1-X3.5	.1966	.619-.788	<.001	Valid
Renewal intention Y1-Y4	.1966	.728-.848	<.001	Valid

Source: Authors' analysis.

Regression Diagnostics

The standardized residuals did not depart significantly from normality in the Kolmogorov-Smirnov test (D = .107, p = .207). Tolerance values ranged from .380 to .441 and VIF values from 2.269 to 2.629, indicating that the predictors did not exhibit problematic multicollinearity. In the Glejser test, customer experience (p = .525), perceived value (p = .776), and perceived ease of use (p = .182) were not significantly related to the absolute residuals, providing no evidence of heteroscedasticity under this test. The available output did not report linearity plots, Durbin-Watson, leverage, Cook's distance, or influential-case diagnostics; these should be included in future analyses or supplied to the editor if available.

Table 4: Regression diagnostic tests

Diagnostic	Statistic/variable	Value	Decision criterion	Interpretation
Residual normality	K-S D / p	.107 / .207	p > .05	Supported
Multicollinearity	Customer experience	Tol. .441; VIF 2.269	Tol. > .10; VIF < 10	No problem
Multicollinearity	Perceived value	Tol. .399; VIF 2.507	Tol. > .10; VIF < 10	No problem
Multicollinearity	Ease of use	Tol. .380; VIF 2.629	Tol. > .10; VIF < 10	No problem
Glejser test	Customer experience	p = .525	p > .05	Homoscedastic
Glejser test	Perceived value	p = .776	p > .05	Homoscedastic
Glejser test	Ease of use	p = .182	p > .05	Homoscedastic

Source: Authors' analysis.

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Overall Model and Hypothesis Testing

The regression model was statistically significant, $F(3, 96) = 58.657$, $p < .001$. Based on the reported sums of squares, R was .804 and R^2 was .647. The adjusted R^2 was .636, and the standard error of estimate was 1.538. Thus, the three predictors jointly explained approximately 64.7% of the observed variance in subscription renewal intention. The F test establishes that the predictor set improves prediction relative to an intercept-only model; it should not be described as a complete goodness-of-fit test.

Table 5: Model summary and analysis of variance

R	R^2	Adj. R^2	SEE	Source	SS	df	MS	F / p
.804	.647	.636	1.538	Regression	416.036	3	138.679	58.657 / <.001
				Residual	226.964	96	2.364	
				Total	643.000	99		

Source: R, R^2, adjusted R^2, and SEE calculated from the ANOVA output reported values from the original SPSS output.

All three predictors had positive and statistically significant coefficients. Customer experience was associated with renewal intention at B = .266 (β = .271, t = 2.965, p = .004). Perceived value had the largest standardized coefficient, B = .474 (β = .400, t = 4.169, p < .001). Perceived ease of use was also significant, B = .213 (β = .221, t = 2.249, p = .027). The revised regression equation is: Subscription Renewal Intention = -1.308 + .266(Customer Experience) + .474(Perceived Value) + .213(Perceived Ease of Use) + e. The intercept was not significant (p = .345).

Table 6: Multiple linear regression coefficients

Predictor	B	SE	β	t	p	95% CI low	95% CI high
Constant	-1.308	1.377	—	-.949	.345	-4.042	1.426
Customer experience	.266	.090	.271	2.965	.004	.087	.445
Perceived value	.474	.114	.400	4.169	<.001	.248	.700
Perceived ease of use	.213	.095	.221	2.249	.027	.024	.402

Note: Confidence intervals were calculated from the reported coefficients and standard errors using t(96) = 1.985. Dependent variable: subscription renewal intention.

Table 7: Hypothesis decisions

H	Relationship	β	p	Decision

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H	Relationship	β	p	Decision
H1	Customer experience → renewal intention	.271	.004	Supported
H2	Perceived value → renewal intention	.400	<.001	Supported
H3	Ease of use → renewal intention	.221	.027	Supported

Source: Authors' analysis.

B. DISCUSSION

Customer Experience and Renewal Intention

The positive relationship between customer experience and subscription renewal intention supports H1. After perceived value and ease of use were controlled, customer experience retained a meaningful standardized association (β = .271). The result indicates that renewal intention is not explained solely by price-benefit calculation or technical simplicity. The total quality of previous interactions contributes independently to whether students expect the relationship with the service to continue.

This interpretation is consistent with customer-experience theory. Experiences accumulate across touchpoints and shape how customers remember and anticipate the service journey (Lemon & Verhoef, 2016). In Gamma, the relevant journey includes content generation, review, visual refinement, task completion, and output use. When these stages form a coherent sequence, students can develop confidence that the platform will again support future assignments. The coefficient does not prove that experience causes renewal, but it shows that students with more positive evaluations also report stronger renewal intention.

The finding extends online-experience research to a co-creative AI setting. In conventional e-commerce, the customer usually evaluates a relatively stable product or transaction. In GenAI, the user participates in producing the output, and results can vary across prompts and tasks. The experience therefore depends on both system performance and the user's ability to guide and revise the output. This makes consistent interaction quality an important retention resource: the provider must reduce avoidable friction while preserving user control over AI-generated content.

Perceived Value and Renewal Intention

Perceived value showed the largest standardized association with renewal intention (β = .400), supporting H2. This result should be described as the strongest association among the three predictors included in the model, not as proof that perceived value is universally dominant. Within this sample, students were more likely to intend renewal when they believed that the benefits of Gamma justified the sacrifices required to maintain the subscription.

The finding is theoretically coherent with the benefit-sacrifice view of value (Zeithaml, 1988). A student subscription is evaluated under constrained budgets and the presence of free alternatives. The provider therefore cannot rely on novelty alone. Users need to perceive recurring functional benefits, such as faster preparation, clearer organization, and usable visual output, that remain relevant after the first period of experimentation. Emotional benefits such

as confidence in presenting work may reinforce this assessment, but they must still be weighed against monetary cost, verification effort, and frequency of use.

The result also clarifies why continuance and payment should be distinguished. Sae-tae and Wang (2024) demonstrate that users can remain satisfied and continue using a free digital service without developing a corresponding willingness to pay. The current finding suggests that renewal-oriented communication should make the incremental value of subscription access visible. This does not justify a specific student-pricing recommendation from the regression alone, because no price item or experimental pricing condition was reported separately. It does, however, support testing student plans, transparent feature comparisons, and usage-based value messages in future managerial experiments.

Perceived Ease of Use and Renewal Intention

Perceived ease of use was positively associated with renewal intention (β = .221), supporting H3. The coefficient was smaller than those of perceived value and customer experience, but it remained significant after the other predictors were included. This means that ease contributed unique information rather than simply duplicating the broader experience evaluation.

The finding aligns with the technology acceptance model, which positions perceived ease as an important technology belief (Davis, 1989). In a post-adoption context, ease lowers the anticipated effort of future use. Students who believe that they can learn, navigate, edit, and complete tasks without substantial difficulty face a lower non-monetary cost of renewal. The relationship is particularly relevant for visual GenAI because the user must coordinate prompting, content verification, and design modification rather than merely consume a finished service.

Ease should not be interpreted as a demand for maximum automation. Excessive automation can reduce control and require more correction when the generated output is unsuitable. The practical goal is controllable simplicity: clear navigation, understandable editing logic, predictable export, and feedback that helps users revise generated results. Providers should therefore measure both surface usability and the cognitive effort required to produce an acceptable final output.

Theoretical Contribution

The study makes three theoretical contributions within its modest design. First, it refines the outcome from generic repurchase intention to subscription renewal intention, which better reflects a recurring digital-service relationship. This distinction is important in freemium contexts because continued free use and willingness to renew a subscription are different behaviours. Second, the model integrates a journey-based construct, a value judgment, and a technology-effort belief within one post-adoption regression. Their simultaneous significance suggests that renewal intention is multidimensional rather than reducible to a single satisfaction or usability assessment.

Third, the findings complement rather than test the complete expectation-confirmation model. The model demonstrates that experience, value, and ease are relevant post-use evaluations, but it cannot establish the mediating roles of confirmation or satisfaction. Future work should compare the direct model with a full structural model in which confirmation

affects perceived usefulness and satisfaction, and satisfaction subsequently affects renewal intention. Such a design would determine whether the direct associations observed here remain or operate primarily through satisfaction.

Practical Implications

For Gamma and comparable GenAI providers, the results indicate that retention efforts should coordinate value communication, experience management, and usability. Value should be demonstrated through recurring academic use cases rather than generic claims about AI. Providers can make the benefit-sacrifice comparison easier by explaining which subscription capabilities support common student tasks, showing realistic output examples, and providing transparent differences between free and paid access. Any student-pricing initiative should be tested empirically because the current data do not isolate price sensitivity.

Experience management should cover the complete task journey. Onboarding should help users move from source material to a verifiable, editable, and presentable output. Error recovery, revision control, export reliability, and guidance on responsible use are likely to influence the experience as much as the initial generation speed. Because AI outputs can contain errors, providers and universities should encourage students to verify content and disclose AI assistance where required, consistent with human-centred guidance (UNESCO, 2023).

Universities can use the findings to design digital-literacy support that goes beyond access. Training should address prompt formulation, content verification, visual editing, citation, and the ethical boundaries of AI-assisted academic work. Better capability can improve the experience and reduce effort, while institutional guidance can help students evaluate whether subscription benefits are genuinely relevant to their learning needs rather than driven by temporary novelty.

CONCLUSION

This study examined the associations of customer experience, perceived value, and perceived ease of use with Gamma subscription renewal intention among 100 Universitas Pekalongan students who identified themselves as current or former subscribers. The regression model explained 64.7% of the variance in renewal intention. All three predictors were positive and significant, with perceived value showing the largest standardized association, followed by customer experience and perceived ease of use. The findings indicate that students' renewal judgments combine a benefit-sacrifice evaluation, the remembered quality of prior interactions, and the effort anticipated in future use.

The main theoretical contribution is the application of a post-adoption evaluation framework to a visual GenAI subscription and the clarification that subscription renewal is more precise than generic repurchase or free-use continuance in this setting. Practically, providers should demonstrate recurring value, manage the complete user journey, and reduce technical and cognitive friction. Universities should pair access to GenAI tools with guidance on verification, disclosure, and responsible academic use.

The findings are subject to several limitations. The cross-sectional design prevents causal inference, purposive sampling and a single university limit generalizability, and all variables were collected from the same self-report questionnaire. The study measured intention rather than verified renewal behaviour. The item wording and scale-adaptation process were not

reported in the original anonymized manuscript, the perceived-value reliability was marginal, and the available output did not include factor analysis, common-method diagnostics, or influential-case statistics. Future studies should use a preregistered longitudinal design, verify paid transaction status, employ validated and fully disclosed scales, conduct confirmatory factor analysis, and test satisfaction or confirmation as mediators. Multi-institutional samples and comparisons between free-tier users, active subscribers, and churned subscribers would further clarify the mechanisms of GenAI subscription retention.

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DECLARATION ON THE USE OF AI-ASSISTED TECHNOLOGIES

OpenAI ChatGPT was used to support language editing, consistency checking, and document preparation. The authors remain fully responsible for verifying the manuscript, statistical results, references, originality, and ethical compliance. No AI system was used as an author or as a substitute for authorial accountability.

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