The Effect Of Personal Traits, Functional Value, And Brand Trust On App Love Of Students In Medan City

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ABSTRACT
With the development of the increasingly advanced era, many students are trying to adjust their lifestyles. You can choose to buy goods online or in person. Students have been trapped in a hedonistic lifestyle and excessive shopping because of this lifestyle. Therefore, this study will investigate the influence of personal traits, functional values, and brand trust on the application of love in students in the city of Medan. Data were collected through quantitative literature studies. The results showed that Personal Traits have a positive and significant influence on App Love, as well as Functional Value. The Brand Trust variable also has a positive and significant influence on App Love.

Keywords: Personal Traits, Functional Value, Brand Trust, App Love, Students, Medan City

INTRODUCTION

In the era of Industry 5.0, Indonesia is experiencing rapid technological progress, which opens up many new opportunities, especially in the field of entrepreneurship. With the help of digital technology, aspiring entrepreneurs can start their businesses more efficiently, responsively, and innovatively. Technology-based business models are changing important components in the ongoing digital transformation. This includes payment administration, purchasing and selling systems, and transaction methods that can now be done instantly and flexibly. Indonesia has shown a significant level of e-commerce growth, driven by a large digital population and expanding internet access. Current data shows that e-commerce usage is increasing rapidly, with platforms such as Tokopedia, Shopee, and Lazada leading the industry by providing a variety of products, including accessible payment methods such as digital wallets and cash-on-delivery (COD) services.

One of the largest types of transactions in the Indonesian e-commerce network is the marketplace. E-commerce transactions in Indonesia will reach around IDR 453.75 trillion in 2023. Influenced by changes in consumer behavior that make online shopping easier, and driven by the progress of increasingly widespread digitalization of payment systems, this growth shows a significant increase compared to before. Indonesian consumers still prefer payment methods such as Cash on Delivery (COD) in several major e-commerce industries, such as travel, fashion, and household products. Bank Indonesia even estimates that the value of this transaction will continue to increase in the coming years, to reach IDR 487 trillion in 2024. Behavioral intention is an important metric that indicates the likelihood that someone will make an online purchase (Duong, 2022). Social influence from friends and family, previous user experience, and ease of platform access are all factors that shape this condition (Zhang, 2022). For example, when someone has a positive experience with online shopping, such as ease of website navigation or satisfaction with the quality of the product received, the intention to make a repeat purchase tends to increase (Yu et al., 2021). The online shopping experience has changed the way people interact with products and services (Liu et al.,

2021). If users feel that online shopping provides more benefits compared to traditional shopping, the consumer's intention to shop online tends to increase (Arfansyah & Marsasi, 2023).

App love is an important component that influences a consumer's online shopping intention (Purnami & Agus, 2020). It is defined as the positive feelings, affection, and loyalty that users have towards a particular shopping app. It encompasses the strong sense of emotional attachment that users feel when using the app, which can have a positive effect on their online shopping experience (Kim et al., 2024).

If an app is loved by its users, they tend to be more loyal, meaning customers shop more often through it because they feel emotionally attached (Kumar et al., 2024). This loyalty contributes to increased customer retention, where users feel emotionally attached and prefer to make transactions through an app that consumers love. Therefore, these apps build profitable relationships and become the first choice for users (Bandinelli, 2022).

Love of an app often stems from a pleasant user experience, including an easy-to-use interface, responsive customer service, and ease of transaction (Portingale et al., 2022). These positive experiences create a strong emotional connection between the app and its users, resulting in a positive cycle where users feel more comfortable and satisfied. As a result, users are more likely to recommend the app to others, which can result in an increase in the number of new users and increase the popularity of the app (Abu Farha et al., 2024).

Consumer shopping apps that customers like tend to share their positive experiences with others, either verbally or through social media (Kautish et al., 2023). Recommendations from these positive experiences can strengthen the relationship between the app and attract new customers. Thus, these recommendations can increase the app's visibility and market reach (Liew et al., 2023).

According to research conducted by Bellary et al. (2024), application love has a significant impact on behavioral intentions. Customers tend to provide constructive feedback if they feel connected to the application. This feedback is very useful for developers because it allows customers to make improvements and innovations that are more in line with user needs and expectations. However, Khan (2021) found that application love does not always increase action intentions.

Personal traits or individual characteristics are important components that contribute to the formation of behavioral intentions, which influence customer preferences, perceptions, and loyalty levels toward a brand (Saha et al., 2024). To target more relevant and effective marketing messages, businesses can segment customers based on their traits, such as extraversion, openness to experience, and conscientiousness. By knowing these traits, companies can group customers into more specific segments, allowing them to create communication strategies that match the psychological preferences of each segment (Hung & Chiu, 2023). For example, highly extroverted customers tend to be interested in new products and innovations. Therefore, messages that focus on innovation or exclusive offers may be more appealing to customers (Valdez-Juárez et al., 2024). Conversely, more conscientious or routine customers will respond to messages that emphasize product details, reliability, and quality. This strategy not only increases the relevance of marketing messages but also strengthens the relationship between customers and brands because consumers feel that their unique needs and preferences are understood and cared for (Sarah et al., 2023).

However, information that occurs in Medan City, especially related to online shopping trends, shows that students who are not used to new experiences tend not to care about e-commerce innovations such as new payment methods or better user features. This can affect their desire to try new products or services, which in turn can hinder the progress of e-commerce.

According to Tang et al. (2022), the following metrics are used to evaluate individual traits: extraversion, neuroticism, openness to experience, and agreeableness. Individuals with high dimensions tend to be

collaborative, understanding, and trustworthy, which makes customers sociable and likable in various social interactions.

Furthermore, the function value is considered to have a significant impact on behavioral intention. The value function is highly dependent on delivery time (Wang et al., 2023). Clients will be more interested in using a platform that promises fast delivery because they usually want their products delivered as quickly as possible (Saragih et al., 2022). College students are more likely to make repeat purchases if the delivery is reliable and fast, and they will recommend the platform to their friends (Ahn & Back, 2019). In addition, customers who are on a budget will prefer platforms that offer competitive prices, discounts, or loyalty programs (Kim et al., 2019). When customers feel they are getting good value for their money, this can encourage them to shop more (Radkowski et al., 2024).

However, the situation, especially in the city of Medan, shows that many students are hesitant to shop online because they are worried about fraud or poor service quality. Negative experiences experienced by others and increasing news about online fraud. This distrust can lead to low functional value for students. This happens when they believe that the benefits obtained from shopping online are not worth the risks that may be borne. Despite the many conveniences and benefits offered by the platform, this affects students' purchasing intentions, so many of them choose to avoid online shopping.

Research (de Araújo et al., 2024) found that functional value greatly influences action intention. The functional value of an online shopping platform increases with good customer support services, such as quick responses to inquiries, clear product return policies, and solutions to customer problems (Wells & Tan, 2024). Students who feel they can rely on customer service are more likely to use the platform in the future (Martirosyan et al., 2024). Students feel that the service provider understands and values their needs, which strengthens long-term relationships (Wang et al., 2023).

Finally, brand trust is considered to play a significant role in increasing action intention (Salhab et al., 2023). Brand trust is essential in building customer confidence in brand quality, safety, and consistency. College students may have many choices of shopping platforms or brands, but their choices may be limited due to budget or needs (Sun & Moon, 2024). In a market full of choices, brand trust becomes an important factor that increases competitiveness (Rao et al., 2021). College students may have many choices of platforms or brands to meet their needs, but brands with high levels of trust are more likely to be the first choice. Strong brand trust makes consumers more likely to choose that brand over competitors, even if there are differences in price or other offerings (Bigné et al., 2023).

Brand trust encourages customers to share positive experiences with others, either through online reviews or direct recommendations, according to previous research (Kinawy, 2024). Peer recommendations are particularly influential in college students. If students have high brand trust, they are more likely to give positive recommendations to others in their group, which in turn encourages them to purchase the item (Bigné et al., 2023). This creates a cycle that increases trust and increases brand reach organically (Rao et al., 2021). Based on the emerging phenomenon, researchers are interested in testing personal traits, functional values, and brand trust towards app love among college students in Medan.

LITERATURE REVIEW

App Love

According to Batra et al. (2021), the idea of app love is an extension of the brand love theory, which states that a strong emotional connection between users and digital applications is formed through regular interactions and consistent experiences. Consumers emphasize that applications that can balance functional

and emotional values have great potential to trigger user "love". This emotional attachment is considered to consist of customizable features and satisfying user experiences.

Consumer research by Schmidt and Witkowski (2022) found that great user experience is essential to creating App Love. Consumers found that apps with lots of interactivity and responsiveness to user needs drive continued engagement. Apps that provide personalized and interactive experiences, such as recommendations tailored to user preferences and usage history, are more likely to make users "love" them. Furthermore, Hoffman and Novak (2023) incorporated the idea of digital companionship into App Love. Consumers argue that apps that incorporate AI and machine learning components that can dynamically meet users' needs and preferences can create relationships similar to emotional attachments between humans. Apps that function as "digital companions" or "digital friends" increase feelings of emotional attachment because their interactions with others increase feelings of emotional attachment. However, according to Kim et al. (2024), consumers argue that apps that support positive social interactions, such as social media or collaboration apps, are more likely to build emotional loyalty. When apps help users achieve their personal goals, they form strong emotional bonds.

According to Zhao and Wang (2024) found that the feeling of ownership can increase love for the App. Consumers said that the application will provide an emotional experience when it allows users to customize and change their experience with extensive personalization features. This feeling creates a strong and long-term relationship, which makes users more loyal to the application. Li and Xie (2023) emphasized that in creating App Love, emotional elements and design aesthetics must be integrated. Customers argue that applications with beautiful and intuitive interfaces, visually pleasing, and easy to use are more likely to trigger positive emotional reactions from users. The likelihood of users feeling emotionally connected to the application increases because of this satisfying aesthetic experience.

Personal Traits

Personality comes from the word "personae", which means a mask used by actors in ancient Greece. Personality, also referred to as personality, is a description of human psychological qualities that show unique patterns, feelings, and behaviors that exist within a person (Widyahastuti, 2016). Personality is a pattern of traits and characteristics that are common to everyone (Feist, 2018).

Personality consists of a collection of unique traits that can change depending on the circumstances (Duygulu, 2013). Personality is a part of the soul that unites humans, not dividing them into functions. Personality, according to Cattell in Engler (2014), can predict how a person acts in the situations and problems they face. Personality is something that describes a person's unique characteristics that distinguish them from others. Personality is always changing and changing over time (Herlan, 2013). The development of this personality is influenced by genetics and the environment.

Consistent emotions and behaviors that a person shows in various situations are called traits (Schultz, 2012). McCabe & Costa in Cervone & Pervin (2013) define traits as regularities in a person's behavior where individuals seem to tend to act in ways that are described by certain traits. Consistent patterns in the way a person behaves, feels, and thinks are called personality traits (Cervone & Pervin, 2013). Personality traits are also a collection of unique traits that will shape a person's personality (Schultz & Schultz, 2012).

Personality traits, or personal traits, are critical in determining a person's behavioral intentions, or behavioral intentions (Brás et al., 2024). Personality is the characteristics that distinguish people in the way they think, act, and feel. As a result, personality greatly influences a consumer's decision-making, response to situations, and interactions with their environment. How a person faces challenges, responds to stress, and communicates with others is often influenced by traits such as openness to new experiences,

conscientiousness, extroversion, agreeableness, and emotional stability. For example, highly open people tend to be more adaptable and interested in new things. Ultimately, this leads them to behave in a way that is more open to change (Laouiti et al., 2022).

In addition, people with low emotional stability tend to have behavioral intentions that are influenced by consumer feelings and moods, while people with high conscientiousness are more careful in considering the consequences of their actions (Amin et al., 2023a). Therefore, personal traits not only play an important role in behavioral decision-making but also shape an individual's mindset, habits, and lifestyle. These mindsets shape how consumers respond to the environment and determine goals and how to achieve them (Duong, 2022).

Personality development is influenced by several variables. One of the most significant factors is biological or genetic traits, according to Kim in Cervone & Pervin (2013). Genetics is the main factor that shapes a person's personality, but environmental factors have a smaller influence on the development of a person's personality. In addition to genetics, the environment such as culture, social status, family, and peers shape personality. According to Benet-Martinez and Oishi (2008), culture is the main factor that shapes a person's personality. Everyone has a different personality because each culture has unique behaviors, rituals, beliefs, and practices.

According to Cervone & Pervin (2013), social status affects a person's roles and responsibilities, as well as the privileges given to consumers. These factors affect customers' perceptions of themselves and others with different social statuses. Personality development is influenced by a person's social status. Social status also affects a person's ability and tendency to respond to circumstances.

Next comes the role of the family. The family is one of the most important environmental components that influences a person's personality and behavior (Anugrah, 2018). The family, especially parents, influences the development of a child's personality through the way parents raise them and the way they behave. Peers are the last component. The influence of peers on personality development is not as important as family experiences, according to Cervone and Pervine (2013). Individuals learn to accept new behaviors from their peers, and these experiences can influence their personality.

Personality traits are unique attributes that distinguish each person, shape their identity, and influence how consumers behave, act, and interact with their environment. These traits are becoming increasingly important in the context of digital applications and online interactions because consumers can influence how people use technology, engage with digital platforms, and build relationships with others. Psychologists such as McCrae and Costa (1990) created the Big Five Personality Traits model to help understand the complexity of personality.

Functional Value

The extent to which a product can meet the basic needs of customers in terms of benefits and uses is influenced by its functional value (Li et al., 2024). Products that effectively meet customers' specific needs and have real uses tend to increase purchase intention because they are considered relevant and useful. If the product can provide direct benefits that match the customer's expectations or needs, the product will be more appreciated, which motivates buyers to buy (Wells & Tan, 2024).

Functional value can be defined as the perceived benefits obtained through functional attributes or physical attributes. According to Gonçalves (2016), functional value refers to the perceived benefits of a product or service based on the physical performance of the product in terms of durability, reliability, and price. Mohd Suki (2015) argues that functional value is influenced by the physical performance of the product, which consists of product durability, reliability, price, and consumer benefits. Functional value is a utility derived

from the quality or affordability of the product, which means that if a product has a high functional value, then it can be said that the product has high quality and good performance.

Furthermore, the functionality, utility, and benefits that can be obtained from a product are represented by functional value. Han also stated that monetary value, performance value, and convenience value are components of functional value; monetary value is the price of the product, and performance value is the performance of the product. According to Sheth (1991), functional value is the main factor that influences consumer decisions. The physical quality of the camera, its performance, and specifications, as well as its price in the camera industry, tend to be of concern to consumers. So, in this study, the functional utility in question is the utility perceived from a product or service based on the physical performance of the product in terms of durability, reliability, and price (Gonçalves, 2016).

The expected performance of a product in terms of its functionality, physicality, and usability is known as functional value. Social value is related to the perceived utility of the product to provide the expected status to the consumer, and it should fit the consumer's reference circle. Emotional value is defined as the emotional value when something is associated with feelings and is measured on the profile of feelings associated with an object. Epistemic value is the perceived benefit that a person gets from curiosity or knowledge that a person gains. Conditional value is the perceived benefit that a person gets from a particular situation when faced by some (Sheth et al., 1991).

Products with high functional value are usually easy to use, efficient, and offer convenience to users, which makes them very attractive to customers. These factors include reliability, ease of operation, and speed and efficiency in completing daily tasks (Martirosyan et al., 2024). For example, technological devices that can make routine activities easier, such as smart home devices or financial management applications, tend to be more in demand because of their ability to provide practical benefits and convenience in everyday life. Products with high functional value may also provide satisfaction because they do not require much effort or time to use. Consumers who are looking for practical solutions often prefer products with functional value because they believe they can help them live an efficient lifestyle. If these advantages meet consumers' needs well, consumers are more likely to return to the brand or similar products in the future. This means that these advantages can build consumer loyalty. As a result, products that focus on functional value can increase their appeal and improve their competitiveness in an increasingly competitive market.

Brand Trust (X3)

Brand trust, according to Chaudhuri and Holbrook in Seprianti Eka Putri (2022), is defined as the general customer's willingness to rely on the brand's ability to perform the desired function. According to Delgado in Adhari (2021), brand trust, also known as brand trust, is the existence of high expectations or a high probability that the brand will have a positive impact on consumers. According to Kertajaya in Abdi Santoso (2021), from a company's perspective, brand trust is a brand that has succeeded in creating a memorable brand experience for its customers for a long time based on the brand's integrity, honesty, and politeness.

A very important concept in the relationship between brands and customers is known as brand trust, which is defined as the customer's belief that the brand can meet the customer's needs and expectations through the goods or services it offers (Isac et al., 2024). When consumers feel trust in a brand, they are not only more likely to make a purchase, but they are also more likely to recommend the brand to others (Sun & Moon, 2024).

Consistency in product or service quality is an important component in building brand trust. According to Kathuria (2000), consumers will trust a particular brand more if they always have a positive experience with the products they buy. For example, if a brand provides high-quality products regularly, it will have a

good reputation in the eyes of customers. A good reputation builds trust. Companies with a good history, such as good customer service or ethical business practices, will find it easier to gain trust from customers. Word-of-mouth recommendations and positive reviews can improve a brand's reputation in the market (Kutlu & Ekici Özcan, 2024).

Trust arises from transparent communication with customers (Zulfansyah & Dermawan, 2024). Consumers will feel safer with brands that are open about their production processes, materials used, or customer policies. When customers believe they are getting accurate and clear information, they will trust the brand more. Building consumer trust can also be done by brands that continue to innovate and respond to customer feedback (Kinawy, 2024). When brands can adapt to changing customer needs and expectations, it shows that customers care and are committed to providing the best. Consumers usually consider brands that are involved in social or environmental activities more. Involvement in relevant social issues and support for sustainability can increase consumer trust (Chaihanchanchai et al., 2024).

Consumers who have trust in a brand are more likely to try new products or products related to the same brand (Nguyen-Viet et al., 2024). This trust makes customers confident that the product will meet the quality standards they have previously experienced. Therefore, brand trust influences purchase intentions and purchase likelihood in a wider product category (Bigné et al., 2023). Consumers are more likely to examine the various products and services offered by brands that have high trust. This allows brands to bring variety and innovation without the need to build trust (Gong et al., 2023).

Manufacturers can gain consumer trust by creating and expanding their product range and retaining loyal customers, which is a major strategic advantage for brands in a competitive market (Oppong et al., 2023). This positive emotional connection must be built consistently and continuously and must last for a long period.

RESEARCH METHOD

This study collects data through literature and associative studies. It is expected that the results will help develop broader theories and improve decision-making practices in the field. The location of this research will be carried out in Medan City. The population in this study were active students at 5 well-known universities in Medan City with a total of 71,756 students. The sampling technique in this study used by the researcher was cluster random sampling. So in this study, the researcher chose 385 students from the 5 universities.

Parameters and Operational Variables

In more detail, the operationalization of variables to answer the problem identification can be seen in Table 4.3 below:

Table 1. Operational Definition of Variables

Variables	Variable Definition	Variable Indicator	Scale
Behavioral Intentions (Y)	Consumer behavioral intentions can be defined as the measurable tendency of consumers to take certain actions related to a product or service after they have experienced or evaluated the interaction.	1. Intention to purchase 2. Intention to repeat purchase 3. Intention to recommend 4. Intention to provide a review 5. Intention to participate in brand-related activities	Ordinal
App Love (Y1)	App love is a variable that measures how much positive feelings, affection, and emotional attachment a user has towards an application.	1. User satisfaction 2. Emotional engagement 3. Recommendations 4. Social interaction	Ordinal
Personal Traits (X1)	Personal traits are characteristics of individuals that influence their behavior, attitudes, and decisions in various contexts, including consumer behavior. These variables encompass various aspects of personality that can influence how a person interacts with a product, brand, or service.	1. Openness 2. Conscientiousness 3. Extraversion 4. Social Skills 5. Neuroticism	Ordinal

Functional Value (X2)	Functional value can be defined as the consumer's perception of the practical and functional benefits of a product or service, which includes various aspects, such as performance, reliability, and efficiency.	1. Performance 2. Reliability 3. Comfort 4. Efficiency 5. Quality	Ordinal
Brand Trust (X3)	Brand trust is the consumer's belief and confidence in a brand, which is built based on their experiences, perceptions, and interactions with the product or service offered. This variable is very important in marketing because it can influence purchasing decisions, customer loyalty, and brand reputation.	1. Reliability 2. Credibility 3. High quality 4. Openness 5. Care	Ordinal

Source: Processed by Researchers (2024)

Data Collection and Retrieval Procedures

Primary and secondary data were sought, collected, and recorded during the data collection process. The data collection method used was a questionnaire, which involves giving respondents a series of written questions or statements to answer. In this study, a Likert scale was used to measure the lowest to the highest level.

Validity and Reliability

Validity testing usually aims to ensure whether the question items used can measure the values to be measured. Validity has various concepts, and this study uses multiple validity, which is used in many economic studies. A construct (variable) being studied is measured through question items in a questionnaire. Ferdinand (2002) said that the structural equation model is a good choice for a combination of factor analysis and multiple regression analysis because when someone determines the dimensions of a concept or structure, they also want to measure the influence or degree of these factors. As a result, SEM is a combination of factor analysis and multiple regression analysis. To evaluate the reliability and validity of the model, a model fit test is carried out.

Data Analysis Method

To analyze the data of this study, a quantitative descriptive approach will be used. It will start with data collection, interpretation, and presentation of the results. Then, general theories will be used to deduce the data and draw conclusions. After that, the conclusions will be explained descriptively because the results will encourage to description of such data. This study uses PLS-SEM, or partial least square structural equation model, to analyze the data. The purpose of this statistical analysis is to conduct path analysis with latent variables. This multivariate analysis is often referred to as the second generation (Ghozali, 2013). Structural equation analysis (SEM) is based on variance that can examine the measurement model as well as the structural model.

RESULT AND DISCUSSION

The Influence of Personal Traits on App Love

In the context of user experience and digital marketing, personal traits refer to an individual's personality traits, such as openness, extroversion, conscientiousness, neuroticism, and agreeableness (Sahrah et al., 2023). These traits influence how a person interacts and responds to digital applications (Sancak et al., 2023).

Highly open people tend to be more receptive to new applications or innovative features. Consumers are generally more open to new technologies and value creative designs and features more (Hung & Chiu, 2023). Applications that offer unique and innovative experiences tend to create stronger emotional attachments with users with this personality. This is because users feel stimulated by the challenges and variety offered by the application (Akbar et al., 2023).

Users who are extroverted tend to enjoy interacting with apps that support social connections. These apps allow them to interact with others and share their experiences (Baheer et al., 2023). Because users enjoy the social aspect and connectedness offered by social media apps, multiplayer games, and community-based platforms often hold a special place in the hearts of extroverted users. Additionally, apps that allow users to engage socially are more likely to create emotional bonds or "app love" (Pandey et al., 2023).

Apps that help users manage their time, productivity, or organization of their daily lives are more likely to be of interest to users with high levels of conscientiousness (Juhari et al., 2023). Apps such as calendars, task managers, and other productivity apps often make users more interested in their apps. Consumers tend to favor apps that are reliable, efficient, and easy to use, as well as apps that help them achieve their professional or personal goals (Campos et al., 2023). Users high in neuroticism may be more likely to form emotional attachments to apps that provide emotional support, reassurance, or security (Elshaer & Sobaih, 2023). For people who are more prone to anxiety or stress, apps such as mental health platforms, meditation, or health trackers may be particularly appealing. Consumers may feel more dependent on these apps because they help them deal with negative emotions and create a sense of emotional security or stability, which may increase "app love."

Apps that support collaboration or positive interpersonal relationships tend to be valued by friendly users (Sitaridis & Kitsios, 2022). Apps that emphasize the principle of togetherness, such as donation platforms, social community apps that encourage positive cooperation, or apps that allow people to help each other, tend to attract users. Consumers build emotional attachments to apps that align with their social values and help them do good to others (Cao et al., 2022).

Users who are confident in their ability to use technology are more likely to form emotional attachments to apps that provide control and positive experiences (Tang et al., 2022). Users are more likely to evaluate the

app thoroughly and find benefits that match their needs. These positive experiences strengthen emotional attachments and increase limited user loyalty (L. N. Li et al., 2022). Apps that offer stable and predictable experiences or that support daily habits tend to be more comfortable for people with high emotional stability. Consumers may not want excessive innovation; they prefer apps that run smoothly, without problems, and meet their needs consistently. Apps that offer reassurance and stability can create "app love" through consistent and satisfying experiences.

How a person reacts to visual elements or user experiences in an app is influenced by their impulsive nature. Users who tend to be impulsive may be more attracted to apps with visually appealing designs and apps that provide instant rewards or experiences (Mustafa et al., 2022). Apps that leverage instant gratification, such as online shopping or mobile games, are more likely to build app love in impulsive users (Duong, 2022).

Proactive users typically seek out apps that allow consumers to take control of their own lives (Ahmed et al., 2022). Apps that allow users to do more, such as apps that help them learn independently, develop skills, or even create productivity tools, are more likely to resonate with users. Because these apps allow users to achieve personal goals, user engagement with them tends to be deeper (Laouiti et al., 2022).

Previous studies have shown that personal traits influence app love (Amin et al., 2023); Demirci et al., 2024; Biswas & Verma, 2022). Ultimately, the fit between a user's traits and the features or values offered by an app often determines a user's emotional attachment to an app (Campos et al., 2023). Apps that fit a user's personality and needs will create loyal and devoted customers. For example, apps that offer an engaging visual experience may appeal to users who care deeply about aesthetics, while users who tend to be more practical will favor highly efficient apps (Valdez-Juárez et al., 2024).

H1: personal traits have a significant effect on app love

The Influence of Functional Value on App Love

Functional value, also known as functional value, refers to how well an application meets the practical needs of users and provides benefits that match user expectations (Choi et al., 2023). Several mechanisms explain how functional value contributes to the formation or strengthening of the attachment between functional value and app love (emotional attachment or user love for the application) (Wang et al., 2023). High functional value usually offers a user-friendly interface, is easy to understand, and is efficient in meeting user goals (Kim et al., 2024). Users' positive experiences with the application can lead to greater emotional attachment to it (Jung et al., 2019).

A reliable application also determines its functional value (Saragih et al., 2022). Applications that not only function well but are also reliable at all times, such as banking or e-commerce applications, can damage the user experience and negatively impact the user's emotional attachment. In contrast, applications that function well and provide a hassle-free experience will build trust, which is the basis of "app love". Users tend to like applications that are not only efficient but also reliable at all times. For example, banking or e-commerce applications that allow users to make transactions quickly and without interruption are more likely to foster app love because they offer high functional value (Gaur & Gupta, 2020).

The functional value of an app will be very high if it can solve a specific user problem or meet a quick need. If the app helps achieve a specific goal, it can trigger an emotional attachment because it makes users feel that the app is very useful for their lives. Apps that help users save time or money are often favorites because they offer real benefits in everyday life. For example, transportation apps like Uber and Gojek offer a faster and often cheaper way than other options, making them popular.

Apps that continually update their functionality and offer innovations to improve the user experience can also increase their functional value. Users tend to value apps that not only function well but also evolve by adding features that suit the user's needs, such as speed improvements, new features, or navigation.

According to previous studies, functional value has a significant impact on app love (Li et al., 2024; Wells & Tan, 2024; Prasad & Ranjan, 2023). Apps that allow users to customize their experience according to their preferences also have high functional value. Apps that are flexible and can be customized to specific user needs tend to be preferred because they give users more control (Nemati & Mozafarpour, 2024). Users who feel that an app provides high functional value, such as meeting consumers' primary needs, are more likely to build emotional attachments (Radkowski et al., 2024). Functionally satisfying apps can provide a sense of emotional satisfaction because users feel that the app helps consumers achieve consumer goals efficiently and effectively (Steudel, 2024).

H2: there is a significant effect of functional value on app love

The Influence of Brand Trust on App Love

Brand trust, or brand trust, on app love, or emotional attachment to the app, is very influential (Yang et al., 2019). Brand trust describes the extent to which users believe that an app or its developer company is reliable, provides security, and is committed to meeting user expectations. When users feel trust in an app brand, they are more likely to develop a deep emotional attachment to the app (Isac et al., 2024).

User trust in the security of consumer personal data is a key component in building brand trust (Sun & Moon, 2024). Apps that are known to protect user privacy and data tend to gain more trust from users. If an app keeps user personal data safe, users will be more comfortable using it in the long term, which can create an emotional bond or "app love." According to Kathuria (2000), when an app can provide a consistent and satisfying user experience, brand trust will increase. Good service, stable performance, and features that meet user expectations will increase user trust in the app. This trust develops into an emotional attachment or "app love" when the app continues to deliver the expected value (Kutlu & Ekici Özcan, 2024).

A stronger emotional connection will be formed between users and the application or developer company who believe that they are committed to providing high-quality services. Users will trust brands that continue to improve features, bug fixes, and innovations. This shows that the application cares about current and future users (Zulfansyah & Dermawan, 2024). To build customer trust, good customer support is essential. Customers will trust brands more with companies that address their issues quickly, handle their complaints, and provide good technical assistance. Emotional attachment is built through feelings of safety and security when using the application (Chaihanchanchai et al., 2024).

Apps with a good reputation generally tend to gain the trust of new users more easily. This is because the app has a strong reputation in the market, which makes users believe that many other people have had positive experiences with it. This encourages new users to build an emotional bond faster than apps with an unclear or questionable reputation (Kinawy, 2024). How the app or developer company communicates with users also affects brand trust. Transparency in privacy policies, terms, and conditions, or solutions to technical issues and app updates will increase user trust. Users become more trusting of an app if they feel that they are not hiding anything or are honest about their shortcomings, which can generate emotional attachment (Nguyen-Viet et al., 2024).

Previous studies have shown that brand trust influences app love (Bigné et al., 2023). Apps that are perceived as reliable because they rarely experience problems, run quickly, and complete tasks efficiently are more likely to build brand trust (Gong et al., 2023). A positive emotional connection with an app that

makes users feel they can rely on it whenever they need it will make users more loyal and continue using it despite other options (Oppong et al., 2023). As the app becomes more familiar and comfortable for users, repeated use increases emotional attachment. Loyalty is driven by brand trust, which in turn increases app love (Safira et al., 2023).

H3: Brand trust has a significant effect on app love

CONCLUSION

Based on the results of research and data analysis in the field, it was found that Personal Traits have a positive and significant influence on App Love. Likewise, Functional Value was found to have a positive and significant influence on App Love. Furthermore, the Brand Trust variable also shows a significant influence and relationship to App Love. So it can be said that the three variables have a relationship and influence on App Love in students in Medan City.

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