

Analysis of Factors Influencing User Retention on the Community Feature of *The Asian Parent* Application

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Abstract

The community feature in parenting apps like The Asian Parent plays a crucial role in building digital social interactions among users, especially parents. Active community engagement is a crucial factor in maintaining user retention. This study aims to analyze the factors influencing user experience retention in the community feature within The Asian Parent app using the User Experience Questionnaire (UEQ) approach. The research method involved distributing questionnaires to active app users, covering six user experience dimensions: attractiveness, clarity, efficiency, accuracy, stimulation, and novelty. The collected data were analyzed descriptively to determine the tendency of user perceptions towards each dimension. The analysis results show that hedonic dimensions, especially stimulation and novelty, have the greatest influence on user retention, followed by pragmatic aspects such as efficiency and clarity. These findings suggest that emotional experience and cognitive satisfaction play a significant role in encouraging users to remain active in the app community. This research is expected to provide insights for app developers to design more engaging, adaptive, and sustainable community features to increase user loyalty.

Keywords: user retention, user experience, UEQ, parenting app, *The Asian Parent*

1. INTRODUCTION

The rapid development of information technology has changed the pattern of information consumption and human social interaction on digital media, including in the context of childcare patterns [1]. UNICEF reports that more and more parents in developing countries are accessing digital content to help them make decisions about parenting, especially through smartphones and parenting applications [2]. One way to measure the extent to which children's development is achieved is how parents treat their children when they provide care [3]. Parents are increasingly relying on digital technology to obtain information about pregnancy, child growth, and good parenting methods amidst the complex dynamics of modern life [4].

Parenting apps are a digital solution that quickly and efficiently address these needs. One popular platform in Southeast Asia is *The Asian Parent*, which reportedly has 35 million monthly users and is available in 13 countries and 11 languages [5]. *The Asian Parent* not only provides educational content, a pregnancy tracker, and a medical directory, but also offers a community feature that allows users to discuss, share experiences, and provide emotional support. This community feature is one of the most interactive core features and demonstrates high user engagement. This fact confirms that the community feature is not merely an add-on but plays a central role in shaping user loyalty and platform continuity.

However, user retention is a major challenge faced by community-based app developers. Retention is not only crucial for maintaining an active user base but also helps community growth, digital social sustainability, and platform monetization opportunities [6]. Retained users tend to be more

active in contributing, providing feedback, and building meaningful interactions within the community [7] .

In the context of parenting apps, retention has added value because it helps strengthen emotional support among users experiencing similar life stages, such as a first pregnancy or the challenges of raising a toddler. Therefore, optimizing community features is not only technically and business-wise relevant but also has significant social implications, creating a safe digital space for parents to share information.

User retention is greatly influenced by the user experience *they* experience when interacting with the application. [8] . In the context of *The Asian Parent* app, particularly in the community feature, user experience is crucial to keep users active and engaged. The sustainability of digital services depends on user retention. A similar phenomenon is not unique to parenting apps; the digital banking sector is also experiencing similar issues, and a decline in the number of active users can indicate problems with user experience and satisfaction. According to research by Ilham (2025), user experience and satisfaction have a direct influence on user retention [9] . Users who feel comfortable, motivated, and engaged are more likely to return to use features repeatedly and interact consistently in the community. A study has shown that pragmatic components, such as efficiency and clarity, and hedonic components, such as stimulation and emotional appeal, play an important role in increasing user loyalty [10] . Therefore, to better understand how user experience affects retention in community features, a comprehensive and standardized measurement tool is needed. The implementation of UEQ in *The Asian Parent app* provides an opportunity to help identify which aspects of the user experience have the most impact on retention rates, also allowing developers to find which areas need to be optimized to make community activities more engaging and relevant to users.

However, empirical studies specifically addressing user retention in the context of parenting app community features, particularly *The Asian Parent*, are still very limited in Indonesia. Most previous studies have focused on the technical aspects of the app or general user satisfaction, rather than the dynamics of the user experience that influence long-term retention. Furthermore, few studies have used the *User Experience Questionnaire* (UEQ) to evaluate parenting app community features. The UEQ, however, can provide in-depth insights into the quality of user interactions based on six interrelated dimensions. This understanding is crucial so that app developers rely on solid data to build upon feature improvements rather than relying solely on assumptions.

Based on the above explanation, this study is significant because it aims to fill a gap in the literature by investigating user experience factors that influence user retention in the community feature of *The Asian Parent app*. Thus, the results of this study are expected to provide practical contributions to app developers in developing more engaging, adaptive, and sustainable community features, as well as as fostering emotional engagement and long-term user loyalty in the digital parenting app ecosystem.

2. RESEARCH METHODS

To analyze and understand the factors influencing user experience retention of the community feature in *The Asian Parent app*, this study used a quantitative descriptive approach. This method was chosen to gain a measurable understanding of user perceptions of the app's experience dimensions based on the *User Experience Questionnaire* (UEQ) framework. The research stages are shown in Figure 1.

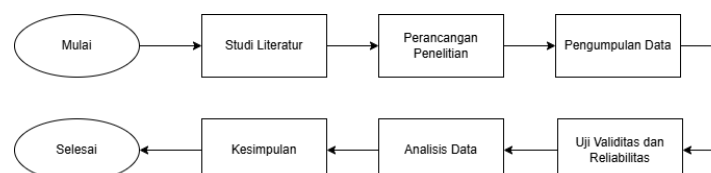


Figure 1. Research Flow Stages

2.1. Data collection

This study used a survey method with the main instrument being a questionnaire designed using *the User Experience Questionnaire* (UEQ). This method has also been used in previous studies, such as on the OVO application, and is able to reveal UX areas that need improvement [11] The questionnaire

design was carried out with the help of the UEQ Tool available on the official website www.ueq-online.org. [12] . This instrument consists of 26 bipolar word pairs in Indonesian, designed to evaluate user perceptions of the quality of the digital application usage experience.

Each item in the questionnaire uses a seven-point bipolar Likert scale, ranging from -3 (very negative), 0 (neutral), to +3 (very positive). This scale was specifically designed to reduce the tendency for respondents to choose neutral answers, which often occurs in traditional questionnaires. The questionnaire's design and content adhere to official UEQ guidelines, including *the UEQ Handbook*, ensuring the instrument's suitability and accuracy for the context of user experience measurement.

The UEQ itself has been proven to be a valid and reliable measurement tool and has been used in various international studies, both for large-scale surveys and in application usability testing. This instrument demonstrates strong construct validity, high internal consistency (measured using *Cronbach's Alpha*), and *adequate internal validity, making it suitable for assessing the quality of the user experience of mobile applications, such as The Asian Parent application.*

The UEQ questionnaire covers six main dimensions in user experience evaluation, namely:

1. **Attractiveness** – users' general perception of a community feature, whether it is enjoyable or not;
2. **Perspicuity** – how easy the feature is for users to understand and learn;
3. **Efficiency** – the user's efficiency in completing tasks or activities without significant obstacles;
4. **Dependability** – the level of safety and control felt while interacting with the feature;
5. **Stimulation** – the extent to which the features provide motivation and engaging experiences;
6. **Novelty** – user impressions of the novelty and innovation aspects of community features.

The statement items in the UEQ questionnaire can be seen in Figure 2.

Saat ini silakan evaluasi produk dengan memilih satu lingkaran tiap baris item.

	1	2	3	4	5	6	7		
menyusahkan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	menyenangkan	1
tak dapat dipahami	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	dapat dipahami	2
kreatif	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	monoton	3
mudah dipelajari	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sulit dipelajari	4
bermanfaat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	kurang bermanfaat	5
membosankan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	mengasyikkan	6
tidak menarik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	menarik	7
tak dapat diprediksi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	dapat diprediksi	8
cepat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	lambat	9
berdaya cipta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	konvensional	10
menghalangi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	mendukung	11
baik	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	buruk	12
rumit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sederhana	13
tidak disukai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	menggembirakan	14
lazim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	terdepan	15
tidak nyaman	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	nyaman	16
aman	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	tidak aman	17
memotivasi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	tidak memotivasi	18
memenuhi ekspektasi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	tidak memenuhi ekspektasi	19
tidak efisien	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	efisien	20
tidak jelas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	membbingungkan	21
tidak praktis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	praktis	22
terorganisasi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	berantakan	23
atraktif	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	tidak atraktif	24
ramah pengguna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	tidak ramah pengguna	25
konservatif	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	inovatif	26

Figure 2 Questionnaire Statements [10]

The data in this study were obtained through an online questionnaire distributed using *Google Forms*. This questionnaire was distributed to respondents through various digital platforms, such as discussion groups for users of *The Asian Parent app*, as well as social media platforms like Facebook, Instagram, and Twitter.

The respondent criteria in this study are:

1. Women who are users of *The Asian Parent app*, both new and old users.
2. Have you ever participated in discussions on the community feature, or at least read or observed conversations between users on that feature?

2.2. Validity and reliability test

Validity tests are conducted to determine whether respondents have filled out the questionnaire correctly, and to ensure that each item in the questionnaire actually measures the aspect to be studied [13]. Reliability tests are a method or technique used to measure the level of consistency or reliability of a questionnaire, particularly in terms of the instrument's ability to produce stable and reliable data [14].

2.3. UEQ Data Analysis

Data analysis in this study was processed using *UEQ Data Analysis Tools*, which were accessed via the website www.ueq-online.org [15]. This stage is used to see how users perceive six aspects of user experience, namely attractiveness, clarity, efficiency, accuracy, stimulation, and novelty. Each aspect is assessed based on the average of the statements that represent it. The results of this analysis are then used as a basis for drawing conclusions regarding user experience in using the community feature.

3. RESULTS AND DISCUSSION

In this study, data collection through questionnaires was conducted for approximately four weeks, starting from April 5, 2025, to May 2, 2025. During this time period, 121 respondents were collected. The data obtained were then classified based on several categories, namely the age range of respondents, duration of use of *The Asian Parent application*, and their frequency in using the community features within the application.

Based on the questionnaire data collected through *Google Forms*, respondents in this study came from several age ranges. Based on the data obtained, those under 20 years old had the lowest percentage of respondents, which was 0.8% with 1 respondent. Next, those aged 21 to 30 years old had the largest percentage, which was 57.9% with 70 respondents. Then, those aged 31 to 40 had a percentage of 34.7% with 42 respondents. Then, finally, those aged over 40 had a percentage of 6.6% with 8 respondents. The age distribution graph can be seen in Figure 3.

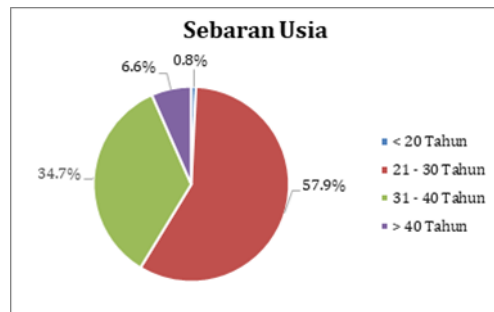


Figure 3 of users of *The Asian Parent application*
Source: Primary data from Google Form questionnaire, 2025

Based on the questionnaire data collected through *Google Form*, the respondents of this study have used *the Asian Parent application* for a period ranging from less than 1 year to more than 3 years. Respondents who used it for a period of less than 1 year had the highest percentage, namely 41.3% with a total of 50 respondents. Then, 36.4% of respondents, with a total of 44 respondents, used it for a period of less than 1 to 3 years. Respondents who used it for a period of more than 3 years had a percentage of 22.3% with a total of 27 respondents, which was the lowest percentage. The distribution graph of how long users used the application can be seen in Figure 4.

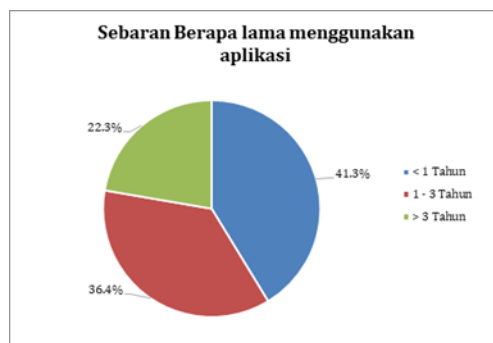


Figure 4 of *The Asian Parent* application
Source: Primary data from Google Form questionnaire, 2025

Based on the questionnaire data collected through *Google Form*, the amount of use of *The Asian Parent* application is further categorized based on how often users use the community feature in *The Asian Parent* application into 4, namely every day, 4 to 5 times a week, 2 to 3 times a week, and rarely or once a week. The amount of time using the community feature in *The Asian Parent* application is calculated based on the number of times respondents use the community feature either to upload or just read information in the community feature in *The Asian Parent* application within a period of 1 week. Respondents who have used the community feature every day have the highest percentage of 29.8% with a total of 36 respondents. Furthermore, respondents who use the community feature 4 to 5 times a week are 24% or a total of 29 respondents. Respondents who use the community feature 2 to 3 times a week have a percentage of 26.4% or 32 respondents. Then the smallest percentage is respondents who use the community feature rarely or once a week, with a percentage of 19.8% or 24 respondents. The distribution graph of respondent data based on how long they have used the community feature can be seen in Figure 5.



Figure 5 Distribution graph of the frequent use of community features
Source: Primary data from Google Form questionnaire, 2025

3.1. Validity and Reliability Test Results

In this study, to determine whether respondents had filled out the questionnaire correctly, a validity test was conducted using the UEQ version 12 data analysis tool on the “*inconsistencies*” sheet. To determine whether respondents had filled out the questionnaire seriously, the results can be seen in Figure 6 below:

Scales with inconsistent answers						
Daya tarik	Kejelasan	Efisiensi	Ketepatan	Stimulasi	Kebaruan	Critical?
						0
						0
						0
						0
						0
1			1		1	3
						0
						0
						0
						0
						0
1						1
						0
						0
						0
						0
			1			1
						0
						0
						0

Source: *Primary data from data processing on the UEQ Data Analysis Tool (Excel Spreadsheet), 2025*

Table 1Reliability test results

After conducting an inconsistency test that has stated that all data is consistent, a reliability test will be carried out by looking at the *Cronbach's Alpha coefficient*. There is no rule that clearly describes how the coefficient value is determined, but some practical rules consider a value of more than 0.6 or 0.7 to be considered consistent enough [12]. The *Cronbach's Alpha value* in Table 1 shows that 0.92 for the Attractiveness scale, 0.82 for the Perspicuity scale, 0.91 for Efficiency, 0.88 for Dependability, 0.89 for Stimulation, and 0.91 for *Novelty*.

The data obtained through the UEQ questionnaire were analyzed with the help of UEQ *data analysis tools*. A total of 121 respondents participated in this survey, and their data were used to identify retention factors based on user experience in using the community feature, which includes six dimensions: attractiveness, clarity, efficiency, accuracy, stimulation, and novelty. After the data was converted, the average value of 26 statements was calculated and classified into UEQ dimension categories. The results of the calculation of the average value for each aspect can be found in Table 2, while the visualization of the comparison between aspects is shown in Figure 7.

		Accuracy (Dependability)	1.69
Hedonist	1.69	Stimulation	1.88
		Novelty	1.51

From the results listed in Table 2, it is known that the stimulation aspect occupies the highest position in the average assessment, at 1.88, followed by attractiveness at 1.84. This indicates that users find the experience of using the community features in this application enjoyable and capable of generating positive emotional engagement. These aspects fall into the hedonic category, which is generally closely related to emotional satisfaction and continued motivation in using the application, thus playing a crucial role in retaining users in the long term.

Meanwhile, aspects classified as pragmatic, namely clarity (1.82), efficiency (1.71), and accuracy (1.69), also showed positive scores, albeit relatively lower. These results indicate that functionally, the community feature is quite easy to use, efficient in its operation, and provides results in line with user expectations. This is important to support continued use, especially for users who prioritize ease and effectiveness. However, the lowest score was obtained by the novelty aspect with a score of 1.51. This value indicates that users perceive the community feature in *The Asian Parent application* as lacking new or innovative elements. Low perceptions of novelty can be a challenge in maintaining user interest, as a monotonous experience tends to reduce motivation to use the feature again.

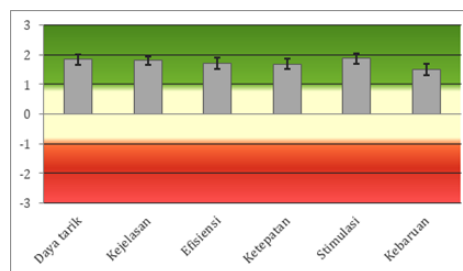


Figure 7 of UEQ aspects

Source: Primary data from data processing on the UEQ Data Analysis Tool (Excel Spreadsheet), 2025

Referring to Figure 7, which shows the distribution of scores across six aspects of the *User Experience Questionnaire* (UEQ), all dimensions show a positive average score. This means that users generally rate their experience using the community features in *The Asian Parent app* favorably. This graph uses a scale from -3 to +3, with the visual interpretation being green for positive ratings, yellow for neutral, and red for negative.

The stimulation aspect ranked highest, with a score approaching +2, indicating that users felt encouraged and enthusiastic when using the community feature. Furthermore, the attractiveness aspect also scored high, indicating that the feature was perceived as enjoyable and engaging overall. Both aspects fall into the hedonic category, closely related to positive emotions and user motivation to stay engaged. These findings confirm that emotional satisfaction is a key factor in sustaining app usage.

On the other hand, pragmatic dimensions such as clarity, efficiency, and accuracy also performed well. Positive scores on these aspects indicate that the community features are perceived as easy to understand, support users in completing tasks smoothly, and deliver results as expected. This suggests that functionally, the application satisfactorily meets its users' basic needs. However, attention should be paid to the novelty dimension, which scored the lowest among the six aspects, although still in the positive region. This score indicates that users feel the community features do not offer enough novelty or innovation. A lack of novelty can lead to boredom, especially among long-term users, so attention should be paid to future development to ensure the feature remains relevant and engaging.

Overall, the graphical results show that both emotional (hedonic) experiences and practical (pragmatic) functions positively contribute to user perception. However, the hedonic dimension appears to be more dominant in driving retention, particularly through feelings of enthusiasm and high engagement. Therefore, enhancing the emotional aspect in community feature design is a strategic step for long-term user retention.

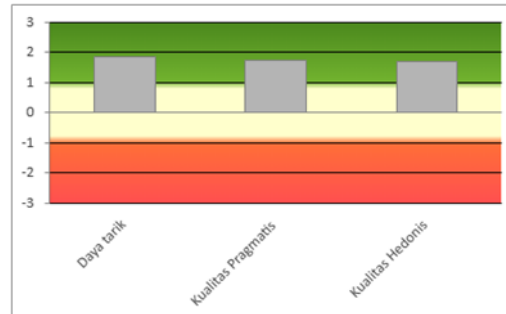


Figure 8- item UEQ scale graph

Source: Primary data from data processing on the UEQ Data Analysis Tool (Excel Spreadsheet), 2025

Figure 8 displays the three main scales in the UEQ: general appeal, pragmatic quality, and hedonic quality. All three show values above the neutral point (0), indicating that users gave a positive assessment of their experience when using the community features in *The Asian Parent app*.

Scores on the pragmatic and hedonic dimensions appear balanced, indicating that users not only find this feature easy to use and functionally efficient, but also provide emotional satisfaction, such as enjoyment and motivation. Meanwhile, overall appeal indicates that users' overall impression of the community feature is favorable.

Overall, the results of this graph support previous findings that functional and emotional aspects both contribute positively to shaping user experience [16]. The stability of the scores on all three scales reflects that the community feature successfully provides a balance between ease of use and emotional engagement.

Table 3 Aspect Quality Categories

UEQ aspects	Average value	Information
Attractiveness	1.84	Good
Clarity (<i>Perspiciuity</i>)	1.82	Good
Efficiency	1.71	Good
Accuracy (<i>Dependability</i>)	1.69	Good
Stimulation	1.88	Excellent
Novelty	1.51	Good

Table 3 presents the average scores for the six aspects of the *User Experience Questionnaire* (UEQ) along with their quality classifications. All aspects scored above 1, indicating that the user experience with the community features in *The Asian Parent app* was good to excellent.

The stimulation aspect recorded the highest score of 1.88 and was categorized as *excellent*, indicating that users felt highly motivated and enthusiastic when using the community feature. Furthermore, attractiveness (1.84) and clarity (1.82) were categorized as *good*, indicating that this feature was considered interesting and easy to understand by users.

Furthermore, efficiency (1.71) and accuracy (1.69) also fell into the good category, indicating that this feature is quite efficient and able to work well as expected. The novelty aspect, despite recording the lowest score of 1.51, remained in the *good category*, indicating that the perceived innovation was still less prominent but was still received positively.

Overall, this data shows that the community feature delivers a positive user experience across multiple dimensions, with key strengths being the emotional experience and strong initial impressions. These findings confirm that the feature not only functions well technically but also successfully builds emotional engagement, which is crucial for user retention.

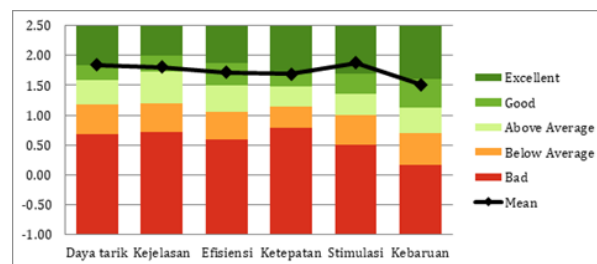


Figure 9. UEQ Benchmark Chart

Source: Primary data from data processing on the UEQ Data Analysis Tool (Excel Spreadsheet), 2025

Figure 9 shows a comparison of the average score for each aspect of the UEQ with international benchmark standards. This graph categorizes the quality of the user experience into five levels, ranging from *Bad* to *Excellent*, indicated by color gradients. The average for each aspect is depicted using a black line in the graph.

All aspects of the *Asian Parents' community features* were rated in the *Good* to near *Excellent* category, indicating a high level of user experience compared to other apps based on global standards. The stimulation aspect scored the highest, nearly reaching the *Excellent* category, confirming that users find the feature motivating and enjoyable. Meanwhile, appeal, clarity, efficiency, and accuracy also consistently performed in the *Good* category.

Although novelty has the lowest score among all aspects, its position is still in the *Good* area, indicating that even though the innovation is not considered optimal, users still consider this feature quite satisfactory.

Overall, this *benchmark* shows that user perceptions of the community features are not only individually positive but also meet and even exceed international average user experience quality standards.

3.3. Discussion

The analysis results show that user retention in *The Asian Parent app's community features* is most influenced by hedonic aspects, particularly stimulation and appeal. The highest score on the stimulation dimension (1.88) indicates that users feel enthusiastic and motivated when using this feature. Meanwhile, the appeal score (1.84) indicates that the experience of using the community features is enjoyable and makes users feel at home.

Women aged 21 to 30, who constituted the majority of respondents (57.9%), showed high interest in community features. Users in this age group tend to seek interactions and information that can support their role as new parents. This demonstrates that digital community features like these can provide a place to share experiences and receive emotional support. In terms of pragmatic experiences, such as clarity (1.82) and efficiency (1.71), the community feature was considered quite easy to understand and use. However, the novelty score (1.51), which is the lowest, indicates that users feel this

feature is less innovative and tends to be monotonous. This could impact long-term interest in the community feature. This is in line with the findings of Hartanto (2024), who stated that low visual innovation and personalized experiences can reduce user loyalty and encourage them to switch to other platforms [17] .

Qualitative user data also confirms this. Some users complained about bugs, such as search not working, comments failing to post, or notifications not being properly targeted. Some users reported technical issues such as comments not posting, long loading times, and intrusive ads. Furthermore, many users feel that the community feature is often filled with highly personal or even off-topic comments. Some even report the anonymity feature being misused for inappropriate purposes. This highlights the need for a more active moderator role in filtering content and maintaining a relevant and healthy discussion. Despite this, many also reported finding the community feature helpful, particularly because they could gain information from other mothers' experiences. This feature is considered a safe space for sharing and learning. Users also expressed their hope that the app would be further improved, both in terms of content and technical features, so it can continue to be a companion during pregnancy and parenting.

Overall, it can be concluded that emotional experiences play a major role in keeping users engaged. However, functional quality and feature innovation are also crucial to prevent user boredom. Therefore, a balance between hedonic and pragmatic aspects must be continuously maintained and improved to support long-term user retention.

4. CONCLUSION

This study successfully achieved its primary objective, which was to analyze user experience factors that influence user retention in the community feature of *The Asian Parent app* using the *User Experience Questionnaire* (UEQ) approach. The analysis results indicate that the main factor influencing retention is the hedonic dimension, specifically stimulation and attractiveness, reflecting the importance of emotional experiences in maintaining user engagement. Pragmatic dimensions such as clarity, efficiency, and accuracy also play a positive role, although their contributions are relatively lower. On the other hand, novelty is the aspect with the lowest score, indicating a weakness in providing innovative elements that could potentially affect continued use. The strengths of this study lie in the use of a valid and comprehensive UEQ instrument, as well as a fairly representative respondent coverage. However, limitations of the study include the lack of in-depth examination of the app's technical aspects and potential bias in respondents' perceptions of the community feature. Therefore, further development is recommended to strengthen the novelty aspect and improve technical quality so that the community feature can continue to attract and maintain long-term user loyalty.

5. SUGGESTION

This study provides initial insights into the factors influencing user retention in the community feature of *The Asian Parent app*. However, its limitations have the potential to provide valuable insights for further research. First, this study employed only a descriptive approach with the UEQ instrument, thus precluding inferential statistical analysis that could test causal relationships between variables. Therefore, further research is recommended to employ advanced quantitative approaches such as regression or *Structural Equation Modeling* (SEM) to gain a deeper understanding of the influence of each dimension on user retention.

Second, the novelty dimension in this study obtained the lowest score, but was not further examined qualitatively. Future research is recommended to explore user perceptions of the innovative aspects of community features in more depth through mixed methods, such as interviews or *focus group discussions*, to obtain richer exploratory data. This method is in line with Hartanto's (2024) research, which shows that quantitative analysis and in-depth interviews can reveal user preferences for UI/UX designs that support long-term engagement and loyalty [17] .

Third, technical aspects of the application that impact user experience, such as system stability, feature performance, and technical glitches, were not the primary focus of this study. Therefore, further studies could broaden the scope by integrating technical evaluations into application performance to obtain a more comprehensive picture of retention factors.

Fourth, this study's sample size was limited to female users active in the community features. Future research could expand the population by considering demographic diversity and other user roles, such as partners or fathers, to gain a more comprehensive perspective on the use of community features in parenting apps.

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