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The Effect of Process Consistency and Gratifications on User Satisfaction and Continuance Intention in Super Apps

Alkan Alkaya [1]

Abstract

With the rapid evolution of mobile technologies, single-purpose independent applications are giving way to super apps that consolidate distinct vertical services under a single roof. The purpose of this study is to examine the motivational and structural factors influencing the continuance intention of e-commerce-based super app users in Türkiye from the perspective of the Uses and Gratifications theory. Adopting a quantitative research design, this study collected data via an online questionnaire from 345 participants who are active super app users in Türkiye, utilizing a combination of non-probability convenience and snowball sampling methods. The developed research model and hypotheses were tested using Structural Equation Modeling (SEM) and bootstrapping analysis. The analysis findings confirm that utilitarian gratification, hedonic gratification, and process consistency exert a positive and statistically significant effect on user satisfaction. Particularly, process consistency, which reflects uninterrupted transitions between different service modules, emerged as the most prominent predictor of satisfaction and enduring loyalty. On the other hand, it was determined that social gratification generated a suppression effect within the structural model, thereby negatively affecting satisfaction and consequently losing its potential for a mediating effect. The mediation results prove that user satisfaction serves as a robust bridge in the relationships between utilitarian gratification, hedonic gratification, process consistency, and continuance intention. This research offers a theoretical contribution to the literature by extending the traditional Uses and Gratifications theory with a structural system antecedent, namely process consistency. From a managerial perspective, it provides a strategic vision for super app developers to focus on an integrated cross-service interface and integration design, rather than coercive strategies aimed at forcing platforms into social networks.

Keywords: Super Apps, Uses and Gratifications Theory, Process Consistency, User Satisfaction, Continuance Intention, Structural Equation Modeling

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[1] Dr., Uşak University, Faculty of Health Sciences, Department of Health Management, Uşak, Türkiye, alkan.alkaya@usak.edu.tr, ORCID: 0000-0002-9917-200X

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Süper Uygulamalarda Süreç Tutarlılığının ve Doyumların Kullanıcı Memnuniyeti ve Devam Etme Niyeti Üzerindeki Etkisi

Alkan Alkaya [1]

Öz

Mobil teknolojilerdeki hızlı evrimle birlikte, tek amaca hizmet eden bağımsız uygulamalar yerini birbirinden farklı dikey hizmetleri tek bir çatı altında birleştiren süper uygulamalara bırakmaktadır. Bu çalışmanın amacı, Türkiye'deki e-ticaret tabanlı süper uygulama kullanıcılarının kalıcı sürdürme niyetlerini etkileyen motivasyonel ve yapısal faktörleri, Kullanımlar ve Doyumlar teorisi perspektifinden incelemektir. Nicel araştırma tasarımının benimsendiği bu çalışmada, olasılığa dayalı olmayan kolayda ve kartopu örnekleme yöntemleri bir arada kullanılarak, Türkiye'de aktif süper uygulama kullanan 345 katılımcıdan çevrimiçi anket yoluyla veri toplanmıştır. Geliştirilen araştırma modeli ve hipotezler, Yapısal Eşitlik Modellemesi (YEM) ve Bootstrapping analizi kullanılarak test edilmiştir. Analiz bulguları; faydacı doyum, hazcı doyum ve süreç tutarlılığının kullanıcı memnuniyeti üzerinde pozitif ve istatistiksel olarak anlamlı bir etkiye sahip olduğunu doğrulamaktadır. Özellikle farklı hizmet modülleri arasındaki kesintisiz geçişleri ifade eden süreç tutarlılığı, memnuniyetin ve kalıcı sadakatin en belirgin yordayıcısı olarak öne çıkmıştır. Öte yandan, sosyal doyumun yapısal model içerisinde bastırma etkisi yaratarak memnuniyeti negatif yönde etkilediği, dolayısıyla aracı etki potansiyelini kaybettiği tespit edilmiştir. Aracı etki sonuçları, kullanıcı memnuniyetinin; faydacı doyum, hazcı doyum ve süreç tutarlılığı ile sürdürme niyeti arasındaki ilişkide güçlü bir köprü görevi gördüğünü kanıtlamaktadır. Bu araştırma, klasik Kullanımlar ve Doyumlar teorisini süreç tutarlılığı gibi yapısal bir sistem öncülüyle genişleterek literatüre teorik bir katkı sunmaktadır. Yönetsel açıdan ise, süper uygulama geliştiricilerine platformları zoraki sosyal ağlara dönüştürecek zorlayıcı stratejilerden ziyade, hizmetler arası kusursuz bir arayüz ve entegrasyon tasarımına odaklanmaları yönünde stratejik bir vizyon sağlamaktadır.

Anahtar Kelimeler: Süper Uygulamalar, Kullanımlar ve Doyumlar Teorisi, Süreç Tutarlılığı, Kullanıcı Memnuniyeti, Sürdürme Niyeti, Yapısal Eşitlik Modellemesi

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[1] Dr., Uşak Üniversitesi, Sağlık Bilimleri Fakültesi, Sağlık , Uşak, Türkiye, alkan.alkaya@usak.edu.tr, ORCID: 0000-0002-9917-200X

Introduction

The rapid evolution of mobile technologies has fundamentally changed the way users interact with digital platforms. Initially independent mobile applications serving a single purpose are giving way to super applications (super apps) that consolidate multiple distinct vertical services—such as transportation, e-commerce, financial services, and social networks—under a single umbrella (Hasselwander & Weiss, 2024, p. 297-303). Initiated by the successful implementations of platforms like WeChat, Alipay, and Grab in the Asian market, this shift is now transcending traditional boundaries and becoming the new standard of the global mobile ecosystem (Hasselwander & Weiss, 2024, p. 297-303; Kim et al., 2025, p. 144; Salehi et al., 2024, p. 4761). However, the long-term success and sustainability of a new technology depend not on users' initial adoption of the platform, but on the continuance intention they develop as a result of their expectations being met (Bhattacherjee, 2001, p. 351).

In super apps, which possess a much more complex service architecture compared to traditional applications (Kim et al., 2025), understanding the motivational and structural factors underlying user loyalty and continuance intention emerges as a current research problem. To explain users' attitudes and behaviors in these integrated platforms, the Uses and Gratifications theory, which emphasizes how individuals actively and purposefully select technology to meet their psychological and social needs, provides a robust framework (Gan & Li, 2018). While the broad range of services offered by super apps and the efficiency of conducting transactions from a single interface fulfill users' utilitarian gratification seeking, the gamification elements and rich visual design within the platform provide hedonic gratification (Gan & Li, 2018, p. 308; Salehi et al., 2024, p. 4762). Furthermore, e-commerce-based super apps (e.g., Trendyol, Hepsiburada) have gone beyond being merely transactional platforms; they have built a brand-new social commerce domain through deal sharing, collaborative shopping campaigns, and product reviews (Molinillo et al., 2020, p. 4; Şimşekler, 2024, p. 117). In this context, the social gratification provided by the platform transforms into a fundamental motivational source that triggers a sense of belonging and emotional commitment to the super app ecosystem by enabling individuals to interact with other consumers (Gogan et al., 2018, p. 11; Salehi et al., 2024, p. 4768). Conversely, the existing Uses and Gratifications literature predominantly explains super apps usage through individual gratification motivations (Gan & Li, 2018; Gogan et al., 2018), largely ignoring the cross-service integration structure, which is the most critical distinguishing feature of these platforms (Kim et al., 2025; Salehi et al., 2024). As emphasized by Kim et al. (2025, p. 146), combining independent vertical services into a single platform requires high integration quality; otherwise, psychological and spatial disconnections experienced within the system fragment the user experience and reduce the perceived value of the platform. The concept of process consistency, rooted in the omnichannel retailing literature and representing interface and transactional harmony during channel transitions (Lee et al., 2019, p. 92; Sousa & Voss, 2006; Shen et al., 2018), signifies users' capacity to seamlessly navigate among various sub-services, such as food delivery, e-commerce, and digital wallets, within the context of super apps. The failure to provide this integration and process consistency increases the user's cognitive load, undermines satisfaction, and directly threatens continuance intention (Kim et al., 2025, p. 146). Stemming from this theoretical gap in the literature, there is a critical need to go beyond explaining platform adoption through approaches solely focused on gratification motivations and to include and

examine the role of structural process consistency in integrated ecosystems within the model.

The main purpose of this study is to examine the factors affecting users' continuance intention in e-commerce-based super apps within a novel model framework that integrates the Uses and Gratifications theory and integration quality literature. Within the scope of the research, the effects of utilitarian, hedonic, and social gratifications and process consistency on user satisfaction are evaluated, and the mediating role of satisfaction on continuance intention is empirically tested using Structural Equation Modeling. The findings to be obtained aim to bring theoretical depth to the integrated mobile ecosystems literature and offer strategic guidance to super app developers in the process of building sustainable user loyalty strategies.

1. Literature Review

1.1. Super Apps

Super apps, unlike single-purpose independent mobile applications, are multifunctional marketplaces that satisfy a wide variety of daily needs—such as transportation, e-commerce, food delivery, financial transactions, and social networking—through a single interface and a closed ecosystem (Hasselwander & Weiss, 2024, p. 297-303; Salehi et al., 2024, p. 4761). In the literature, these platforms are defined as comprehensive mobile ecosystems that save device memory by eliminating the hassle of switching between different applications, offer a seamless experience with a single sign-on process, and are capable of "doing everything" (Kim et al., 2025, p. 3; Salehi et al., 2024, p. 4761; Steinberg et al., 2022, p. 1407).

The term super app was conceptually coined for the first time in 2010 by Mike Lazaridis, the founder of BlackBerry, to define multipurpose mobile applications that make the user experience seamless, integrated, and context-specific (Festini & Roth, 2021, cited in Kim et al., 2025, p. 3). However, the transition of this concept from a theoretical framework into a global phenomenon gained momentum with the developments in the Asian market, particularly with the WeChat application launched by Tencent in 2011 (Koç & Atlı, 2025, p. 220).

Initially designed merely as a messaging tool, WeChat has evolved over time into a massive life platform directing the digital behaviors of billions of users by incorporating digital payment systems, e-commerce infrastructure, and public services (Koç & Atlı, 2025, p. 220). Following the path blazed by WeChat, the extraordinary successes of platforms such as Alipay, Grab, Gojek, and KakaoTalk in the Asian market have transformed super apps into a global standard transcending traditional mobile boundaries (Hasselwander & Weiss, 2024, p. 297-303).

When analyzed from an architectural perspective, the most distinct attribute of super apps is the consolidation of external service providers or independent services belonging to the same umbrella brand under a single roof through lightweight mini apps (Koloseni, 2025). According to their configurations in the global market, these structures are divided into four main typologies: the Swiss-Army Knife model, which integrates first-party services from different sectors; the Family model, which houses multiple applications belonging to the same conglomerate; the Host model, which hosts third-party mini applications; and the Hub model, which opens up space for external ecosystems (Van Der Vlist et al., 2024, cited in Tutu, 2025, p. 14). In the context of consumer behavior and

system quality, the success of super apps relies on process completeness that reduces the user's cognitive load, seamless screen and service transitions, and high interactivity (Kim et al., 2025, p. 8; Şimşekler, 2024, p. 21). The service synergy created by this multi-service architecture allows different functions (e.g., e-commerce and digital wallets) to complement each other, thereby directly increasing users' time spent on the platform and their intention to adopt new features (Grados, 2025, p. 26).

Shaped by the dynamics of the Asian and Western markets on a global scale, this multifunctional structure has gained profound momentum in the Turkish market, particularly driven by the need for digitalization created by the COVID-19 pandemic and the shift in consumer expectations. E-commerce platforms that initially served a single vertical sector (e.g., Trendyol, Hepsiburada) have rapidly expanded into "digital families" in line with users' demands to manage all their needs from a single interface (Tutu, 2025, p. 15). For instance, Trendyol has become a multi-layered super app ecosystem centralizing the digital habits of the Turkish consumer by incorporating sub-services over time, such as quick grocery and food delivery (Şimşekler, 2024, p. 69), second-hand shopping, and digital finance via TrendyolPay (Koç & Atlı, 2025, p. 251).

Today, super apps act as a transformative force in the digital economy (Bian et al., 2024, p. 1; Hasselwander & Weiss, 2024, p. 297-303) while simultaneously representing the new pinnacle achieved by omnichannel retail operations (Durval, 2024). Market projections expect that by 2027, more than 50% of the global population will be daily active super app users, and the market size will reach 722.4 billion dollars by 2032 (Sharma, Thakkar, & Prasad, 2023). In developing countries (such as in Asia and Türkiye), their provision of financial inclusion to unbanked populations through digital wallet integrations further amplifies the economic and societal power of these applications (Bian et al., 2024, p. 12; Grados, 2025, p. 27; Hasselwander & Weiss, 2024, p. 297-303). Conversely, in contrast to the Eastern model born in Asia that centers on service integration, data privacy concerns regarding tech giants come to the fore among consumers in Western markets, such as the European Union and the United States. Indeed, strict regulations like the Digital Markets Act (DMA) and the General Data Protection Regulation (GDPR) enacted by the European Union limit large platforms from consolidating data in a single hand to create monopolies; therefore, the development of super apps in these regions progresses as a much more cautious, restricted, and verticalized "Western model" (Durval, 2024, p. 14; Hasselwander & Weiss, 2024, p. 297-303; Koç & Atlı, 2025, p. 222).

1.2. Uses and Gratifications Theory

The Uses and Gratifications (U&G) theory is one of the communication theories asserting that individuals are not passive receivers in their media consumption processes; rather, they use media tools actively, selectively, and in a goal-oriented manner to fulfill specific social and psychological needs (Katz et al., 1973, p. 510). The most distinguishing feature of the U&G theory is its rejection of the "what does media do to people?" approach, which focuses on the effects of traditional media on passive masses, in favor of a shift toward the "what do people do with media?" perspective that centers on active and goal-oriented consumers (Ghouri et al., 2021, p. 3; Liu et al., 2016, p. 57). According to this approach, rather than solely accepting what the media presents to them, users make conscious technology choices based on their own expectations and motivations, such as entertainment, information seeking, habit, escapism, or social interaction (Rubin, 1983, p. 38).

During the transition from traditional mass communication tools to digital and interactive platforms, the U&G theory has been restructured to make sense of consumer motivations in e-commerce and online marketplaces. Stafford et al. (2004, p. 261) empirically proved that the most critical element distinguishing internet usage motivations from traditional media is social gratifications, which go beyond content and process gratifications. In the current literature, this multidimensional structure is predominantly examined along three main motivational axes within the context of super apps: utilitarian, hedonic, and social gratifications (Gan & Li, 2018, p. 308; Salehi et al., 2024, p. 4762). The wide range of services offered by super apps and the efficiency of executing transactions from a single interface represent utilitarian gratification; gamification elements and visual aesthetics within the platform represent hedonic gratification; and the social commerce interaction established by users through deal sharing and product reviews with other consumers represents social gratification (Salehi et al., 2024, p. 4763).

Today, the complex structure of social networks and e-commerce-based digital ecosystems necessitates the integration of the U&G theory with other behavioral models to explain users' continuance intention (Ghouri et al., 2021, p. 4; Gogan et al., 2018, p. 2). Although a sole U&G perspective is successful in explaining the initial adoption of technology, it can fall short in explaining an individual's emotional commitment and system continuance (Bhattacherjee, 2001, p. 351; Gogan et al., 2018, p. 2). To address this theoretical gap, the literature frequently combines the U&G theory with models such as S-O-R (Stimulus-Organism-Response) and CAB (Cognition-Affect-Behavior). Within the framework of the S-O-R model, Gogan et al. (2018, p. 3) identified that hedonic, social, and utilitarian gratifications derived from U&G function as stimuli; these stimuli create organismic and emotional states in the user, such as satisfaction and emotional commitment, ultimately leading to a behavioral response of continuous use. Similarly, in the context of e-commerce and online shopping, Ghouri et al. (2021, p. 4) integrated the U&G theory with CAB paradigms, demonstrating that cognitive factors like interface, functionality, and informational gratifications generate high satisfaction and perceived convenience as affective states, which in turn directly trigger the behavioral intention to continue using e-commerce platforms. Evaluated from the perspective of super apps, delivering the utilitarian, hedonic, and social gratifications offered by these platforms through a single interface with high process consistency meets users' cognitive expectations, transforms into emotional satisfaction, and ultimately guarantees the long-term adoption of the platform (Chai & Wang, 2022, p. 2; Ghouri et al., 2021, p. 15; Gogan et al., 2018, p. 14; Kim et al., 2025, p. 4).

1.3. Process Consistency

The success of super apps is directly associated not merely with the consolidation of numerous distinct services (mini apps) within a single ecosystem, but also with the degree to which the transition and structural integration among these services are flawless (Salehi et al., 2024, p. 4761). Frequently discussed in the literature within the context of omnichannel retailing and information systems, process consistency refers to the interface harmony, transactional fluency, and overall performance integrity that users experience while navigating through different service steps, screens, or transaction channels (Chai & Wang, 2022, p. 5; Lee et al., 2019, p. 92; Yeğin & Ikram, 2022, p. 11). While traditional e-service quality models (e.g., DeLone & McLean, 2003; Parasuraman et

al., 2005) primarily focus on the performance, information accuracy, and interface usability of a single channel or application, they often fall short in explaining the complexities of multi-service platforms like super apps. E-service quality essentially measures how well a specific service operates in isolation, evaluating dimensions such as system availability, order fulfillment, and privacy (Sousa & Voss, 2006; Zeithaml et al., 2002). Conversely, process consistency—an integral component of cross-channel integration quality—specifically addresses the seamlessness and uniformity of transitions across different sub-services or channels (Sousa & Voss, 2006). Therefore, process consistency was prioritized in this study over generic quality variables because it explicitly captures the unique structural challenge of super apps: harmonizing diverse vertical services (e.g., e-commerce, digital wallets) under one umbrella without fracturing the user experience (Lee et al., 2019). Standard quality systems, although addressing multiple needs, do not perform the exact same function as process consistency, as they lack the focus on transactional fluency and aesthetic continuity during cross-service navigation (Banerjee, 2014; Shen et al., 2018).

Unlike traditional independent mobile applications, super apps require superior integration quality because they offer independent vertical services—such as e-commerce, quick grocery delivery, food delivery, and digital payment—through a single user interface (Lee et al., 2019, p. 92; Shen et al., 2018, p. 64). Users expect a seamless experience when transitioning from one mini app to another within the platform (e.g., proceeding from a purchase in the e-commerce tab to the payment step via a digital wallet). The failure to ensure process consistency or the occurrence of integration disconnections among services diminishes the perceived value of the platform and leads to dissatisfaction by imposing an extra cognitive load on the user (Banerjee, 2014, as cited in Ellahi et al., 2024, p. 10). Consequently, the most critical factor that guarantees users' satisfaction and continuance intention in complex digital ecosystems is not merely the system's provision of service variety, but its ability to standardize this multi-service architecture under a single umbrella with high process consistency (Chai & Wang, 2022, p. 5; Sousa & Voss, 2006, p. 365).

2. Research Model and Hypothesis Development

Super apps provide users with time savings and contextual offerings by integrating various service functions, such as digital wallets, e-commerce, quick grocery delivery, and transportation, into a single digital ecosystem (Hasselwander & Weiss, 2024, p. 297-303; Salehi et al., 2024, p. 4762). In the literature, such functional and practical benefits are defined as utilitarian gratification (Gan & Li, 2018, p. 308). In the adoption of online platforms by consumers, the performance of utilitarian gains is considered equivalent to the perceived usefulness of the system in technology acceptance models; moreover, fulfilling users' cognitive expectations through these practical means directly increases their satisfaction levels toward the application (Bhattacherjee, 2001, p. 355; Ghouri et al., 2021, p. 7). Based on this premise, the following hypothesis is proposed:

H1: The utilitarian gratification provided by super apps has a positive effect on user satisfaction.

Beyond merely pragmatic tasks, super app users are in pursuit of hedonic gratification through the visual aesthetics and entertaining content offered by the platform (Salehi et al., 2024, p. 4763). According to the S-O-R theory, these entertainment elements function

as strong external stimuli, directly increasing the user's satisfaction, which represents the organismic state (Chopdar & Balakrishnan, 2020, p. 4; Gogan et al., 2018, p. 4). Indeed, recent empirical studies demonstrate that perceived enjoyment and gamification within platforms fulfill users' psychological needs, such as stress relief, and thus stand out as the motivational factor with the strongest impact on satisfaction (Gan & Li, 2018, p. 313; Salehi et al., 2024, p. 4768; Zhang et al., 2025, p. 4). Based on this premise, the following hypothesis is proposed:

H2: The hedonic gratification provided by super apps has a positive effect on user satisfaction.

Today, e-commerce-focused super apps have transcended being closed systems where users merely execute individual transactions, evolving into dynamic social commerce networks where they connect with one another through mutual interaction, information exchange, and recommendation mechanisms. Individuals' desire for this communication and sense of community belonging established with other consumers constitutes social gratification (Stafford et al., 2004, p. 261). The literature presents divergent empirical findings regarding the direct effect of the social benefits offered by super apps on satisfaction. For instance, while Salehi et al. (2024, p. 4768) argue that social benefits only enhance engagement and have no direct impact on satisfaction, Gogan et al. (2018, p. 11) empirically demonstrate that social participation directly and robustly elevates satisfaction and emotional commitment toward the platform. Particularly in e-commerce-oriented ecosystems, fulfilling the need for social interaction and belonging is anticipated to increase the user's psychological fulfillment toward the platform (Gogan et al., 2018, p. 13; Molinillo et al., 2020, p. 4). In this context, the following hypothesis is proposed:

H3: The social gratification provided by super apps has a positive effect on user satisfaction.

The ability for the utilitarian and hedonic gratifications that individuals derive from super apps to transform into lasting satisfaction depends on flawless channel integration operating in the background (Salehi et al., 2024, p. 4761). The interface and transactional fluency users experience during horizontal transitions across different service modules (e.g., moving from product selection to financial approval) is referred to in the literature as process consistency (Lee et al., 2019, p. 92). The capacity to seamlessly complete transactions within the system under a unified ecosystem logic, without experiencing disconnections, minimizes the user's transactional complexity and mental effort, thus enhancing perceived ease of use; ultimately, this directly guarantees user satisfaction (Chai & Wang, 2022, p. 5; Kim et al., 2025, p. 4). Based on this premise, the following hypothesis is proposed:

H4: Process consistency in super apps has a positive effect on user satisfaction.

The long-term competitive advantage and market sustainability of digital services depend heavily on users' continuance intention toward that platform, and in the literature, the strongest predictor of this behavior is recognized as satisfaction (Bhattacherjee, 2001, p. 364; Tam et al., 2020, p. 244). Within the framework of the Expectation-Confirmation Model (ECM), consumer satisfaction refers to the user's positive and fulfilling affective state regarding their experience with the information system (Bhattacherjee, 2001, p. 355). In the context of digital platforms, achieving this satisfaction establishes strong brand loyalty by preventing consumers from turning to

potential alternatives (Ghouri et al., 2021, p. 7). Evaluated from the perspective of super apps, meeting user expectations and building satisfaction prevents individuals from abandoning the ecosystem and directly increases their continuance intention toward the platform (Koloseni, 2025; Salehi et al., 2024, p. 4764). Based on this premise, the following hypothesis is proposed:

H5: User satisfaction has a positive effect on super app continuance intention.

According to the CAB and S-O-R models, cognitive gains (gratifications and process consistency) do not directly translate into behavior; rather, they necessitate an affective state (satisfaction) to serve as a bridge (Chopdar & Balakrishnan, 2020, p. 4; Ghouri et al., 2021, p. 4; Gogan et al., 2018, p. 3). Indeed, recent findings demonstrate that satisfaction plays a mediating role and serves as a fundamental prerequisite in translating motivations and system quality into continuance intention (i.e., lasting loyalty) (Gogan et al., 2018, p. 14; Salehi et al., 2024, p. 4770; Tam et al., 2020, p. 18). Based on this premise, the following hypotheses are proposed:

H6a: User satisfaction mediates the relationship between utilitarian gratification and continuance intention.

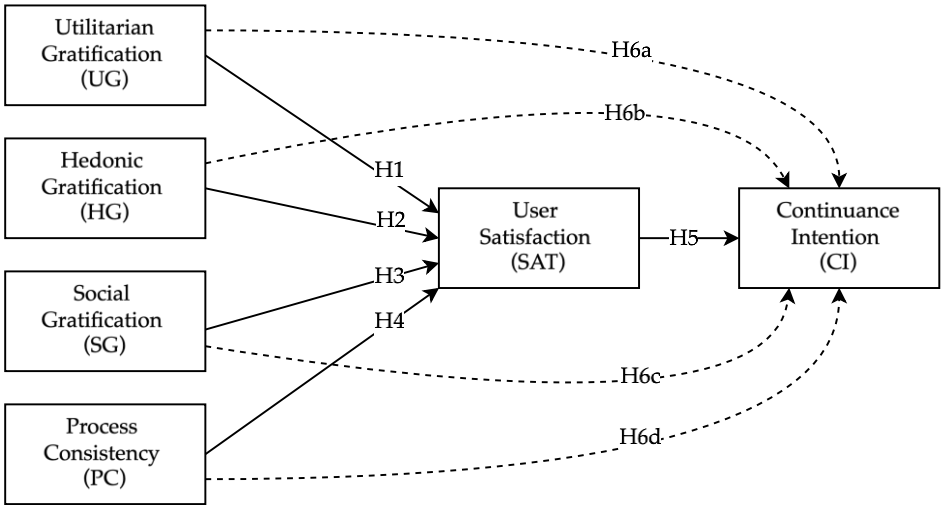
H6b: User satisfaction mediates the relationship between hedonic gratification and continuance intention.

H6c: User satisfaction mediates the relationship between social gratification and continuance intention.

H6d: User satisfaction mediates the relationship between process consistency and continuance intention.

The research model formulated in accordance with the hypotheses developed above is illustrated in Figure 1.

Figure 1. Research Model



Note: Solid arrows indicate the hypothesized direct effects (H1-H5), while dashed arrows specifically represent the hypothesized indirect (mediation) effects (H6a-H6d) through user satisfaction.

3. Methodology

3.1. Data Collection and Sampling

The population of the study consists of active users of super apps in Türkiye that offer multiple vertical services (e.g., e-commerce, quick grocery delivery, food delivery, and digital wallets) under a single umbrella. Specifically, the scope of this study encompasses the dominant platforms in the Turkish digital ecosystem, such as Trendyol, Hepsiburada, Getir, Yemeksepeti, and Migros (Şimşekler, 2024, p. 68). An examination of the market penetration of these super apps in Türkiye reveals that customer volumes have reached significant proportions. According to the data from its published 2025 impact report, Trendyol serves over 40 million customers, constituting one of the largest user bases (Trendyol, 2025). Getir announced that it had reached over 40 million members as of 2025 (Hürriyet, 2025). As of 2026, Yemeksepeti has succeeded in creating a broad ecosystem by reaching a cumulative total of 37.6 million users (İçözü, 2026). Based on its published financial results for the second quarter of 2026, Hepsiburada reported its active customer base as 11.5 million (İş Yatırım, 2026). Finally, the super app of Migros, which operates in the traditional retail market, reached 6.6 million active digital users as of the first quarter of 2026 (Migros, 2026).

Since there is no centralized, publicly accessible national registry of super app users, and given the immense size and geographical dispersion of the target population across Türkiye, a probability-based sampling framework was not feasible. Instead, a hybrid non-probability sampling design, combining convenience and snowball sampling methods, was utilized to optimize both the reach and demographic diversity of the sample.

The data collection process was conducted entirely online between April 12, 2026, and May 30, 2026, following the ethical approval granted by the Ethics Committee of Uşak University (Decision Date: April 9, 2026; Decision No: 2026-116). The implementation followed a sequential two-stage approach: initially, convenience sampling was employed by distributing the structured online questionnaire link through major digital communication channels and social media networks to easily accessible active users. Subsequently, snowball sampling was layered on top of this process by requesting the initial respondents to forward the survey link to other active super app users within their personal and professional networks. This approach ensured that the sample was not confined to a single local area but was geographically dispersed across different metropolitan areas in Türkiye.

Prior to the main data collection phase, a pilot study was conducted with 40 individuals to ensure the content validity and comprehensibility of the measurement instrument, thereby finalizing the questionnaire. The statistical output of the pilot study indicated high internal consistency, with Cronbach's alpha values for all constructs ranging from 0.78 to 0.91, well exceeding the acceptable threshold of 0.70 (Nunnally, 1978). Based on the feedback from the pilot participants, minor textual refinements were made to ensure that the distinctions between core super app services and sub-services were explicitly understood, and no items were deleted. The minimum sample size criteria required for the reliability of parameter estimates and statistical power in Structural Equation

Modeling (SEM) analyses were taken into account (Hair et al., 2019; Kline, 2023); following data cleaning procedures, the final analyses were conducted on 345 valid responses.

3.2. Measurement

The measurement of the constructs included in the research model was conducted using scales whose validity and reliability had been established in previous studies in the literature. All items in the data collection instrument were adapted to suit the context of the super app ecosystem and evaluated on a 5-point Likert-type scale ranging from "1: Strongly Disagree" to "5: Strongly Agree". Scales developed by Pang et al. (2024) were utilized to measure the utilitarian, hedonic, and social gratification variables included in the research model. These items, which were categorized under "motivation" in the original study (Pang et al., 2024), were integrated into the model using the conceptualization of "gratification" to align with the theoretical context of this study. This adaptation is based on the fundamental assumptions of the Uses and Gratifications (U&G) theory, which posit that media usage motivations directly denote an expectation of gratification (Gan & Li, 2018; Gogan et al., 2018). The variables of utilitarian gratification (six items, Cronbach's alpha: 0.930), hedonic gratification (five items, Cronbach's alpha: 0.941), and social gratification (six items, Cronbach's alpha: 0.916), which reflect consumers' functional, entertainment, and interaction expectations toward super apps, were all measured by adapting them from the study by Pang et al. (2024, p. 5). Process consistency (three items, Cronbach's alpha: 0.914), which reflects the operational and visual image harmony among different sub-services (e.g., e-commerce, digital wallet) within the digital ecosystem, was adapted from Chai and Wang (2022, p. 7). The mediating variable of user satisfaction (three items, Cronbach's alpha: 0.839), which measures consumers' psychological fulfillment toward the platform, was adapted from Song (2023, p. 8). Finally, continuance intention (three items, Cronbach's alpha: 0.867), which serves as the main dependent variable of the research and expresses the determination to continue using the platform routinely, was adapted from Cheng et al. (2020, p. 11).

3.3. Data Analysis

In this study, Structural Equation Modeling (SEM) was preferred due to its robust efficacy in simultaneously testing complex theoretical relationships and mediating effects (Pang et al., 2024, p. 5). Data analysis was conducted using IBM SPSS 25.0 and AMOS 24.0 software. Prior to the analyses, it was confirmed that the dataset exhibited a normal distribution, as the skewness and kurtosis coefficients remained within the ±1.5 range (Hair et al., 2014). Furthermore, to rule out the potential risk of Common Method Bias (CMB) in cross-sectional self-report data, Harman's single-factor test was applied; it was confirmed that a single factor did not account for the majority (50%) of the total variance, thereby ensuring that this risk did not pose a threat to the model (Pang et al., 2024, p. 7; Podsakoff et al., 2003). The standard two-step analytical procedure in the literature was followed for hypothesis testing (Anderson & Gerbing, 1988; Molinillo et al., 2020, p. 6). In the first step, the construct validity of the measurement model was tested using Confirmatory Factor Analysis (CFA). The convergent validity of the model was statistically established through standardized factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR) coefficients (Hair et al., 2014); meanwhile, discriminant validity was proven using the Fornell and Larcker (1981)

criterion. In the second step, the theoretical structural model was established to examine the direct effects of the independent variables. To test the mediating role of user satisfaction, the bootstrapping technique (5,000 resamples and a 95% bias-corrected confidence interval)—which does not rely on the assumption of normal distribution and possesses high statistical power—was employed (Hayes, 2017). The model fit of both the measurement and structural models to the data was evaluated using absolute and comparative fit indices (χ^2/df, RMSEA, CFI, GFI, AGFI, and TLI) that are considered standard in the literature (Hair et al., 2014; Kline, 2015).

4. Finding

4.1. Demographic Characteristics

The demographic and usage characteristics of the 345 valid respondents included in the study are summarized in Table 1. An examination of the gender distribution reveals that females account for 51.9% (n = 179) of the sample, while males account for 48.1% (n = 166). Evaluating the age profile of the participants, more than half (51.0%) are young adults between the ages of 18 and 24; regarding educational attainment, individuals with a bachelor's degree constitute the majority (48.1%). From a socio-economic perspective, 52.5% of the participants are actively employed, and the largest share in the income distribution is represented by the lower-income group (28,075 TL and below) at 46.1%. Regarding super app usage dynamics, Trendyol is by far the most preferred platform among consumers (68.1%), while standard e-commerce transactions emerge as the most frequently used sub-service (44.9%). Furthermore, the finding that 17.4% of the consumers use a combination of multiple services (e.g., e-commerce, food delivery, digital wallets) within the ecosystem aligns with the all-in-one vision of super apps. In terms of usage frequency, while a significant portion of the participants (48.4%) use the applications 1 to 3 times a month, the cumulative proportion of those conducting transactions regularly at least once a week reaches 39.7%, demonstrating the robust and enduring presence of these platforms in regular consumer habits.

Table 1. Demographic and Usage Profile of the Respondents (N = 345)

Demographic Variables	Category	Frequency (n)	Percentage (%)
Gender	Female	179	51.9
	Male	166	48.1
Age	18 - 24	176	51.0
	25 - 35	61	17.7
	36 - 50	57	16.5
	51 and older	51	14.8
Education Level	High School or below	83	24.1
	Associate Degree	78	22.6
	Undergraduate	166	48.1
	Postgraduate	18	5.2
Employment Status	Employed	181	52.5
	Unemployed	164	47.5
Monthly Income	28,075 TL and below	159	46.1
	28,076 TL - 45,000 TL	75	21.7
	45,001 TL - 75,000 TL	71	20.6
	75,001 TL and above	40	11.6
Most Frequently Used Super App	Trendyol	235	68.1
	Yemeksepeti	39	11.3
	Getir	31	9.0

	Migros	27	7.8
	Hepsiburada	8	2.3
	Other	5	1.5
Most Frequently Used Sub-Services*	E-commerce / Standard Product Purchasing	155	44.9
	Online Food Delivery	87	25.2
	Quick Grocery Delivery	23	6.7
	Digital Wallet / Financial Services	20	5.8
	Multiple Services Combined	60	17.4
Usage Frequency	Less than once a month	41	11.9
	1 - 3 times a month	167	48.4
	1 - 2 times a week	99	28.7
	3 or more times a week	38	11.0

*Note: The "Multiple Services Combined" category represents users who simultaneously utilize combinations of e-commerce, food delivery, grocery, and digital wallet services within the same super app ecosystem.

4.2. Measurement Model: Confirmatory Factor Analysis (CFA) Results

To test the validity and reliability of the constructs included in the research model, a Confirmatory Factor Analysis (CFA) encompassing all variables was performed using the AMOS software. Within the scope of the scale purification procedure, modification indices were examined; four survey items (SG5 and SG6 from the Social Gratification scale, and HG4 and HG5 from the Hedonic Gratification scale) that exhibited high cross-loadings with other conceptual constructs, thereby threatening the discriminant validity of the model, were removed from the analysis, and the model was re-estimated. The final model fit indices obtained following this procedure ($\chi^2/df = 2.872$; CFI = 0.958; TLI = 0.950; RMSEA = 0.074) demonstrate an excellent fit between the collected data and the measurement model (Hair et al., 2019; Kline, 2015).

As presented in Table 2, the standardized factor loadings (λ) of all items in the measurement model exceed 0.80 and are statistically highly significant ($p < 0.001$). All Cronbach's Alpha (α) and Composite Reliability (CR) values, calculated to evaluate the internal consistency of the constructs, are well above the 0.70 threshold accepted in the literature (CR values range between 0.908 and 0.946). Furthermore, the Average Variance Extracted (AVE) values for all constructs in the model comfortably surpass the 0.50 threshold (ranging from 0.734 to 0.853). This statistical evidence robustly supports the convergent validity of the research model (Fornell & Larcker, 1981, p. 45).

Table 2. Results of the Measurement Model (CFA)

Constructs and Items	Standardized Loading (λ)	Cronbach's α	CR	AVE
Utilitarian Gratification		0.925	0.943	0.734
UG1	0.845			
UG2	0.865			
UG3	0.892			
UG4	0.853			
UG5	0.835			
UG6	0.849			
Hedonic Gratification		0.905	0.939	0.837
HG1	0.934			
HG2	0.918			
HG3	0.892			

Social Gratification		0.887	0.918	0.738
SG1	0.854			
SG2	0.885			
SG3	0.889			
SG4	0.806			
Process Consistency		0.835	0.926	0.808
PC1	0.888			
PC2	0.913			
PC3	0.895			
User Satisfaction		0.875	0.946	0.853
SAT1	0.922			
SAT2	0.935			
SAT3	0.913			
Continuance Intention		0.866	0.908	0.767
CI1	0.887			
CI2	0.838			
CI3	0.901			

*Note: CR = Composite Reliability, AVE = Average Variance Extracted. All standardized loadings are significant at $p < 0.001$.

The Fornell and Larcker (1981) criterion was employed to test discriminant validity. The bold values on the diagonal of the correlation matrix presented in Table 3 represent the square root of the Average Variance Extracted (AVE) for each construct, and the vast majority of these values exceed the inter-construct correlations. The high correlation between constructs that are direct and robust predictors of one another, such as Process Consistency (PC) and User Satisfaction (SAT), was deemed acceptable when evaluated within the framework of theoretical causality expectations in the literature and the 0.90 tolerance threshold of the HTMT (Heterotrait-Monotrait) ratio (Henseler et al., 2015). Consequently, it was confirmed that the variables in the model are generally statistically distinct from one another, thereby establishing discriminant validity.

Table 3. Discriminant Validity

Constructs	UG	HG	SG	PC	SAT	CI
UG	**0.857**					
HG	0.806	**0.915**				
SG	0.716	0.779	**0.859**			
PC	0.864	0.779	0.735	**0.899**		
SAT	0.874	0.792	0.684	0.939	**0.924**	
CI	0.846	0.836	0.753	0.914	0.915	**0.876**

*Note: The bold values on the diagonal represent the square root of the Average Variance Extracted (AVE). The off-diagonal values are the Pearson correlations between the constructs.

4.3. Structural Model and Hypothesis Testing

To test the research hypotheses, Structural Equation Modeling (SEM) analysis was conducted. An examination of the fit indices of the structural model established via the AMOS software ($\chi^2/df = 3.034$; CFI = 0.953; TLI = 0.945; RMSEA = 0.077) indicates a good fit between the collected data and the proposed theoretical causality model (Hair et al., 2019). The standardized path coefficients (β), standard errors, t-values, and significance

levels pertaining to the hypothesis testing are presented in Table 4. According to the analysis results, Utilitarian Gratification ($\beta = 0.186$, $p < 0.01$), Hedonic Gratification ($\beta = 0.172$, $p < 0.001$), and Process Consistency ($\beta = 0.721$, $p < 0.001$) were found to exert a statistically significant and positive effect on User Satisfaction. In line with these findings, the respective hypotheses (H1, H2, and H4) were supported. Conversely, the marginal effect of Social Gratification on User Satisfaction was found to be negatively significant ($\beta = -0.087$, $p < 0.05$). Despite the positive bivariate correlation between the two variables, the reversal of the effect to a negative direction in the multiple regression model is explained in the literature as a suppression effect (Kline, 2023). Given that the unique predictive variance of Social Gratification was suppressed by the introduction of predictors with very high explanatory power, such as Process Consistency, into the model, the hypothesis advocating the positive effect of Social Gratification (H3) was rejected. Finally, User Satisfaction was found to predict Continuance Intention in an exceptionally robust, positive, and statistically significant manner ($\beta = 0.944$, $p < 0.001$), thereby strongly supporting hypothesis H5.

Table 4. Results of Structural Model and Hypothesis Testing

Hypothesis	Structural Paths	β	S.E.	t-value	p	Result
H1	Utilitarian Gratification (UG) → User Satisfaction (SAT)	0.186	0.062	3.143	***	Supported
H2	Hedonic Gratification (HG) → User Satisfaction (SAT)	0.172	0.050	3.439	***	Supported
H3	Social Gratification (SG) → User Satisfaction (SAT)	-0.087	0.043	-2.039	0.041	**Not Supported**
H4	Process Consistency (PC) → User Satisfaction (SAT)	0.721	0.063	11.328	***	Supported
H5	User Satisfaction (SAT) → Continuance Intention (CI)	0.944	0.038	24.282	***	Supported

Note: The negative path coefficient for SG is attributable to a statistical suppression effect. *** p< 0.001. β: Standardized Regression Weights, S.E.: Standard Error

4.4. Mediation Analysis

To test the mediating role of User Satisfaction (SAT) in the relationships between the independent variables (UG, HG, SG, PC) and Continuance Intention (CI), a bootstrapping analysis was performed using the AMOS software. In accordance with current methodological standards in the literature, 5,000 resamples and a 95% bias-corrected confidence interval were employed to test the statistical significance of the indirect effects (Hayes, 2017). For a mediation effect to be considered significant, the calculated 95%

confidence interval must not cross the zero (0) value, and the p-value must be less than 0.05 (Hair et al., 2019). Upon examining the bootstrapping results presented in Table 5, the indirect effect of Utilitarian Gratification on Continuance Intention through User Satisfaction was found to be positive and statistically significant (B = 0.179, p = 0.003, 95% CI [0.059, 0.368]). Similarly, the indirect effect of Hedonic Gratification on Continuance Intention was also found to be positive and significant (B = 0.158, p = 0.012, 95% CI [0.040, 0.288]). The strongest mediation effect in the model was observed to be the role assumed by Satisfaction in the relationship between Process Consistency and Continuance Intention (B = 0.655, p < 0.001, 95% CI [0.502, 0.823]). In light of these findings, the hypotheses predicting the mediating role of Satisfaction in the respective paths (H6a, H6b, and H6d) were supported. Conversely, it was determined that the indirect effect of Social Gratification on Continuance Intention via User Satisfaction was statistically non-significant (B = -0.081, p = 0.143) and that the 95% confidence interval included the zero value (95% CI [-0.210, 0.030]). As a result of the suppression effect exerted by other predictors with high explanatory power in the structural model, it was observed that the potential of social gratification to generate continuance intention was statistically eliminated; thus, the corresponding mediation hypothesis (H6c) was rejected.

To further evaluate the nature of the mediating role played by User Satisfaction, the mediation effects were categorized as either full or partial based on the criteria established by Zhao et al. (2010). Since the direct effects of Utilitarian Gratification, Hedonic Gratification, and Process Consistency on Continuance Intention became statistically non-significant upon the inclusion of the mediator (User Satisfaction) in the structural model, a full (complete) mediation effect was confirmed for the supported paths (H6a, H6b, and H6d). This statistical output indicates that utilitarian benefits, hedonic experiences, and structural process consistency do not directly translate into continuance intention in super-apps; instead, their influence is entirely channelled and realized through the cultivation of user satisfaction within the integrated ecosystem.

Table 5. Mediation Effect Results (Bootstrapping)

Hypothesis	Indirect Path	Indirect Effect (B)	Bootstrapping 95% CI (Lower, Upper)	p-value (Two-Tailed)	Result
H6a	UG → SAT → CI	0.179	[0.059, 0.368]	***	Supported
H6b	HG → SAT → CI	0.158	[0.040, 0.288]	***	Supported
H6c	SG → SAT → CI	-0.081	[-0.210, 0.030]	0.143	**Not Supported**
H6d	PC → SAT → CI	0.655	[0.502, 0.823]	***	Supported

*Note: B= Unstandardized indirect effect. Bootstrap sample size= 5000. CI= Bias-Corrected Confidence Interval. If the 95% CI does not cross zero, the indirect effect is considered significant. *** p< 0.001.

Discussion and Conclusion

This study aimed to examine users' continuance intention (CI) in the transition from traditional single-purpose mobile applications to super apps from the perspective of Uses and Gratifications (U&G) theory. The research findings reveal that the fundamental dynamics ensuring user satisfaction and continuance in the complex ecosystem of super apps significantly differ from the traditional application literature. To address the

fundamental theoretical relationships, our findings both confirm established paradigms in certain dimensions and strongly reject previous assumptions in others due to the unique all-in-one nature of super apps.

First, the structural model results confirm the findings of previous studies (e.g., Hsiao et al., 2016; Pang et al., 2024) by demonstrating that Utilitarian Gratification (UG) and Hedonic Gratification (HG) have a positive and statistically significant effect on User Satisfaction (US) ($\beta = 0.186$, $p < 0.01$ and $\beta = 0.172$, $p < 0.001$). This confirms that, similar to traditional technology adoption, users expect both functional benefits (e.g., time-saving, transaction ease) and experiential pleasure from multi-service super apps. Furthermore, the profoundly strong effect of Process Consistency (PC) on Satisfaction (US) ($\beta = 0.721$, $p < 0.001$) supports previous literature emphasizing the necessity of seamless integration in digital platforms (Chai & Wang, 2022; Venkatesh et al., 2012). When transitions between different sub-services are seamless and logically consistent, the cognitive load is minimized, and satisfaction is maximized.

Conversely, our findings regarding Social Gratification (SG) reject the findings of previous traditional U&G studies. While prior research generally asserts that social gratification positively drives user satisfaction and continuance intention in mobile applications and social networks (Gan & Li, 2018; Pang et al., 2024), our study found that in the context of super apps, this effect turns negative and marginal ($\beta = -0.087$, $p < 0.05$) due to a statistical "suppression effect" (MacKinnon et al., 2000).

The primary reason for this different finding lies in the unique nature of super apps. Super apps combine high-privacy financial transactions (fintech) and e-commerce with socialization features in a single, massive ecosystem (Hasselwander & Weiss, 2024). In such a complex, all-in-one environment, forcing social interaction features creates an "information overload" (Karr-Wisniewski & Lu, 2010). Process consistency and functional security become so vital that the expectation of social interaction not only becomes ineffective in generating satisfaction but also complicates the user experience. Thus, unlike single-purpose social apps, social gratification in super apps is suppressed by the need for structural efficiency and security.

It is crucial to clarify that this negative and suppressed effect of social gratification is not due to a lack of social interactivity within Turkish digital platforms. On the contrary, dominant Turkish platforms like Trendyol and Hepsiburada heavily incorporate highly interactive social commerce features, such as shared shopping carts, influencer product collections, and active community-driven product reviews (Şimşekler, 2024). However, the non-significance of H3 is explained by the transition of the user's cognitive mindset when interacting with a super app versus a single-purpose social networking site. When utilizing an all-in-one ecosystem that centralizes sensitive financial transactions, payment systems, and delivery logistics, users prioritize functional flow, process consistency, and transaction security over peer socialization. In this highly transactional setting, over-engineered social features and aggressive collaborative campaigns do not generate psychological fulfillment; rather, they lead to information overload and increase the cognitive effort required to complete core tasks, thereby diminishing overall satisfaction (Karr-Wisniewski & Lu, 2010; Salehi et al., 2024). Finally, the exceptionally robust effect of Satisfaction on Continuance Intention ($\beta = 0.944$, $p < 0.001$) demonstrates that users whose expectations are met do not turn to alternatives, highlighting a highly powerful relationship that significantly minimizes their likelihood of abandoning the platform.

This research contributes to the information systems and marketing literature in several significant ways. First, while the traditional Uses and Gratifications (U&G) theory is generally addressed in the context of content or media consumption (utilitarian, hedonic, and social), this study extends the U&G theory within the context of super apps by integrating the concept of Process Consistency (PC) into the model as a structural gratification element. Second, the suppression effect identified in the study empirically proves that social gratification does not always generate a positive value in all-in-one platforms; in scenarios where functional integration and transaction security take precedence, social features recede into the background concerning user satisfaction. Process Consistency (PC), emerging as the strongest predictor in the model, indicates that platform managers must prioritize "seamless integration" in their user interface and user experience designs. A new mini app incorporated into a super app must be highly compatible with the primary platform's navigation logic, payment infrastructure, and visual language. Subjecting the user to a different set of rules for each sub-service will inevitably lead to the abandonment of the platform. Furthermore, considering the non-significant effect of Social Gratification (SG), it is recommended that developers avoid incorporating aggressive features (e.g., continuous notifications, feeds, and mandatory sharing) in an attempt to transform super apps into social networks. Instead, they should focus on executing core functions swiftly and reliably.

Despite its methodological and conceptual rigor, this study possesses certain limitations. First, the research data were collected at a single point in time utilizing a cross-sectional design. Because super app usage and consumer habits evolve, it is recommended that future studies employ longitudinal data to examine the evolution of satisfaction over time. Second, this study focused on the general use of super apps. Future research could comparatively analyze user behaviors across specific cultures or markets (e.g., comparing WeChat in the Asian market with applications in Western markets). Finally, given that super apps inherently host substantial amounts of personal and financial data, incorporating constructs such as perceived trust and privacy risk into future research models as moderating variables would add a profound dimension to the understanding of continuance intention.

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Ethical Statement	It is declared that scientific and ethical principles have been followed while carrying out and writing this study and that all the sources used have been properly cited. Uşak University Rectorate, Ethics Committee Decision was taken with the decision dated 09.04.2026, numbered 2026-116 of the Presidency of the Social and Humanities Scientific Research and Ethics Committee.
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Artificial Intelligence Statement (Journal)	The author declares that artificial intelligence tools were used during the preparation of this study. Due to the use of artificial intelligence, the author bears full responsibility for the scientific content, analyses, and conclusions of the study.
Değerlendirme	İki Dış Hakem / Çift Taraflı Körleme
Etik Beyan	Bu çalışmanın hazırlanma sürecinde bilimsel ve etik ilkelere uyulduğu ve yararlanılan tüm çalışmaların kaynakçada belirtildiği beyan olunur. Uşak Üniversitesi Rektörlüğü, Sosyal ve Beşeri Bilimler Bilimsel Araştırma ve Etiği Kurulu Başkanlığının 09.04.2026 Tarih , 2026-116 Nolu kararı ile Etik Kurul Kararı alınmıştır.
Yapay Zeka Beyanı (Yazar)	Bu çalışmanın hazırlanması sürecinde sınırlı ölçüde yapay zekâ araçlarından yararlanılmış olup (dil düzenleme ve APA 7 kaynakça biçimlendirme desteği), içerik, analiz, yorum ve sonuçlara ilişkin tüm akademik sorumluluk yazara aittir.
Yapay Zeka Beyanı (Dergi)	Bu çalışmanın hazırlanması sürecinde yapay zekâ araçlarının kullanıldığı yazar tarafından beyan edilmiştir. Yapay zekâ kullanılmış olmasından dolayı, çalışmanın bilimsel içeriği, analizleri ve sonuçlarına ilişkin tüm sorumluluk yazara aittir.
Benzerlik Taraması	Yapıldı – Ithenticate
Etik Bildirim	itobiad@itobiad.com
Çıkar Çatışması	Çıkar çatışması beyan edilmemiştir.
Finansman	Bu araştırmayı desteklemek için dış fon kullanılmamıştır.

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