

ABSTRAK

Setiap perusahaan dituntut untuk siap menghadapi persaingan bisnis yang semakin ketat dari hari ke hari. Untuk dapat menciptakan dan mempertahankan konsumen, perusahaan tersebut harus mampu mengembangkan strategi yang tepat.

Penelitian ini ditujukan untuk menganalisa pengaruh variabel *Perceived Playfulness, Price, Variety, Attitude, Trialability, Perceived Low risk, Convenience* dan *Subjective norms* terhadap *Intention to Purchase Digital Music* aplikasi Spotify di Surabaya.

Sampel yang digunakan pada penelitian ini yaitu pada remaja akhir-dewasa awal yang tinggal di wilayah kota Surabaya yang mengenal dan memiliki aplikasi Spotify, berusia 17-35 tahun, sejumlah 140 responden. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan SPSS sebagai software untuk mengolah data. Hasil analisis menunjukkan bahwa Statistical product and service solutions (SPSS) dengan software 16.0 sebagai software untuk mengolah data. Hasil analisis menunjukkan bahwa *Perceived Playfulness* memberi dampak yang signifikan terhadap *Attitude*, *Price* memberi dampak yang signifikan terhadap *Attitude*, *Variety* memberi dampak yang signifikan terhadap *Attitude*, *Perceived Low Risk* memberi dampak yang signifikan terhadap *Intention to Purchase*, dan *Attitude* memberi dampak yang signifikan terhadap *Intention to Purchase*. Sedangkan *Perceived Playfulness, Price, Variety, Trialability, Convenience* dan *Subjective Norms* memberi dampak yang tidak signifikan terhadap *Intention to Purchase*.

Temuan empiris tersebut mengindikasikan bahwa hubungan *Perceived Playfulness* berpengaruh secara positif terhadap *Attitude* dengan koefisien regresi 0,154 diikuti dengan *Price* dan *Variety* yang berpengaruh secara positif juga terhadap *Attitude* dengan koefisien regresi 0,350 untuk *Price* dan 0,402 untuk *Variety*. Juga *Perceived Playfulness* berpengaruh secara negatif terhadap *Intention to Purchase* dengan koefisien regresi -0,43 diikuti dengan *price* yang memiliki koefisien regresi 0,098, *variety* yang memiliki koefisien regresi 0,0024, *trialability* yang memiliki koefisien regresi 0,073, *Perceived Low Risk* yang memiliki koefisien regresi 0,262, *Convenience* yang memiliki koefisien regresi 0,031, *Subjective*

Norms yang memiliki koefisien regresi 0,000 dan Attitude yang memiliki koefisien regresi 0,287 yang berpengaruh secara positif terhadap Intention to Purchase.

Kata Kunci: *Perceived Playfulness, Price, Variety, Attitude, Trialability, Perceived Low risk, Convenience, Subjective norms dan Intention to Purchase*

ABSTRACT

Every company is required to be ready to face the business competition is getting tougher by the day. To be able to create and retain customers, the company must be able to determine the right strategy.

This study aimed to analyze the effect of *Perceived Playfulness variable, Price, Variety, Attitude, Trialability, Perceived Low risk, Convenience* and *Subjective norms* to *Intention to Purchase Digital Music Spotify* in Surabaya.

The sample used in this study is a teenager who live in the city of Surabaya who know and have Spotify app., aged 17-35 years, a total of 140 respondents. For processing and analyzing the data in this study by using SPSS as the software to process the data. Statistical analysis showed that the product and service solutions (SPSS) with a 16.0 software to process the data. The results of the analysis showed that the *Perceived Playfulness* had a positive impact on the *Attitude*, *Price* had a positive impact on the *Attitude*, *Variety* had a positive impact on the *Attitude*, *Perceived Low Risk* had a positive impact on the *Intention to Purchase*, and *Attitude* had a positive impact on the *Intention to Purchase*. Beside that, *Perceived Playfulness, Price, Variety, Trialability, Convenience* and *Subjective Norms* had a negative impact on the *Intention to Purchase*.

The empirical findings indicate that the relationship *Perceived Playfulness* with *Attitude* had a regression coefficient with a value of 0,154 Followed by *Price* and *Variety* that had a regression coefficient with a value of 0,350 for *Price*, and 0,402 for *Variety*. And *Perceived Playfulness* that had a regression coefficient with a value of -0,43 with *Intention to Purchase*. *price* had a regression coefficient with a value of 0,098, *variety* had a regression coefficient with a value of 0,0024, *trialability* had a regression coefficient with a value of 0,073, *Perceived Low Risk* had a regression coefficient with a value of 0,262, *Convenience* had a regression coefficient with a value of 0,031, *Subjective Norms* had a regression coefficient with a value of 0,000 and *Attitude* had a regression coefficient with a value of 0,287 with *Intention to Purchase*.

Kata Kunci: *Perceived Playfulness, Price, Variety, Attitude, Trialability, Perceived Low risk, Convenience, Subjective norms* dan *Intention to Purchase*