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Cancellation Friction, Perceived Manipulative Design, and Exit Transparency as Drivers of Customer Trust among Digital Subscription Users in Indonesia

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ABSTRACT

This study examines the effects of cancellation friction, perceived manipulative design, and exit transparency on customer trust among digital subscription users in Indonesia. A quantitative approach with an explanatory research design was employed, involving 150 respondents selected through purposive sampling. Data were collected using a structured questionnaire with a five-point Likert scale and analyzed through multiple linear regression using SPSS version 25. The findings indicate that all measurement instruments demonstrated acceptable item-total correlations and good to excellent reliability, with Cronbach's alpha values ranging from 0.858 to 0.904. Regression diagnostic tests revealed no significant violations of the assessed assumptions. The regression model explained 62.1% of the variation in customer trust (R^2 = 0.621; adjusted R^2 = 0.613), demonstrating substantial collective explanatory power. These findings highlight the relevance of procedural convenience, ethical interface design, and information transparency in understanding customer trust. The study contributes to digital consumer behavior literature by integrating subscription cancellation experiences into a unified framework and provides practical implications for developing transparent, ethical, and consumer-oriented subscription management practices.

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INTRODUCTION

The rapid development of digital technologies has accelerated the adoption of subscription-based business models across various industries, including streaming services, cloud storage, online education, and productivity applications. These services provide convenience and flexible access through recurring payments but also introduce challenges related to subscription management, particularly cancellation procedures, manipulative interface design, and information transparency.

Indonesia provides a relevant context for examining these issues, with internet penetration reaching 80.66%, equivalent to approximately 229.43 million users in 2025 (Asosiasi Penyelenggara Jasa Internet Indonesia, 2025). As digital subscriptions become increasingly integrated into consumers' daily activities, ensuring fair and transparent subscription management is essential for maintaining customer trust and sustainable business relationships.

One important concern is cancellation friction, which refers to procedural obstacles and additional efforts consumers encounter when attempting to terminate subscriptions. These barriers may include complicated cancellation steps, hidden termination options, repeated confirmation requests, and unclear instructions. Such practices are associated with dark patterns, which manipulate consumer decisions through interface design. Gray et al. (2018) identify various types of manipulative patterns, such as obstruction, covert deception, repeated pressure, interface disruption, and coercive actions. Similarly, Mathur et al. (2019) found 1,818 instances of dark patterns on approximately 11,000 e-commerce websites. These findings suggest that excessive cancellation barriers may undermine consumer autonomy, generate dissatisfaction, and weaken confidence in digital service providers.

Beyond procedural difficulties, perceived manipulative design represents consumers' perceptions that digital interfaces are deliberately structured to influence decisions in favor of service providers. Such practices include misleading information, concealed cancellation options, persuasive messages, and visually emphasized retention choices. Luguri and Strahilevitz (2021) demonstrated that dark patterns can exploit cognitive biases and interfere with consumers' ability to make independent decisions. Furthermore, the Organisation for Economic Co-operation and Development OECD (2022) emphasized that manipulative digital practices can undermine informed decision-making and consumer autonomy. Conversely, exit transparency, characterized by clear cancellation instructions, accessible policies, and transparent billing information, may strengthen consumer confidence. Gefen (2000) highlighted the importance of trust in reducing uncertainty in electronic commerce, while McKnight et al. (2002) identified competence, benevolence, and integrity as fundamental dimensions of online trust.

Despite increasing research on dark patterns and digital consumer behavior, limited empirical attention has been directed toward examining cancellation friction, perceived manipulative design, and exit transparency simultaneously as determinants of customer trust. Previous studies have primarily investigated manipulative interface characteristics and their implications for consumer decision-making (Gray et al., 2018; Mathur et al., 2019; Luguri & Strahilevitz, 2021). However, cancellation friction reflects procedural difficulties, perceived manipulative design concerns consumers' interpretations of interface intentions, and exit transparency emphasizes the clarity and accessibility of termination-related information. These distinct dimensions require integrated investigation to explain how subscription cancellation experiences influence customer trust, particularly within Indonesia's growing digital subscription market.

Therefore, this study aims to examine how cancellation barriers, perceptions of manipulative design, and the transparency of the opt-out process influence customer trust among Indonesian digital subscription users. This study investigates whether cancellation barriers and perceptions of manipulative design have a negative impact on customer trust, while the transparency of the opt-out process has a positive impact. This study employs a quantitative approach involving 150 respondents and multiple linear regression analysis. By incorporating the procedural, moral, and informational aspects of subscription cancellation into a comprehensive analytical framework, this

study expands upon previous research on digital trust. These findings are expected to help digital service providers create clear, user-friendly, and customer-oriented cancellation procedures, which enhance customer trust and sustain subscription-based business relationships.

LITERATURE REVIEW

2.1 Theoretical Foundations

The relationship between digital subscription management and customer trust can be explained through trust theory, procedural fairness, and manipulative interface design. Mayer et al. (1995) identified ability, benevolence, and integrity as fundamental dimensions of trustworthiness, while McKnight et al. (2002) emphasized the importance of trusting beliefs and intentions in electronic commerce. Procedural fairness further explains how transparent and equitable organizational practices strengthen consumer confidence, particularly when managing subscription cancellation (Culnan & Armstrong, 1999). Conversely, manipulative interface practices, commonly known as dark patterns, may undermine consumer autonomy through obstruction, misleading information, and forced actions (Gray et al., 2018). These theoretical perspectives suggest that cancellation friction and perceived manipulative design may negatively influence customer trust, whereas exit transparency may strengthen trust by promoting fairness, clarity, and consumer control.

2.2 Cancellation Friction

Cancellation friction refers to perceived difficulties and procedural obstacles consumers encounter when terminating digital subscriptions, including complicated cancellation steps, hidden options, and excessive verification requirements. Gray et al. (2018) classified such barriers as obstructive dark patterns that restrict consumer autonomy, while Mathur et al. (2019) demonstrated how manipulative interface designs can influence consumer decisions through misleading information and unnecessary obstacles. Excessive cancellation friction may generate frustration, dissatisfaction, and perceptions of unfairness, potentially weakening customer trust. In this study, cancellation friction is conceptualized through perceived procedural complexity, difficulty accessing cancellation features, and additional efforts required to terminate subscriptions, providing a basis for examining its relationship with customer trust among Indonesian digital subscription users.

2.3 Perceived Manipulative Design

Perceived manipulative design refers to consumers' perceptions of digital interfaces that influence decisions primarily to benefit service providers rather than users. Gray et al. (2018) identified dark patterns such as obstruction, nagging, sneaking, and forced action that manipulate consumer choices through misleading information and interface design. Luguri and Strahilevitz (2021) demonstrated that these practices exploit cognitive biases and undermine consumer autonomy, while the OECD (2022) highlighted their potential financial and nonfinancial consequences. In digital subscription services, manipulative practices may include hidden cancellation options, persuasive messages, and misleading interface elements. This study conceptualizes perceived manipulative design through misleading information, unfair visual emphasis, persuasive pressure, and restricted cancellation choices, which may negatively influence customer trust.

2.4 Exit Transparency

Exit transparency refers to the clarity, accessibility, and completeness of information provided by digital subscription services regarding cancellation procedures, billing implications, and termination conditions. Transparent communication reduces information asymmetry and enables consumers to make informed decisions. Culnan and Armstrong (1999) emphasized that

procedural fairness strengthens consumer trust, while Bansal et al. (2015) demonstrated the importance of information disclosure and assurance mechanisms in building online trust. Unlike cancellation simplicity, exit transparency focuses on the accuracy and availability of information throughout the termination process. This study conceptualizes exit transparency through clear cancellation instructions, accessible policies, financial disclosures, and termination confirmation, which are expected to strengthen customer trust by reducing uncertainty and reinforcing perceptions of organizational integrity.

2.5 Customer Trust

Customer trust refers to consumers' confidence in a digital service provider's honesty, reliability, fairness, and commitment to fulfilling its obligations. Mayer et al. (1995) identified ability, benevolence, and integrity as key dimensions of trustworthiness, while McKnight et al. (2002) distinguished between trusting beliefs and trusting intentions in electronic commerce. Sirdeshmukh et al. (2002) further emphasized that trustworthy organizational practices contribute to consumer trust, perceived value, and loyalty. Unlike satisfaction or loyalty, customer trust reflects confidence in a provider's future behavior rather than continued service usage. In this study, customer trust serves as the dependent variable, influenced by cancellation friction, perceived manipulative design, and exit transparency within digital subscription services.

2.6 Hypothesis Development

Cancellation friction may negatively influence customer trust by reducing perceptions of procedural fairness, organizational benevolence, and consumer control over subscription decisions. Mayer et al. (1995) emphasized that benevolence and integrity are essential dimensions of trust, while Gray et al. (2018) identified obstructive dark patterns as interface practices that create unnecessary barriers to user decisions. Similarly, Culnan and Armstrong (1999) demonstrated that fair organizational procedures contribute to trust formation. Complicated cancellation processes, repeated confirmations, and unclear termination instructions may generate perceptions of unfairness and uncertainty regarding continued billing, thereby weakening consumer confidence in digital service providers. Therefore, higher cancellation friction is expected to reduce customer trust among digital subscription users in Indonesia.

H1: Cancellation friction has a negative and significant effect on customer trust among digital subscription users in Indonesia.

Perceived manipulative design may negatively influence customer trust by undermining perceptions of honesty, integrity, and fairness in digital subscription services. Gray et al. (2018) identified dark patterns as interface strategies that prioritize organizational interests over consumer autonomy, while Luguri and Strahilevitz (2021) demonstrated how manipulative designs exploit cognitive biases and influence consumer decisions. According to Mayer et al. (1995), organizational integrity is a fundamental determinant of trustworthiness. Misleading cancellation options, persuasive pressure, and concealed subscription conditions may therefore generate doubts about providers' ethical practices and reliability. Consequently, higher levels of perceived manipulative design are expected to reduce customer trust among digital subscription users in Indonesia.

H2: Perceived manipulative design has a negative and significant effect on customer trust among digital subscription users in Indonesia.

Exit transparency is expected to positively influence customer trust by reducing information asymmetry, supporting informed decisions, and reinforcing organizational integrity. Mayer et al. (1995) emphasized that integrity and benevolence are essential dimensions of trustworthiness, while Culnan and Armstrong (1999) demonstrated that fair organizational procedures strengthen

consumer confidence. Similarly, Bansal et al. (2015) highlighted the importance of information disclosure and assurance mechanisms in building online trust. Clear cancellation instructions, transparent billing consequences, and accessible termination policies may demonstrate providers' commitment to fairness and consumer autonomy, even when customers discontinue their subscriptions. Therefore, higher levels of exit transparency are expected to strengthen customer trust among digital subscription users in Indonesia.

H3: Exit transparency has a positive and significant effect on customer trust among digital subscription users in Indonesia.

Customer trust in digital subscription services is influenced by procedural convenience, ethical interface design, and information transparency. McKnight et al. (2002) emphasized that trust in electronic commerce involves multiple beliefs and evaluations, while Mayer et al. (1995) identified competence, benevolence, and integrity as fundamental dimensions of trustworthiness. Cancellation friction represents procedural difficulties, perceived manipulative design reflects potentially misleading interface practices, and exit transparency concerns the clarity of cancellation information. These factors may collectively shape consumers' perceptions of service providers' reliability and fairness. Therefore, examining their simultaneous relationships with customer trust provides a comprehensive understanding of how subscription management practices influence consumer confidence in digital subscription services.

H4: Cancellation friction, perceived manipulative design, and exit transparency simultaneously have a significant relationship with customer trust among digital subscription users in Indonesia.

METHODS

Using an explanatory research design and a cross-sectional survey, this study explores the relationship between customer trust (Y) and cancellation barriers (X1), perceptions of manipulative design (X2), and transparency of the cancellation process (X3). The target market consists of individuals who have previously used paid digital services, such as streaming platforms, cloud storage, productivity apps, and online learning services. A non-probability purposive sampling method was used to select 150 respondents. Participants had to be at least 18 years old, reside in Indonesia, and have used at least one paid digital subscription service. They also had to have been informed about subscription cancellation information or processes. Sample adequacy was considered with reference to Cohen (1988) statistical power framework, while acknowledging the limitations of non-probability sampling.

Primary data were collected through an online structured questionnaire consisting of respondents' demographic characteristics and measurement indicators for the four research variables. Each variable was measured using five items, resulting in 20 questionnaire statements assessed through a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement indicators were developed based on organizational trust theory (Mayer et al., 1995), electronic commerce trust (McKnight et al., 2002), dark-pattern classifications (Gray et al., 2018), and procedural fairness theory (Culnan & Armstrong, 1999). Cancellation friction measured procedural difficulties in terminating subscriptions, perceived manipulative design assessed potentially misleading interface practices, exit transparency evaluated the clarity of cancellation-related information, and customer trust measured perceived honesty, reliability, fairness, and integrity. Instrument validity was assessed using corrected item-total correlations with a minimum threshold of 0.30, while reliability was evaluated using Cronbach's alpha with an acceptable threshold of 0.70.

Data analysis was conducted using Statistical Package for the Social Sciences (SPSS) version 25, incorporating descriptive statistics, validity and reliability testing, classical assumption tests, and multiple linear regression analysis. Regression diagnostics included residual normality, multicollinearity, heteroscedasticity, linearity, and influential observations. Hypotheses were evaluated using partial t-tests to determine individual relationships and an F-test to assess the overall significance of the regression model at a significance level of 0.05. Additionally, the coefficient of determination (R^2) and adjusted R^2 were used to evaluate the explanatory contribution of the independent variables to customer trust.

RESULTS AND DISCUSSION

4.1 Respondent Characteristics

Respondent characteristics provide important contextual information for interpreting perceptions of cancellation friction, perceived manipulative design, exit transparency, and customer trust.

Table 1. Demographic Characteristics of Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	68	45.3
	Female	82	54.7
Age	18–24 years	38	25.3
	25–34 years	62	41.3
	35–44 years	33	22.0
	45 years and above	17	11.3
Education	Senior high school	29	19.3
	Diploma	21	14.0
	Bachelor's degree	81	54.0
	Postgraduate degree	19	12.7
Subscription Service	Video streaming	57	38.0
	Music streaming	36	24.0
	Cloud storage	22	14.7
	Productivity software	20	13.3
	Other digital services	15	10.0
Cancellation Experience	Previously attempted cancellation	96	64.0
	Reviewed cancellation policies only	54	36.0

Table 1 presents the demographic characteristics of 150 respondents, comprising 82 females (54.7%) and 68 males (45.3%). Most respondents were aged 25–34 years (41.3%), followed by 18–24 years (25.3%), 35–44 years (22.0%), and 45 years and above (11.3%). Regarding education, the majority held bachelor's degrees (54.0%), followed by senior high school (19.3%), diploma (14.0%), and postgraduate qualifications (12.7%). Video streaming was the most frequently used subscription service (38.0%), followed by music streaming (24.0%), cloud storage (14.7%), productivity software (13.3%), and other digital services (10.0%). Furthermore, 64.0% of respondents had previously attempted subscription cancellation, while 36.0% had only reviewed cancellation policies. These

characteristics indicate that the sample included users with varying demographic backgrounds, subscription preferences, and cancellation-related experiences, providing a relevant basis for examining customer trust in digital subscription services.

Table 2. Descriptive Statistics of Research Variables

Variable	N	Min	Max	Mean	Std. Deviation
Cancellation Friction (X1)	150	1.40	5.00	3.084	0.734
Perceived Manipulative Design (X2)	150	1.00	4.60	2.973	0.744
Exit Transparency (X3)	150	1.00	4.80	2.931	0.710
Customer Trust (Y)	150	1.60	5.00	3.260	0.746

Table 2 presents the descriptive statistics of 150 respondents across four research variables. Cancellation friction (X1) recorded a mean of 3.084 (SD = 0.734), indicating moderate perceived difficulties in subscription cancellation, while perceived manipulative design (X2) had a mean of 2.973 (SD = 0.744), suggesting moderate perceptions of manipulative interface practices. Exit transparency (X3) showed a mean of 2.931 (SD = 0.710), reflecting relatively limited transparency in cancellation-related information. Meanwhile, customer trust (Y) recorded the highest mean of 3.260 (SD = 0.746), indicating moderately positive consumer confidence in digital subscription providers.

4.2 Validity and Reliability Testing

4.2.1 Item Validity Testing

Item analysis used corrected item-total correlations to assess whether the measurement items were consistent with their corresponding constructs. Each research variable contained five items, producing a total of 20 questionnaire statements. A corrected item-total correlation of 0.30 or higher was used as the preliminary criterion for item acceptability.

Table 3. Corrected Item-Total Correlation Results

Variable	Item	Corrected Item-Total Correlation	Decision
Cancellation Friction	CF1	0.697	Acceptable
	CF2	0.603	Acceptable
	CF3	0.685	Acceptable
	CF4	0.707	Acceptable
	CF5	0.713	Acceptable
Perceived Manipulative Design	PMD1	0.674	Acceptable
	PMD2	0.756	Acceptable
	PMD3	0.717	Acceptable
	PMD4	0.713	Acceptable
	PMD5	0.666	Acceptable
Exit Transparency	ET1	0.727	Acceptable
	ET2	0.683	Acceptable
	ET3	0.675	Acceptable
	ET4	0.657	Acceptable
	ET5	0.728	Acceptable
Customer Trust	CT1	0.763	Acceptable
	CT2	0.774	Acceptable

	CT3	0.776	Acceptable
	CT4	0.797	Acceptable
	CT5	0.728	Acceptable

Table 3 presents the corrected item-total correlation results for 20 measurement items across four research variables. All items exceeded the minimum acceptance threshold of 0.30, indicating satisfactory item consistency. Cancellation friction recorded correlation values ranging from 0.603 to 0.713, perceived manipulative design from 0.666 to 0.756, exit transparency from 0.657 to 0.728, and customer trust from 0.728 to 0.797. The highest correlation was observed for CT4 (0.797), reflecting strong consistency with the remaining customer trust items. Overall, these results indicate that all measurement items meet the established item-total correlation criterion and can be retained for subsequent reliability testing and regression analysis.

4.2.2 Reliability Testing

Internal consistency was assessed using Cronbach's alpha for each research variable. A coefficient of 0.70 or higher was used as the conventional criterion for acceptable reliability.

Table 4. Reliability Test

Variable	Number of Items	Cronbach's Alpha	Interpretation
Cancellation Friction	5	0.858	Good
Perceived Manipulative Design	5	0.873	Good
Exit Transparency	5	0.864	Good
Customer Trust	5	0.904	Excellent

Table 4 presents the reliability test results for the four research variables using Cronbach's alpha. All variables exceeded the minimum reliability threshold of 0.70, indicating satisfactory internal consistency. Cancellation friction recorded a Cronbach's alpha of 0.858, perceived manipulative design 0.873, and exit transparency 0.864, all classified as having good reliability. Meanwhile, customer trust achieved the highest coefficient of 0.904, indicating excellent reliability.

4.3 Classical Assumption Tests

Before estimating the regression model, residual normality, multicollinearity, heteroscedasticity, and residual independence were evaluated using statistical diagnostic procedures.

Table 5. Regression Diagnostic Results

Diagnostic	Indicator	Result	Interpretation
Residual normality	Shapiro–Wilk statistic	0.992	No substantial departure indicated
	Shapiro–Wilk significance	0.600	$p > 0.05$
Heteroscedasticity	Breusch–Pagan LM statistic	1.111	No significant evidence
	Breusch–Pagan significance	0.774	$p > 0.05$
Residual independence	Durbin–Watson statistic	1.972	No evident first-order autocorrelation
Multicollinearity (X1)	VIF	1.177	Low
Multicollinearity (X2)	VIF	1.206	Low
Multicollinearity (X3)	VIF	1.147	Low

Table 5 presents the regression diagnostic results, indicating that the model satisfies the assessed classical regression assumptions. The Shapiro–Wilk test showed no significant departure from residual normality (statistic = 0.992, p = 0.600), while the Breusch–Pagan test indicated no significant evidence of heteroscedasticity (LM = 1.111, p = 0.774). The Durbin–Watson statistic of 1.972 suggested no evident first-order residual autocorrelation. Furthermore, variance inflation factor (VIF) values for cancellation friction (1.177), perceived manipulative design (1.206), and exit transparency (1.147) were substantially below the conventional threshold of 10, indicating low multicollinearity.

4.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to evaluate the relationship between the dependent variable, Customer Trust (Y), and three independent variables (X1, X2, and X3). The regression equation calculated based on the regression results is Y = 3.496 − 0.239X1 − 0.335X2 + 0.511X3. When all independent variables are held constant at zero, the constant term of 3.496 represents the predicted level of customer trust. The unstandardized regression coefficients indicate that X1 and X2 have a negative relationship with Customer Trust, with coefficient values of −0.239 and −0.335, respectively. Holding all other variables constant, a one-unit increase in either of these variables is associated with a decrease in Customer Trust. Conversely, X3 shows a positive relationship with Customer Trust, with a coefficient of 0.511, indicating that, assuming all other variables remain constant, a one-unit increase in X3 is associated with a 0.511-unit increase in Customer Trust. These findings indicate that the three predictors have different directions and magnitudes of association with Customer Trust. However, without the corresponding t-statistics and p-values, their statistical significance cannot be determined.

4.5 Hypothesis Testing

The partial hypothesis testing results indicate that all three hypotheses are statistically supported. Cancellation friction has a significant negative relationship with customer trust ($\beta = -0.239$, $t = -4.252$, $p < 0.001$), supporting H1. Similarly, perceived manipulative design negatively and significantly relates to customer trust ($\beta = -0.335$, $t = -5.968$, $p < 0.001$), supporting H2. Conversely, exit transparency demonstrates a significant positive relationship with customer trust ($\beta = 0.511$, $t = 8.902$, $p < 0.001$), supporting H3. These findings suggest that cancellation friction and manipulative design are associated with lower customer trust, whereas exit transparency is associated with higher customer trust.

4.5.1 Simultaneous Hypothesis Testing

The F-test results indicate that cancellation friction, perceived manipulative design, and exit transparency jointly have a statistically significant relationship with customer trust ($F = 79.654$, $df1 = 3$, $df2 = 146$, $p < 0.001$). These findings demonstrate that the regression model is statistically significant in explaining variations in customer trust. Therefore, H4 is supported.

4.5.2 Coefficient of Determination

The model summary indicates that cancellation friction, perceived manipulative design, and exit transparency collectively explain 62.1% of the variation in customer trust ($R^2 = 0.621$), while the remaining 37.9% is attributable to factors outside the regression model and unexplained variation. The adjusted R^2 of 0.613 confirms that the model retains substantial explanatory power after accounting for the number of predictors. Furthermore, the standard error of estimate was 0.464, indicating the dispersion of observed customer trust scores around the predicted values. The F-statistic of 79.654 demonstrates the overall explanatory contribution of the independent variables, indicating that subscription management practices are important predictors of customer trust among digital subscription users in Indonesia.

4.6 Discussion

The findings suggest that cancellation friction is an important factor in shaping customer trust among digital subscription users in Indonesia. Complicated cancellation procedures, excessive verification requirements, and inaccessible termination options may reduce perceptions of fairness and organizational integrity. Mayer et al. (1995) emphasized benevolence and integrity as essential dimensions of trust, while Gray et al. (2018) identified obstruction as a dark pattern restricting consumer autonomy. Similarly, Culnan and Armstrong (1999) highlighted the importance of procedural fairness in building trust. These perspectives suggest that simplifying cancellation procedures and eliminating unnecessary barriers may strengthen consumer confidence in digital service providers.

Perceived manipulative design may also undermine customer trust through misleading interfaces, concealed cancellation options, and persuasive retention strategies. Gray et al. (2018) demonstrated that dark patterns often prioritize organizational interests over consumer preferences, while Luguri and Strahilevitz (2021) explained how manipulative interfaces exploit cognitive biases and influence consumer decisions. Furthermore, the OECD (2022) emphasized that such practices may create financial and nonfinancial disadvantages. Consistent with Mayer et al. (1995), perceived manipulation may weaken organizational integrity and credibility. Therefore, ethical interface design and transparent communication are essential for maintaining trustworthy digital subscription services.

Exit transparency may strengthen customer trust by providing clear cancellation instructions, accessible policies, and accurate billing information. Transparent procedures reduce uncertainty and demonstrate respect for consumer autonomy. Culnan and Armstrong (1999) emphasized that procedural fairness contributes to trust development, while Bansal et al. (2015) highlighted the importance of information disclosure in online trust formation. Similarly, Gefen (2000) and McKnight et al. (2002) demonstrated the relevance of trust in digital commercial relationships. These perspectives suggest that transparent cancellation practices can reinforce consumer confidence, even when customers decide to terminate their subscriptions.

The regression model explained 62.1% of the variation in customer trust ($R^2 = 0.621$; adjusted $R^2 = 0.613$), indicating substantial explanatory power for the three independent variables collectively. This finding supports the multidimensional perspective of trust proposed by McKnight et al. (2002) and Mayer et al. (1995), emphasizing the importance of competence, benevolence, and integrity. Sirdeshmukh et al. (2002) similarly highlighted the contribution of trustworthy organizational practices to consumer relationships. The study extends digital consumer trust literature by integrating cancellation friction, perceived manipulative design, and exit transparency within a unified framework. However, its cross-sectional design and purposive sampling limit causal interpretation and generalizability, highlighting opportunities for future research across different digital subscription platforms.

CONCLUSION

This study examined the relationships between cancellation friction, perceived manipulative design, exit transparency, and customer trust among digital subscription users in Indonesia. The regression model explained 62.1% of the variation in customer trust, demonstrating the collective explanatory relevance of these three variables. The findings highlight the importance of considering procedural convenience, ethical interface design, and information transparency in digital subscription management. From a practical perspective, service providers should simplify

cancellation procedures, minimize potentially manipulative interface practices, and provide clear information regarding billing and termination conditions to support consumer confidence. The study contributes to digital consumer trust literature by integrating these dimensions within a single analytical framework. However, the cross-sectional design and purposive sampling limit causal interpretation and generalizability. Future research should incorporate additional variables, larger and more diverse samples, and longitudinal approaches to provide deeper insights into customer trust across digital subscription platforms.

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