Factors Influencing News Purchasing in Tempo

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ABSTRACT
Purpose: This study examines factors influencing purchasing decisions for Tempo paid news—individual, psychological, and product knowledge. It measures purchase intention, willingness to pay, and choice of profit model.

Methodology/approach: This research used a survey method with a purposive sample of 200 non-paid tempo users. The questionnaire consisted of closed choice questions. Data were analyzed by cross-tabulation analysis and chi-square test using the Statistical Package for Social Sciences (SPSS).

Results/findings: The study found that individual, psychological, and product knowledge factors influence purchase intention and profit model choice, while only psychological and product knowledge affect willingness to pay. The research focuses on Tempo non-paid news readers from March–April 2024.

Conclusions: Consumer behavior toward paid digital news is shaped by psychological engagement and product familiarity, offering guidance for media companies in aligning content and payment models with user preferences.

Limitations: This study focused solely on Tempo's paid products, not other paid news, indicating the need for further research. However, the findings offer initial insights into factors influencing paid news purchases in Indonesia's emerging market

Contribution: The findings of this research can provide input for future researchers in the marketing discipline or the mass media industry in Indonesia regarding the development of paid news-based business models.

Keywords: *Factors Influence Purchase Decision, Profit Model, Purchase Intentions, Tempo, Willingness To Pay*

How to Cite: Anam, K., Windasari, N. A., & Widyasthana, S. (2025). Factors Influencing News Purchasing in Tempo. *Riset Akuntansi dan Bisnis Indonesia,* 1(1), 13-42.

1. Introduction

The global media industry around the world is experiencing severe shocks during the digital economy era. Advertisers no longer see mass media as the only place to promote their products and brands. There are already digital platforms that promise wider reach potential than conventional mass media such as Google, Youtube, Meta (Facebook, Instagram, WhatsApp, Messenger), Twitter and many more. This disruption resulted in the closure of many mass media companies worldwide. During 2005-2020,

approximately 2,200 local print newspapers in the United States were closed (Heese, Pérez-Cavazos, & Peter, 2022). This decrease left the remaining newspapers in the United States 6,377 at the end of May 2020. Two newspapers closed every week (Rubado & Jennings, 2020). Meanwhile, in the United Kingdom, 265 newspapers closed from 2005 to 2020 (Tobitt, 2020). In Indonesia, both local and national, have stopped print editions and completely switched to online-based digital editions. BuzzFeed, who had become the prima donna for digital-based media targeting young people, unfortunately announced the closure of their media department in April 2023 (Murti & Hariyoko, 2024). Vice Media LLC, which was once predicted to be the mass media that best represented the digital youth generation, filed for bankruptcy on May 15, 2023 (Broude, 2024).

This fact proves that few media companies have succeeded in surviving in the Internet-based digital business ecosystem. However, several companies have successfully survived and developed digital subscription business models. Among them is NYTCO (2023), which manages to record a total of 9.6 million paying subscribers by the end of 2022. As many as 92.8% of respondents were digital subscribers (NYTCO, 2023). As much as 67% of the revenue comes from paid subscribers. Revenue from subscriptions has been greater than that from advertising since 2012.

However, based on a number of studies and reports, mass media in a number of areas still have difficulty dealing with this disruption and developing their paying customers. The report by the Reuters Institute for the Study Journalism in the *Digital News Report 2023* states that 42% of 33,460 respondents in the United States, England, Germany, France, Italy, Spain, Portugal, Ireland, Norway, Sweden, Finland, Denmark, Belgium, Netherlands, Switzerland, Austria, Poland, Japan, South Korea, Australia, and Canada said there was no factor that could induce them to pay for online news. Meanwhile, 32% of respondents stated that cheap and flexible prices could motivate them to subscribe. This is followed by quality content (22%) and ad-free content (13%) (Newman & Robertson, 2023). There is no single dominant variable or factor that can influence consumers to buy or subscribe to news on the internet. The tempo also faces this challenge. There is no mass media, especially in Indonesia, that has successfully implemented a subscription business model similar to that in developed countries. Consumers tend to want to consume only free news. For this reason, it is important to know what factors influence users to buy news and test whether other profit models are needed that do not depend only on the subscription model.

2. Literature review and hypothesis development
2.1 *Factors Influence Purchasing*
The purchasing decision-making process is influenced by a person's behavior through many factors, such as economic, technological, social, cultural and marketing stimuli experienced by buyers (Anam, Windasari, & Widyasthana, 2024). Cultural, social, personal, and psychological factors influence purchasing decisions (Daga & Indriakati, 2022).(Lugioyo, 2022) stated that personal factors originate from the characteristics of each consumer that influence consumer behavior. These personal factors include age, stage in the life cycle, employment and economic circumstances, personality, and self-concept. In this study, the individual factors used were age, gender, education, occupation, and income.

According to (Durmaz, 2014), psychological factors influence consumer behavior through four categories: motivation, perception, learning, beliefs, and attitudes. In addition to individual and psychological factors, consumer knowledge is an important component influencing the decision-making process (Schmitt, 2024). When consumers have knowledge, they will act more efficiently and precisely in processing information and are better able to remember information about products.

2.2 *Purchase Intention*
Purchase or payment intention is the determining factor in predicting consumer behavior toward a certain action (Ventre & Kolbe, 2020).Ajzen (1991) defined intentions as the indicators of how strongly people are willing to attempt performing a desired behavior and how much effort they plan to expend. Intention as the main predictor for any given desired behavior, hence an individual's purchase behavior may be the result of their intent to purchase (Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-

Junior, 2020). Paying intention in paid news is the likelihood of paying for the print or web edition of a newspaper Chyi and Lee (2013). . Gender only influences payment intentions. The intention to pay for After surveying 767 US respondents online, Chyi and Lee (2013) found that their intention to pay for online news was low. As many as 60% of respondents indicated that they were unlikely to pay for online news. Only 6 percent said that they would likely be willing to pay. Age is a key factor influencing every aspect of online news consumptiononline news is influenced by five factors: age, gender, interest in news, preferences, and the use of online news, with age and interest in news being the strongest predictors(Chyi & Lee, 2013).

As most online news is published for free, the willingness to pay for news that used to be available on print platforms has decreased (Goyanes, 2014). Free online news is characterized by a demand curve at zero prices. If the price of news rises by one cent, demand falls to zero. Therefore, if a company switches from providing free news to paid news, it will cause a decrease in the number of consumers because of the substitution effect (Goyanes, 2014).

2.3 Willingness to Pay

Purchase or payment intention can be understood as the extent of a person's willingness to buy a product or service (Peña-García, Gil-Saura, Rodríguez-Orejuela, & Siqueira-Junior, 2020). Research that attempts to explain people's attitudes towards paid news often borrows the willingness to pay (WTP) theory from behavioral economics and marketing (Borchgrevink-Bræmkhus & Moe, 2023) . In behavioral economics and marketing theory, the study of willingness to pay usually centers on the question of "how much" the maximum price a consumer is willing to pay for a product or service. WTP is the amount of money consumers agree to pay for a product or service (Breidert, Hahsler, & Reutterer, 2006).

Young readers are still the least willing to pay for digital news subscriptions. They recognize the added value in paid news, but four other factors strongly influence whether they subscribe: price, interesting new formats, value, and content (Borchgrevink-Bræmkhus & Moe, 2023). After surveying 355 young participants aged 18-34 years in Europe, the United States, and Mexico, to determine their willingness to pay for news subscriptions, (Borchgrevink-Bræmkhus & Moe, 2023) found that the majority of young respondents (15.77%) were willing to spend six euros per month to pay for news subscriptions. Meanwhile, 13.52% of the respondents were willing to pay only three euros per month. Only 0.28% of respondents were willing to pay 14 euros per month - the average price of a news subscription in various countries, especially Europe and America.

Many potential subscribers, especially younger people, do not want to be 'tied down' by one subscription. Instead, they want to access multiple brands with little or no friction for a fair price (Behre, Hölig, & Möller, 2023). This explains why there is no single dominant variable or factor that can influence consumers to buy or subscribe to news on the internet.

2.4 Profit Model

Although a business model determines the structure in which an organization creates, delivers, and captures value (Teece, 2010), a revenue or profit model is only concerned with the value-capture dimension of a company's overall business model architecture. In businesses that rely on digital platforms such as the media industry, inadequate revenue models will hinder the reliability of service positioning (van Angeren, Vroom, McCann, Podoynitsyna, & Langerak, 2022).

At least three revenue or profit models have been identified and are most frequently used in digital services (Su & Jin, 2022). Namely subscription-based-business-model or SBBM (Enders, Schüritz, & Frey, 2019), usage-based revenue model also known as the "pay-per-use model" (Tabares, Parida, & Visnjic, 2023) and performance-based revenue model with dynamic pricing also known for output-based or pay-for-performance model (Tabares et al., 2023).

Today, SBBM is the most widely used revenue model by media companies, in addition to the advertising-sponsorship model. However, SBBM not only faces challenges in new customer acquisition, but also in retention. Subscription models face additional complexity in managing product returns after the subscription ends (Fosker & Cheung, 2021).

However, a focus group study in Denmark found that young audiences expressed interest in new payment models, and wanted to select and personalize their news in portfolios (Kammer, Boeck, Hansen, & Hauschildt, 2015). Graybeal and Hayes (2011) stated, for example, the micropayment model could be an opportunity to increase the penetration of paying customers in addition to the subscription model.

3. Methodology

To explore factors that influence intention to pay, willingness to pay, and which profit model is most preferred by potential Tempo digital customers, this research uses a quantitative approach with a close-ended questionnaire as the main instrument of survey research and a qualitative approach for other supporting data. Therefore, the author has determined a target population for the study of "Factors Influencing News Purchasing" as the current tempo users.

According to *Similarweb.com,* Tempo has reached 11.2 million unique users per month. However, this figure increases and decreases monthly. Therefore, we could not obtain preliminary information on the entire population of tempo users. Therefore, purposive sampling was used in this study. According to Akhter and Hoque (2022), a purposive sampling technique is used to determine research samples with certain considerations, so that the data obtained later can be more representative. The sample criteria are young-adult age, having their own income, and not subscribing to Tempo.

This type of research is descriptive. In conducting descriptive research, as suggested by (Fraenkel, Wallen, & Hyun, 1993) a researcher must at least have samples with a minimum number of 100. A descriptive survey, which was included in the test marketing studies group, should use 300-500 respondents, on 200 (Malhorta, Birks, & Wills, 2006). Taking all accounts into consideration, the author has determined that this research has 200 sample sizes to fulfill all of the minimum criteria. Data analysis in the research used descriptive analysis with cross-tabulation analysis and chi-square test via SPSS to measure the relationship between independent and dependent variables.

The hypotheses tested in this study are as follows:
H1: There is relationship between individual factors with intention to pay, willingness to pay and profit model option
H2: There is relationship between psychological factors with intention to pay, willingness to pay and profit model option
H3: There is relationship between product knowledge factors with intention to pay, willingness to pay and profit model option

This descriptive research used cross-tabulation analysis, a method for tabulating several different variables into a matrix. The figure analyzed here shows the relationship between the variables in rows and variables in columns. The first step in carrying out a cross-tabulation analysis is to determine the indicators relevant to the research.

The data in the crosstab will be processed using Pearson's chi-square test. In addition, often referred to as Chi Square, this test is useful for determining the existence of a relationship between variables on nominal-nominal, nominal-ordinal, and ordinal-nominal scales. This analysis was used to measure acceptance or rejection of the hypothesis, which states that "there is a positive relationship between the independent variable factors and the dependent variable." The basis for accepting the hypothesis is as follows: if the significance value is <0.05, and the Pearson chi-square value is positive, then there is a positive relationship between the independent variable and the dependent variable, so the hypothesis is

accepted. In this study, the chi-square test was analyzed using SPSS Version 26 to produce rejection or acceptance of the hypothesis, namely, the relationship between the factors.

4. Results and discussion

Below are the demographics of the respondents, which are individual factors of the variables studied, as well as descriptive data on other independent and dependent variables.

4.1 Descriptive Analysis

Table 1. Respondent Demographic (Individual Factor)

Category		f	%
Age			
	18-24 years old	8	4.0%
	25-29 years old	30	15.0%
	30-34 years old	62	31.0%
	35-40 years old	100	50.0%
Sex			
	Man	119	59.5%
	Woman	81	40.5%
Education			
	Senior high/ equal	10	5.0%
	Diploma/ equal	1	0.5%
	Bachelor/ equal	144	72.0%
	Master/ equal	42	21.0%
	Doctor/ equal	2	1.0%
	Profession	1	0.5%
Income			
	< Rp 5 millions	40	20.0%
	> Rp 5 - 10 mil	56	28.0%
	> Rp 10 - 15 mil	34	17.0%
	> Rp 15 - 20 mil	36	18.0%
	> Rp 20 mil	34	17.0%
Occupation			
	No job	2	1.00%
	Judge	1	0.50%
	NGO worker	2	1.00%
	Social Companion	1	0.50%
	Village Apparatus	1	0.50%
	No answer	1	0.50%
	Self-employed	2	1.00%
	Lecturer	3	1.50%
	Housewife	3	1.50%
	Student	5	2.50%
	Teacher	7	3.50%
	Journalist	8	4.00%
	Businessman	9	4.50%
	SOE Employee	13	6.50%
	Civil Servants of Government Agencies	23	11.50%
	Freelancer	25	12.50%
	Private Employees	94	47.00%

Table 2. Psychological Factor of Respondent

Importance of News	f	%
Yes	193	96.5%
Neutral	7	3.5%
Source of Information		
Search engine (Google, Safari, Firefox, Bing, etc)	55	27.5%
Social media (Facebook, Instagram, Twitter, TikTok, Youtube, Spotify, etc)	83	41.5%
Media apss (Kompas, Detik, Tempo, etc)	53	26.5%
News Agregator (Flipboard, Feedly, Google News, Dll)	5	2.5%
Other	4	2.0%
Reader Type		
Active	113	56.5%
Neutral	73	36.5%
Passive	14	7.0%
Push Factor Buy News		
Quality of product (exclusive, in-depth, insigthful, etc.)	106	53.0%
Cheap and affordable prices	22	11.0%
Interesting forms of content (interactive, audiovisual, visual, audio, graphic, etc.)	29	14.5%
Nothing	35	17.5%
Other	8	4.0%
Repellent Factor Buy News		
Only need it occasionally (certain things and certain times)	90	45.0%
Enough with free news (free access)	70	35.0%
Expensive	19	9.5%
Can get pirated version	1	0.5%
Other	20	10.0%

Table 3. Product Knowledge Factor of Respondent

Customer Access in Tempo Free News		
TEMPO application	15	7.5%
Aggregators (Flipboard, Feedly, Google News, Etc)	10	5.0%
TEMPO website	56	28.0%
Search engines (Google, Bing, Safari, Edge, Etc.)	51	25.5%
Tempo social media	55	27.5%
Other social media	10	5.0%
Other	3	1.5%
Customer Access about Tempo Paid		
Know	161	80.5%
Dont Know	39	19.5%
Customer Experience in Tempo Paid Product		
Once	78	39.0%
Never	113	56.5%
No answer	9	4.5%
Customer Access in Tempo Paid Product		
Register email	35	17.5%
Trial subscription	37	18.5%
Borrow access from a friend/relative	22	11.0%
Other	30	15.0%
No answer	76	38.0%
Knowledge about Pricing Type		
Know	109	54.5%
No	88	44.0%
No answer	3	1.5%

Familiarity about Pricing Type		
One-time membership fee (daily, weekly, monthly)	104	52.0%
Retail per article or per issue	55	27.5%
Other	9	4.5%
No answer	32	16.0%

Table 4. Purcsase Intention of Respondent

Would you buy or pay for premium news from Tempo	f	%
Yes	48	24.0%
No	17	8.5%
Possible	118	59.0%
Not sure	17	8.5%

Table 5. Willingness to Pay of Respondent

If you are willing to pay or subscribe to news, how much money are you willing to spend per month? (IDR)	f	%
46,000 - 55,000	29	14.5%
36,000 - 45,000	31	15.5%
26,000 - 35,000	52	26.0%
10,000 - 25,000	62	31.0%
Dont want to	26	13.0%

Table 6. Profit Model Option of Respondent

If you're reluctant to subscribe, what kind of model do you want?	f	%
Cheap subscription but not ad-free (Add-Supported)	31	15.5%
Buy articles according to your interests in small packages (Bundled Pricing)	26	13.0%
Free access ticket daily, weekly or monthly once paid (Membership)	45	22.5%
Free initial costs. Pay if you exceed the usage limit (Risk Sharing)	35	17.5%
Deposit at a low base rate. Add fees according to usage (Scaled Transaction)	8	4.0%
Buy per issue or per article (Microtransaction)	55	27.5%

4.2 Cross Tabulation Analysis and Chi-Square Test

Hypothesis testing was conducted by examining the chi-square value. If X2 count > X2 figure or if sig < 0.05, Ho rejects. This means that there is no significant relationship between independent and dependent variables. If X2 counts < X2 figure or if sig > 0.05, then Ha is accepted. It s means that there is a significant relationship between independent and dependent variables. The following are the results of the hypothesis testing obtained in this research.

Table 7. Relation Between Factors and Purchase Intention

Variable	Factors		Would you buy or pay for premium news from Tempo? (Purchase Intention)										Total		X2 Count	df	X2 Table	Sig	Result
			Yes		No		Maybe		Not sure										
			f	%	f	%	f	%	f	%	f	%							
INDIVIDUAL	Age	18-24 years old	3	1.5%	0	0.0%	2	1.0%	3	1.5%	8	4.0%			16.073	9	16.919	0.065	Not Significant
		25-29	5	2.5%	1	0.5%	20	10.0%	4	2.0%	30	15.0%							

												χ²	df	value	p	
		30-34	18	9.0%	6	3.0%	35	17.5%	3	1.5%	62	31.0%					
		35-40	22	11.0%	10	5.0%	61	30.5%	7	3.5%	100	50.0%					
	Sex	Men	32	16.0%	12	6.0%	65	32.5%	10	5.0%	119	59.5%	2.848	3	7.815	0.416	Not Significant
		Women	16	8.0%	5	2.5%	53	26.5%	7	3.5%	81	40.5%					
	Education	Senior high school/ equal	2	1.0%	1	0.5%	3	1.5%	4	2.0%	10	5.0%	25.052	15	24.996	0.049	Significant
		Diploma 3	0	0.0%	0	0.0%	1	0.5%	0	0.0%	1	0.5%					
		Bachelor/ equal	39	19.5%	13	6.5%	80	40.0%	12	6.0%	144	72.0%					
		Master/ equal	6	3.0%	3	1.5%	32	16.0%	1	0.5%	42	21.0%					
		S3/ sederajat	0	0.0%	0	0.0%	2	1.0%	0	0.0%	2	1.0%					
		Doctor profession	1	0.5%	0	0.0%	0	0.0%	0	0.0%	1	0.5%					
	Occupation	No job	0	0.0%	0	0.0%	0	0.0%	1	0.5%	1	0.5%	60.339	48	65.171	0.109	Not Significant
		Judge	1	0.5%	0	0.0%	0	0.0%	0	0.0%	1	0.5%					
		NGO Employee	0	0.0%	0	0.0%	2	1.0%	0	0.0%	2	1.0%					
		Social Worker	0	0.0%	0	0.0%	1	0.5%	0	0.0%	1	0.5%					
		Village Officials	0	0.0%	0	0.0%	0	0.0%	1	0.5%	1	0.5%					
		No Answer	1	0.5%	0	0.0%	0	0.0%	0	0.0%	1	0.5%					
		Self-employed	1	0.5%	1	0.5%	0	0.0%	0	0.0%	2	1.0%					
		Lecture	2	1.0%	1	0.5%	0	0.0%	0	0.0%	3	1.5%					
		Ibu Rumah Tangga	0	0.0%	1	0.5%	2	1.0%	0	0.0%	3	1.5%					

		Student	1	0.5%	0	0.0%	3	1.5%	1	0.5%	5	2.5%					
		Teacher	0	0.0%	1	0.5%	5	2.5%	1	0.5%	7	3.5%					
		Journalist	2	1.0%	2	1.0%	4	2.0%	0	0.0%	8	4.0%					
		Entrepreneur	3	1.5%	1	0.5%	5	2.5%	0	0.0%	9	4.5%					
		SOE Employee	3	1.5%	2	1.0%	7	3.5%	1	0.5%	13	6.5%					
		Civil Servants of Government Agencies	4	2.0%	1	0.5%	17	8.5%	1	0.5%	23	11.5%					
		Freelancer	9	4.5%	1	0.5%	12	6.0%	3	1.5%	25	12.5%					
		Private Employees	21	10.5%	6	3.0%	59	29.5%	8	4.0%	94	47.0%					
	Income	< IDR 5 millions	5	2.5%	4	2.0%	24	12.0%	7	3.5%	40	20.0%					
		> IDR 5 - 10 millions	16	8.0%	1	0.5%	33	16.5%	6	3.0%	56	28.0%					
		> IDR 10 - 15 millions	9	4.5%	3	1.5%	21	10.5%	1	0.5%	34	17.0%	17.250	12	21.026	0.140	Not Significant
		> IDR 15 - 20 millions	7	3.5%	4	2.0%	24	12.0%	1	0.5%	36	18.0%					
		> IDR 20 millions	11	5.5%	5	2.5%	16	8.0%	2	1.0%	34	17.0%					
PSYCHOLOGY	NEWS IMPORTANCY - Do you think news or information is an important need?	Yes	48	24.0%	17	8.5%	113	56.5%	15	7.5%	193	96.5%					
		Neutral	0	0.0%	0	0.0%	5	2.5%	2	1.0%	7	3.5%	5.985	3	7.815	0.112	Not significant
	SOURCE INFORMATION -	Search engine (Google,	15	7.5%	4	2.0%	30	15.0%	6	3.0%	55	27.5%	13.580	12	21.026	0.328	Not Significant

Question	Option	n	%	n	%	n	%	n	%	n	%	χ²	df	crit	sig	
Where do you usually get or look for news?	Safari, Firefox, Bing, dll)															
	Social media (Facebook, Instagram, Twitter, TikTok, Youtube, Spotify, Dll)	17	8.5%	7	3.5%	52	26.0%	7	3.5%	83	41.5%					
	Media application (Kompas, Detik, Tempo, dll)	14	7.0%	5	2.5%	32	16.0%	2	1.0%	53	26.5%					
	News aggregator apps (Flipboard, Feedly, Google News, Dll)	1	0.5%	1	0.5%	3	1.5%	0	0.0%	5	2.5%					
	Other	1	0.5%	0	0.0%	1	0.5%	2	1.0%	4	2.0%					
TYPE OF READER - What type of news reader are you?	Active	42	21.0%	10	5.0%	55	27.5%	6	3.0%	113	56.5%					
	Neutral	5	2.5%	4	2.0%	56	28.0%	8	4.0%	73	36.5%	33.064	6	12.592	0.000	Significant
	Passive	1	0.5%	3	1.5%	7	3.5%	3	1.5%	14	7.0%					
PUSH FACTOR BUY NEWS - What makes you want to buy, pay or subscribe to news? (Select "NONE" if you do not want to	Product quality (exclusive, in-depth, insightful, etc.)	37	18.5%	1	0.5%	65	32.5%	3	1.5%	106	53.0%					
	Cheap and affordable	7	3.5%	0	0.0%	13	6.5%	2	1.0%	22	11.0%	97.392	12	21.026	0.000	Significant
	Interesting forms	2	1.0%	2	1.0%	24	12.0%	1	0.5%	29	14.5%					

Category	Question	Answer										Chi-sq	df	Crit	p	Sig
	buy/pay for news)	of content (interactive, audiovisual, visual, audio, graphic, etc.)														
		Nothing	0	0.0%	14	7.0%	11	5.5%	10	5.0%	35	17.5%				
		Other	2	1.0%	0	0.0%	5	2.5%	1	0.5%	8	4.0%				
	REPELLENT FACTOR BUY NEWS - If you haven't subscribed to premium news, what factors are making you reluctant to subscribe?	Only need it occasionally (certain things and certain times)	26	13.0%	4	2.0%	58	29.0%	2	1.0%	90	45.0%	36.899	12	21.026	0.000	Significant
		Enough with free news (free access)	9	4.5%	12	6.0%	38	19.0%	11	5.5%	70	35.0%					
		Expensive	5	2.5%	1	0.5%	11	5.5%	2	1.0%	19	9.5%					
		Can get pirated version	0	0.0%	0	0.0%	0	0.0%	1	0.5%	1	0.5%					
		Other	8	4.0%	0	0.0%	11	5.5%	1	0.5%	20	10.0%					
PRODUCT KNOWLEDGE	CUSTOMER ACCESS TO TEMPO FREE NEWS - Where do you access the Tempo.co news portal?	TEMPO's Apps	9	4.5%	0	0.0%	6	3.0%	0	0.0%	15	7.5%	30.155	18	28.869	0.036	Significant
		Agregator (Flipboard, Feedly, Google News, Dll)	1	0.5%	3	1.5%	5	2.5%	1	0.5%	10	5.0%					
		Website TEMPO	15	7.5%	6	3.0%	33	16.5%	2	1.0%	56	28.0%					
		Search engine (Google,	7	3.5%	5	2.5%	30	15.0%	9	4.5%	51	25.5%					

	Bing, Safari, Edge, Dll)															
	Tempo's social media	13	6.5%	3	1.5%	35	17.5%	4	2.0%	55	27.5%					
	Other social media	2	1.0%	0	0.0%	7	3.5%	1	0.5%	10	5.0%					
	Other	1	0.5%	0	0.0%	2	1.0%	0	0.0%	3	1.5%					
CUSTOMER KNOWLEDGE ABOUT TEMPO PAID PRODUCT - Did you know that Tempo.co provides paid premium news?	Know	45	22.5%	10	5.0%	96	48.0%	10	5.0%	161	80.5%	15.601	3	7.815	0.001	Significant
	Don't Know	3	1.5%	7	3.5%	22	11.0%	7	3.5%	39	19.5%					
CUSTOMER EXPERIENCE ABOUT TEMPO PAID PRODUCT - If you know, have you ever accessed or tried to access paid premium news on Tempo digital?	Ever	35	17.5%	3	1.5%	38	19.0%	2	1.0%	78	39.0%	31.975	3	7.815	0.000	Significant
	Never	12	6.0%	13	6.5%	76	38.0%	12	6.0%	113	56.5%					
CUSTOMER ACCESS ABOUT TEMPO PAID PRODUCT - If so, how do you	Register email	17	8.5%	2	1.0%	16	8.0%	0	0.0%	35	17.5%	17.481	9	16.919	0.042	Significant
	Trial subscription	12	6.0%	2	1.0%	21	10.5%	2	1.0%	37	18.5%					
	Borrow access	5	2.5%	1	0.5%	15	7.5%	1	0.5%	22	11.0%					

											Calc X^2	df	X^2 figure	Sig	Conclusion
access TEMPO premium news?	from a friend/relative														
	Other	6	3.0%	5	2.5%	14	7.0%	5	2.5%	30	15.0%					
KNOWLEDGE ABOUT PRICING TYPE - Do you know any models of accessing paid news other than subscription?	Know	30	15.0%	6	3.0%	67	33.5%	6	3.0%	109	54.5%	7.173	3	7.815	0.067	Not Significant
	Don't Know	17	8.5%	11	5.5%	49	24.5%	11	5.5%	88	44.0%					
FAMILIARITY ABOUT PRICING TYPE - If so, what payment models are you familiar with, apart from subscription?	One-time membership fee (daily, weekly, monthly)	31	15.5%	4	2.0%	62	31.0%	7	3.5%	104	52.0%	10.173	6	12.592	0.118	Not significant
	One-time membership fee (daily, weekly, monthly)	12	6.0%	6	3.0%	33	16.5%	4	2.0%	55	27.5%					
	Other	1	0.5%	2	1.0%	4	2.0%	2	1.0%	9	4.5%					

Based on figure 1, eight (8) independent variables (factors) have a significant relationship with the intention to pay. Detail below.

1. Significant relationship between education (individual factors) and Intention to Pay. With the calculated X^2 value (25.052) > X^2 figure (24.996) and sig value (0.049) < 0.05, Ha was accepted.
2. Significant relationship between Reader Type (psychological factor) and Intention to Pay. With the calculated X^2 (33.064) > X^2 figure (12.592) and the sig value (0.000) < 0.05, then Ha is accepted
3. Significant relationship between Push Factors Buy News (psychological factors) and Intention to Pay. With the calculated X^2 (97.392) > X^2 figure (21.026) and the sig value (0.000) < 0.05, then Ha accepted
4. Significant relationship between Repellent Factors Buy News (psychological factors) and Intention to Pay. With the calculated X^2 (36.899) > X^2 figure (21.026) and sig value (0.000) < 0.05, Ha was accepted.
5. Significant relationship between customer access to tempo-free news (Product Knowledge Factor) and Intention to Pay. With the calculated X^2 30.155 > X^2 figure (28.869) and the sig value (0.036) < 0.05, Ha was accepted.
6. Significant relationship between customer knowledge about tempo paid products (product knowledge factor) and Intention to Pay. With the calculated X^2 (15.601) > X^2 figure (7.815) and sig value (0.001) < 0.05, Ha was accepted.
7. Significant relationship between customer experience in paid products (product knowledge factor) and Intention to Pay. With the calculated X^2 (31.975) > X^2 figure (7.815) and sig value (0.000) < 0.05, Ha was accepted.

8. Significant relationship between customer access to paid products (product knowledge factor) and Intention to Pay. With the calculated X^2 (17.481) > X^2 figure (16.919) and the sig value (0.042) < 0.05, Ha was accepted.

Table 8. Relation Between Factors and Willingness to Pay

Variable	Factors		Willingness to Pay per month (IDR)											Total		X2 Count	df	X2 Table	Sig	Result
			46-55 thousand		36-45 thousand		26-35 thousand		10-25 thousand		Don't want										
			f	%	f	%	f	%	f	%	f	%	f	%						
INDIVIDUAL	Age	18-24 years old	1	0.5%	2	1.0%	1	0.5%	3	1.5%	1	0.5%	8	4.0%		7.947	12	21.026	0.789	Not Significant
		25-29	3	1.5%	7	3.5%	7	3.5%	10	5.0%	3	1.5%	30	15.0%						
		30-34	10	5.0%	8	4.0%	21	10.5%	18	9.0%	5	2.5%	62	31.0%						
		35-40	15	7.5%	14	7.0%	23	11.5%	31	15.5%	17	8.5%	100	50.0%						
	Sex	Men	16	8.0%	20	10.0%	30	15.0%	37	18.5%	16	8.0%	119	59.5%		0.665	4	9.488	0.956	Not Significant
		Women	13	6.5%	11	5.5%	22	11.0%	25	12.5%	10	5.0%	81	40.5%						
	Education	Senior high school/ equal	2	1.0%	1	0.5%	2	1.0%	2	1.0%	3	1.5%	10	5.0%		15.011	20	31.410	0.776	Not Significant
		Diploma 3	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	1	0.5%						
		Bachelor/ equal	21	10.5%	24	12.0%	37	18.5%	45	22.5%	17	8.5%	144	72.0%						
		Master/ equal	5	2.5%	6	3.0%	11	5.5%	15	7.5%	5	2.5%	42	21.0%						
		S3/ sederajat	1	0.5%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	2	1.0%						
		Doctor profession	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	1	0.5%						
	Occupation	No job	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	1	0.5%		64.164	64	83.675	0.471	Not Significant
		Judge	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%						

		NGO Employee	0	0.0%	1	0.5%	0	0.0%	1	0.5%	0	0.0%	2	1.0%			
		Social Worker	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	1	0.5%			
		Village Officials	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	1	0.5%			
		No Answer	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%			
		Self-employed	1	0.5%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	2	1.0%			
		Lecture	2	1.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	3	1.5%			
		Ibu Rumah Tangga	1	0.5%	1	0.5%	0	0.0%	1	0.5%	0	0.0%	3	1.5%			
		Student	1	0.5%	0	0.0%	1	0.5%	3	1.5%	0	0.0%	5	2.5%			
		Teacher	0	0.0%	0	0.0%	2	1.0%	3	1.5%	2	1.0%	7	3.5%			
		Journalist	0	0.0%	2	1.0%	1	0.5%	4	2.0%	1	0.5%	8	4.0%			
		Entrepreneur	2	1.0%	1	0.5%	4	2.0%	1	0.5%	1	0.5%	9	4.5%			
		SOE Employee	2	1.0%	2	1.0%	2	1.0%	5	2.5%	2	1.0%	13	6.5%			
		Civil Servants of Government Agencies	2	1.0%	2	1.0%	12	6.0%	5	2.5%	2	1.0%	23	11.5%			
		Freelancer	5	2.5%	3	1.5%	3	1.5%	10	5.0%	4	2.0%	25	12.5%			
		Private Employees	11	5.5%	19	9.5%	24	12.0%	27	13.5%	13	6.5%	94	47.0%			
	Income	< IDR 5 millions	4	2.0%	3	1.5%	9	4.5%	13	6.5%	11	5.5%	40	20.0%	25.159	16	26.296	0.067	Not Significant
		> IDR 5 - 10 millions	11	5.5%	10	5.0%	11	5.5%	21	10.5%	3	1.5%	56	28.0%			

		> IDR 10 - 15 millions	4	2.0%	9	4.5%	9	4.5%	10	5.0%	2	1.0%	34	17.0%				
		> IDR 15 - 20 millions	4	2.0%	4	2.0%	11	5.5%	9	4.5%	8	4.0%	36	18.0%				
		> IDR 20 millions	6	3.0%	5	2.5%	12	6.0%	9	4.5%	2	1.0%	34	17.0%				
PSYCHOLOGY	NEWS IMPORTANCY - Do you think news or information is an important need?	Yes	29	14.5%	31	15.5%	50	25.0%	58	29.0%	25	12.5%	193	96.5%	3.803	4	9.488	0.433	Not Significant
		Neutral	0	0.0%	0	0.0%	2	1.0%	4	2.0%	1	0.5%	7	3.5%					
	SOURCE INFORMATION - Where do you usually get or look for news?	Search engine (Google, Safari, Firefox, Bing, dll)	9	4.5%	8	4.0%	13	6.5%	17	8.5%	8	4.0%	55	27.5%	10.507	16	26.296	0.839	Not Significant
		Social media (Facebook, Instagram, Twitter, TikTok, Youtube, Spotify, Dll)	11	5.5%	11	5.5%	26	13.0%	28	14.0%	7	3.5%	83	41.5%					
		Media application (Kompas, Detik, Tempo, dll)	8	4.0%	10	5.0%	10	5.0%	15	7.5%	10	5.0%	53	26.5%					
		News aggregator apps (Flipboard, Feedly, Google	0	0.0%	1	0.5%	1	0.5%	2	1.0%	1	0.5%	5	2.5%					

Category	Subcategory	n	%	n	%	n	%	n	%	n	%	n	%	χ²	df	Critical	p	Significance
	News, Dll)																	
	Other	1	0.5%	1	0.5%	2	1.0%	0	0.0%	0	0.0%	4	2.0%					
TYPE OF READER - What type of news reader are you?	Active	20	10.0%	20	10.0%	34	17.0%	27	13.5%	12	6.0%	113	56.5%	11.321	8	15.507	0.184	Not Significant
	Neutral	8	4.0%	9	4.5%	14	7.0%	31	15.5%	11	5.5%	73	36.5%					
	Passive	1	0.5%	2	1.0%	4	2.0%	4	2.0%	3	1.5%	14	7.0%					
PUSH FACTOR BUY NEWS - What makes you want to buy, pay or subscribe to news? (Select "NONE" if you do not want to buy/pay for news)	Product quality (exclusive, in-depth, insightful, etc.)	21	10.5%	19	9.5%	32	16.0%	34	17.0%	0	0.0%	106	53.0%	128.771	16	26.296	0.000	Significant
	Cheap and affordable	3	1.5%	1	0.5%	5	2.5%	12	6.0%	1	0.5%	22	11.0%					
	Interesting forms of content (interactive, audiovisual, visual, audio, graphic, etc.)	3	1.5%	6	3.0%	10	5.0%	9	4.5%	1	0.5%	29	14.5%					
	Nothing	1	0.5%	2	1.0%	2	1.0%	6	3.0%	24	12.0%	35	17.5%					
	Other	1	0.5%	3	1.5%	3	1.5%	1	0.5%	0	0.0%	8	4.0%					
REPELLENT FACTOR BUY NEWS - If you haven't subscribed to premium news, what factors are making	Only need it occasionally (certain things and certain times)	16	8.0%	15	7.5%	25	12.5%	24	12.0%	10	5.0%	90	45.0%	21.748	16	26.296	0.152	Not Significant
	Enough with	7	3.5%	9	4.5%	16	8.0%	23	11.5%	15	7.5%	70	35.0%					

Category	Question	Answer	n1	%1	n2	%2	n3	%3	n4	%4	n5	%5	Total	%	χ²	df	crit	p	Sig.
	you reluctant to subscribe?	free news (free access)																	
		Expensive	1	0.5%	4	2.0%	3	1.5%	10	5.0%	1	0.5%	19	9.5%					
		Can get pirated version	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	1	0.5%					
		Other	5	2.5%	3	1.5%	8	4.0%	4	2.0%	0	0.0%	20	10.0%					
PRODUCT KNOWLEDGE	CUSTOMER ACCESS TO TEMPO FREE NEWS - Where do you access the Tempo.co news portal?	TEMPO's Apps	4	2.0%	3	1.5%	4	2.0%	3	1.5%	1	0.5%	15	7.5%	34.557	24	36.415	0.075	Not Significant
		Agregator (Flipboard, Feedly, Google News, Dll)	0	0.0%	1	0.5%	2	1.0%	3	1.5%	4	2.0%	10	5.0%					
		Website TEMPO	8	4.0%	12	6.0%	9	4.5%	21	10.5%	6	3.0%	56	28.0%					
		Search engine (Google, Bing, Safari, Edge, Dll)	4	2.0%	5	2.5%	17	8.5%	17	8.5%	8	4.0%	51	25.5%					
		Tempo's social media	9	4.5%	10	5.0%	18	9.0%	12	6.0%	6	3.0%	55	27.5%					
		Other social media	4	2.0%	0	0.0%	2	1.0%	3	1.5%	1	0.5%	10	5.0%					
		Other	0	0.0%	0	0.0%	0	0.0%	3	1.5%	0	0.0%	3	1.5%					
	CUSTOMER KNOWLEDGE ABOUT TEMPO PAID PRODUCT - Did you know that	Know	27	13.5%	29	14.5%	39	19.5%	51	25.5%	15	7.5%	161	80.5%	16.037	4	9.488	0.003	Significant
		Don't Know	2	1.0%	2	1.0%	13	6.5%	11	5.5%	11	5.5%	39	19.5%					

	Tempo.co provides paid premium news?															
CUSTOMER EXPERIENCE ABOUT TEMPO PAID PRODUCT - If you know, have you ever accessed or tried to access paid premium news on Tempo digital?	Ever	21	10.5%	17	8.5%	18	9.0%	20	10.0%	2	1.0%	78	39.0%			
	Never	8	4.0%	12	6.0%	32	16.0%	40	20.0%	21	10.5%	113	56.5%	27.481	4	9.488	0.000	Significant
CUSTOMER ACCESS ABOUT TEMPO PAID PRODUCT - If so, how do you access TEMPO premium news?	Register email	8	4.0%	9	4.5%	5	2.5%	11	5.5%	2	1.0%	35	17.5%			
	Trial subscription	9	4.5%	5	2.5%	10	5.0%	11	5.5%	2	1.0%	37	18.5%			
	Borrow access from a friend/relative	2	1.0%	2	1.0%	9	4.5%	6	3.0%	3	1.5%	22	11.0%	20.079	12	21.026	0.066	Not Significant
	Other	3	1.5%	7	3.5%	4	2.0%	8	4.0%	8	4.0%	30	15.0%			
KNOWLEDGE ABOUT PRICING TYPE - Do you know any models of accessing paid news other than subscription?	Know	20	10.0%	15	7.5%	32	16.0%	34	17.0%	8	4.0%	109	54.5%			
	Don't Know	9	4.5%	15	7.5%	20	10.0%	26	13.0%	18	9.0%	88	44.0%	9.726	4	9.488	0.045	Significant
FAMILIARITY ABOUT	One-time member	17	8.5%	20	10.0%	25	12.5%	36	18.0%	6	3.0%	104	52.0%	16.610	8	15.507	0.034	Significant

Variable	PRICING TYPE - If so, what payment models are you familiar with, apart from subscription?												
	ship fee (daily, weekly, monthly)												
	One-time membership fee (daily, weekly, monthly)	8	4.0%	5	2.5%	15	7.5%	19	9.5%	8	4.0%	55	27.5%
	Other	1	0.5%	1	0.5%	1	0.5%	2	1.0%	4	2.0%	9	4.5%

Based on figure 2, five (5) independent variables (factors) have a significant relationship with willingness to pay. Details below:

1. Significant relationship between Push Factors Buy News (psychological factors) and Willingness to Pay. With the calculated X^2 value (128.771) > X^2 figure (26.296) and the sig value (0.000) < 0.05, Ha was accepted.
2. Significant relationship between Customer Knowledge about Tempo Paid (product knowledge factor) and Willingness to Pay. With the calculated X^2 value (16.037) > X^2 figure (9.488) and the sig value (0.003) < 0.05, Ha was accepted.
3. Significant relationship between customer experience in paid products (product knowledge factor) and Willingness to Pay. With the calculated X^2 value (27.481) > X^2 figure (9.488) and sig value (0.000) < 0.05, Ha was accepted.
4. Significant relationship between knowledge of pricing-type products knowledge) with Willingness to Pay. With the calculated X^2 value (9.726) > X^2 figure (9.488) and sig value (0.045) < 0.05, Ha was accepted.
5. Significant relationship between Familiarity about Pricing Type (product knowledge factor) and WTP. With the calculated X^2 value (16.610) > X^2 figure (15.507) and the sig value (0.034) < 0.05, Ha was accepted.

Table 9. Relation Between Factors ad Profit Model Option

Variable	Factors	Revenue or pricing model option					Total	X2 Count	df	X2 Table	Sig	Result
		Cheap subscription. Not ad-free (Ad-Supported)	Buy articles according to your interests in small packages (Bundled	Free access ticket daily, weekly or monthly once paid (Membership)	Free initial costs. Pay if you exceed the usage limit (Risk	Deposit at a low base rate. Add fees according to usage (Scaled Transaction)	Buy per issue or per article (Microtransaction)					

			f	%	f	%	f	%	f	%	f	%	f	%	f	%				
					Pricing)				Sharing)												
INDIVIDUAL	Age	18-24 years old	4	2.0%	2	1.0%	0	0.0%	0	0.0%	1	0.5%	1	0.5%	8	4.0%	20.238	15	24.996	0.163	Not Significant
		25-29	3	1.5%	6	3.0%	6	3.0%	4	2.0%	2	1.0%	9	4.5%	30	15.0%					
		30-34	6	3.0%	5	2.5%	17	8.5%	13	6.5%	3	1.5%	18	9.0%	62	31.0%					
		35-40	18	9.0%	13	6.5%	22	11.0%	18	9.0%	2	1.0%	27	13.5%	100	50.0%					
	Sex	Men	23	11.5%	15	7.5%	27	13.5%	20	10.0%	6	3.0%	28	14.0%	119	59.5%	5.380	5	11.070	0.371	Not Significant
		Women	8	4.0%	11	5.5%	18	9.0%	15	7.5%	2	1.0%	27	13.5%	81	40.5%					
	Education	Senior high school/ equal	1	0.5%	1	0.5%	1	0.5%	2	1.0%	1	0.5%	4	2.0%	10	5.0%	49.020	25	37.652	0.003	Significant
		Diploma 3	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	1	0.5%					
		Bachelor/ equal	22	11.0%	15	7.5%	32	16.0%	22	11.0%	5	2.5%	48	24.0%	144	72.0%					
		Master/ equal	7	3.5%	9	4.5%	11	5.5%	11	5.5%	1	0.5%	3	1.5%	42	21.0%					
		S3/ sederajat	1	0.5%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.0%					
		Doctor profession	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	1	0.5%					
	Occupation	No job	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	109.768	80	101.879	0.015	Significant
		Judge	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	1	0.5%					

Variable	Category		%		%		%		%		%		%	Total	%					
	NGO Employee	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	1	0.5%	2	1.0%					
	Social Worker	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	1	0.5%					
	Village Officials	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	1	0.5%					
	No Answer	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%					
	Self-employed	0	0.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	2	1.0%					
	Lecture	1	0.5%	1	0.5%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	3	1.5%					
	Ibu Rumah Tangga	1	0.5%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	1	0.5%	3	1.5%					
	Student	3	1.5%	0	0.0%	1	0.5%	0	0.0%	1	0.5%	0	0.0%	5	2.5%					
	Teacher	2	1.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	4	2.0%	7	3.5%					
	Journalist	0	0.0%	0	0.0%	3	1.5%	2	1.0%	1	0.5%	2	1.0%	8	4.0%					
	Entrepreneur	0	0.0%	2	1.0%	4	2.0%	1	0.5%	1	0.5%	1	0.5%	9	4.5%					
	SOE Employee	4	2.0%	0	0.0%	3	1.5%	3	1.5%	0	0.0%	3	1.5%	13	6.5%					
	Civil Servants of Government Agencies	4	2.0%	5	2.5%	4	2.0%	6	3.0%	1	0.5%	3	1.5%	23	11.5%					
	Freelancer	3	1.5%	2	1.0%	3	1.5%	6	3.0%	1	0.5%	10	5.0%	25	12.5%					
	Private Employees	13	6.5%	13	6.5%	25	12.5%	15	7.5%	1	0.5%	27	13.5%	94	47.0%					
Income	< IDR 5	7	3.5%	7	3.5%	5	2.5%	7	3.5%	2	1.0%	12	6.0%	40	20.0%	15.767	20	31.410	0.731	Not Significant

		millions																			
		> IDR 5 - 10 millions	9	4.5%	9	4.5%	15	7.5%	7	3.5%	2	1.0%	14	7.0%	56	28.0%					
		> IDR 10 - 15 millions	4	2.0%	2	1.0%	10	5.0%	8	4.0%	3	1.5%	7	3.5%	34	17.0%					
		> IDR 15 - 20 millions	6	3.0%	2	1.0%	10	5.0%	6	3.0%	1	0.5%	11	5.5%	36	18.0%					
		> IDR 20 millions	5	2.5%	6	3.0%	5	2.5%	7	3.5%	0	0.0%	11	5.5%	34	17.0%					
	NEWS IMPORTANCY - Do you think news or information is an important need?	Yes	29	14.5%	26	13.0%	43	21.5%	35	17.5%	6	3.0%	54	27.0%	193	96.5%	14.540	5	11.070	0.013	Significant
		Neutral	2	1.0%	0	0.0%	2	1.0%	0	0.0%	2	1.0%	1	0.5%	7	3.5%					
PSYCHOLOGY	SOURCE INFORMATION - Where do you usually get or look for news?	Search engine (Google, Safari, Firefox, Bing, dll)	8	4.0%	8	4.0%	12	6.0%	12	6.0%	2	1.0%	13	6.5%	55	27.5%	18.987	20	31.410	0.523	Not Significant
		Social media (Facebook, Instagram, Twitter, TikTok, Youtube, Spotify, Dll)	11	5.5%	9	4.5%	18	9.0%	11	5.5%	4	2.0%	30	15.0%	83	41.5%					

			C1	%	C2	%	C3	%	C4	%	C5	%	C6	%	Total	%	Stat	df	Stat2	Sig	Result
		Media application (Kompas, Detik, Tempo, dll)	10	5.0%	7	3.5%	15	7.5%	10	5.0%	1	0.5%	10	5.0%	53	26.5%					
		News aggregator apps (Flipboard, Feedly, Google News, Dll)	2	1.0%	1	0.5%	0	0.0%	1	0.5%	1	0.5%	0	0.0%	5	2.5%					
		Other	0	0.0%	1	0.5%	0	0.0%	1	0.5%	0	0.0%	2	1.0%	4	2.0%					
	TYPE OF READER - What type of news reader are you?	Active	20	10.0%	15	7.5%	29	14.5%	19	9.5%	2	1.0%	28	14.0%	113	56.5%	7.719	10	18.307	0.656	Not Significant
		Neutral	9	4.5%	9	4.5%	14	7.0%	12	6.0%	5	2.5%	24	12.0%	73	36.5%					
		Passive	2	1.0%	2	1.0%	2	1.0%	4	2.0%	1	0.5%	3	1.5%	14	7.0%					
	PUSH FACTOR BUY NEWS - What makes you want to buy, pay or subscribe to news? (Select "NONE" if you do not want to buy/pay for news)	Product quality (exclusive, in-depth, insightful, etc.)	18	9.0%	12	6.0%	29	14.5%	14	7.0%	5	2.5%	28	14.0%	106	53.0%	18.661	20	31.410	0.544	Not Significant
		Cheap and affordable	6	3.0%	4	2.0%	4	2.0%	5	2.5%	0	0.0%	3	1.5%	22	11.0%					
		Interesting forms of content (interactive, audiovisual, visual, audio,	2	1.0%	3	1.5%	4	2.0%	6	3.0%	1	0.5%	13	6.5%	29	14.5%					

		graphic, etc.)																		
		Nothing	5	2.5%	5	2.5%	7	3.5%	8	4.0%	2	1.0%	8	4.0%	35	17.5%				
		Other	0	0.0%	2	1.0%	1	0.5%	2	1.0%	0	0.0%	3	1.5%	8	4.0%				
	REPELLENT FACTOR BUY NEWS - If you haven't subscribed to premium news, what factors are making you reluctant to subscribe?	Only need it occasionally (certain things and certain times)	13	6.5%	13	6.5%	15	7.5%	16	8.0%	6	3.0%	27	13.5%	90	45.0%				
		Enough with free news (free access)	9	4.5%	9	4.5%	20	10.0%	11	5.5%	0	0.0%	21	10.5%	70	35.0%	25.964	20	31.410	0.167	Not Significant
		Expensive	7	3.5%	2	1.0%	3	1.5%	2	1.0%	2	1.0%	3	1.5%	19	9.5%				
		Can get pirated version	0	0.0%	0	0.0%	0	0.0%	1	0.5%	0	0.0%	0	0.0%	1	0.5%				
		Other	2	1.0%	2	1.0%	7	3.5%	5	2.5%	0	0.0%	4	2.0%	20	10.0%				
PRODUCT KNOWLEDGE	CUSTOMER ACCESS TO TEMPO FREE NEWS - Where do you access the	TEMPO's Apps	2	1.0%	1	0.5%	3	1.5%	4	2.0%	0	0.0%	5	2.5%	15	7.5%	22.765	30	43.773	0.825	Not Significant
		Agregator (Flipboard, Feedly, Google News, Dll)	3	1.5%	2	1.0%	0	0.0%	0	0.0%	0	0.0%	5	2.5%	10	5.0%				

Tempo.co news portal?	Website TEMPO	9	4.5%	6	3.0%	17	8.5%	9	4.5%	3	1.5%	12	6.0%	56	28.0%					
	Search engine (Google, Bing, Safari, Edge, Dll)	7	3.5%	7	3.5%	10	5.0%	11	5.5%	2	1.0%	14	7.0%	51	25.5%					
	Tempo's social media	6	3.0%	9	4.5%	13	6.5%	9	4.5%	3	1.5%	15	7.5%	55	27.5%					
	Other social media	2	1.0%	1	0.5%	2	1.0%	2	1.0%	0	0.0%	3	1.5%	10	5.0%					
	Other	2	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.5%	3	1.5%					
CUSTOMER KNOWLEDGE ABOUT TEMPO PAID PRODUCT - Did you know that Tempo.co provides paid premium news?	Know	27	13.5%	20	10.0%	40	20.0%	25	12.5%	7	3.5%	42	21.0%	161	80.5%					
	Don't Know	4	2.0%	6	3.0%	5	2.5%	10	5.0%	1	0.5%	13	6.5%	39	19.5%	5.773	5	11.070	0.329	Not Significant
CUSTOMER EXPERIENCE ABOUT TEMPO PAID PRODUCT - If you know, have you ever	Ever	13	6.5%	9	4.5%	17	8.5%	13	6.5%	4	2.0%	22	11.0%	78	39.0%					
	Never	17	8.5%	15	7.5%	28	14.0%	18	9.0%	4	2.0%	31	15.5%	113	56.5%	0.666	5	11.070	0.985	Not Significant

		C1	%	C2	%	C3	%	C4	%	C5	%	C6	%	Total	%	χ²	df		p	Sig.
accessed or tried to access paid premium news on Tempo digital?																				
CUSTOMER ACCESS ABOUT TEMPO PAID PRODUCT - If so, how do you access TEMPO premium news?	Register email	6	3.0%	5	2.5%	7	3.5%	5	2.5%	2	1.0%	10	5.0%	35	17.5%	12.887	15	24.996	0.611	Not Significant
	Trial subscription	9	4.5%	2	1.0%	6	3.0%	7	3.5%	2	1.0%	11	5.5%	37	18.5%					
	Borrow access from a friend/relative	2	1.0%	1	0.5%	7	3.5%	4	2.0%	1	0.5%	7	3.5%	22	11.0%					
	Other	1	0.5%	5	2.5%	7	3.5%	6	3.0%	0	0.0%	11	5.5%	30	15.0%					
KNOWLEDGE ABOUT PRICING TYPE - Do you know any models of accessing paid news other than subscription?	Know	13	6.5%	17	8.5%	28	14.0%	22	11.0%	4	2.0%	25	12.5%	109	54.5%	7.663	5	11.070	0.176	Not Significant
	Don't Know	17	8.5%	8	4.0%	16	8.0%	13	6.5%	4	2.0%	30	15.0%	88	44.0%					
FAMILIARITY ABOUT PRICING TYPE - If so, what payment models	One-time membership fee (daily, weekly, monthly)	22	11.0%	12	6.0%	33	16.5%	16	8.0%	6	3.0%	15	7.5%	104	52.0%	28.274	10	18.307	0.002	Significant

are you familiar with, apart from subscription?	Retail per article or per issue (micro payment)	5	2.5%	9	4.5%	5	2.5%	12	6.0%	1	0.5%	23	11.5%	55	27.5%				
	Other	0	0.0%	1	0.5%	2	1.0%	3	1.5%	0	0.0%	3	1.5%	9	4.5%				

Based on figure 3, four (4) independent variables (factors) have a significant relationship with the profit or pricing model variables.

1. Significant relationship between education (individual factors) and the Profit or Pricing Model. With the calculated X^2 value (49.020) > X^2 figure (37.652) and sig value (0.003) < 0.05, Ha was accepted.
2. Significant relationship between occupation (individual factors) and the Profit or Pricing Model. With the calculated X^2 value (109,768) > X^2 figure (101,879) and the sig value (0.015) < 0.05, Ha was accepted.
3. Significant relationship between News Importance (psychological factor) and Profit or Pricing Model. With the calculated X^2 value (14,540) > X^2 (11,070) and sig value (0.013) < 0.05, Ha is accepted.
4. Significant relationship between Familiarity about Pricing Type (product knowledge factor) and Profit or Pricing Model. With the calculated X^2 value (28.274) > X^2 figure (18.307) and sig value (0.002) < 0.05, Ha was accepted.

5. Conclusion

5. Conclusion

Individual, psychological, and product knowledge factors have significant relationships with purchase intention and the choice of profit or pricing model. Meanwhile, only psychological and product knowledge factors had significant relationships with willingness to pay. Tempo should recognize the behavior of their readers and potential paying customers before designing the right strategy to sell their products. There are non-paying customers who intend to pay, and the payment model could be one of the factors driving them to purchase news. Many users say that they have been reluctant to subscribe because they only need premium information occasionally. Therefore, they are reluctant to be asked to subscribe to an automatic renewal commitment.

On the descriptive side, the highest willingness to pay was at IDR 10-25 thousand per month (36.3%), then IDR 26-35 thousand per month (30.4%), IDR 36-45 thousand per month (18.1%), and those who did not want to spend money at all on news were 15.2%. Meanwhile, regarding pricing or profit models other than subscription, most choices fell on the purchase model per edition or issue (microtransaction) at 27.50%, followed by one-time payment membership (22.50%), free initial cost and pay if exceed the limit or risk sharing (17.50%), cheap subscription but not ad-free (15.50%), buy articles in small packages (13%), and low deposit rates (4%). Tempo needs to try other profit models, especially those that are easier to implement and already used by competitors, such as one-time payment membership or purchasing per edition.

5.1 Limitation

This study only reviews the factors that influence the purchasing decisions of tempo non-paid news readers. Individual Factors, Psychology, and Product Knowledge. The analysis was carried out based on the results of an online survey conducted between March and April 2024. This study only descriptively explored the factors that influence the decision to pay for news. The research object is also limited to Tempo's paid products and not to other paid news products.

5.2 Suggestion

Further research is needed to determine what other factors can influence purchasing decisions on paid news and on the general situation, not just one brand. Willingness to pay and the choice of profit model are also only descriptive so more in-depth research is needed regarding the choice of profit model through other analyzes such as conjoint analysis (Choice Based Conjoint/ CBC).

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