

ABSTRAK

Pengguna Layanan *Streaming* Musik Spotify Premium Oleh Konsumen: *Extending The Unified Theory of Acceptance and Use of Technology (UTAUT)*

Penelitian ini bertujuan untuk menganalisis dan menguji pengaruh *performance expectancy*, *effort expectancy*, *social influence*, *facilitating conditions*, *hedonic motivation*, *price value*, *habit*, dan *trust* terhadap *continuous use intention* pada pengguna Spotify Premium di Indonesia. Penelitian menggunakan pendekatan kuantitatif dengan paradigma positivisme. Data primer dikumpulkan melalui penyebaran kuesioner *online* dengan teknik purposive sampling, melibatkan sebanyak 141 responden pengguna Spotify Premium. Instrumen penelitian menggunakan skala Likert 5 poin. Analisis data dilakukan dengan metode *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS) menggunakan software SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *effort expectancy*, *social influence*, *facilitating conditions*, dan *price value* berpengaruh positif dan signifikan terhadap *continuous use intention* pengguna Spotify Premium. Namun, faktor *performance expectancy*, *hedonic motivation*, *habit*, dan *trust* tidak menunjukkan pengaruh signifikan terhadap *continuous use intention*. Temuan ini mengindikasikan bahwa kemudahan penggunaan, pengaruh sosial, dukungan fasilitas, serta persepsi nilai harga menjadi faktor kunci dalam mempertahankan penggunaan Spotify Premium, sementara ekspektasi kinerja, motivasi hedonis, kebiasaan, dan kepercayaan tidak menjadi faktor utama dalam konteks ini. Implikasi dari hasil penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan strategi pemasaran dan peningkatan layanan Spotify Premium di Indonesia.

Kata Kunci: Spotify Premium, UTAUT, *Continuous Use Intention*, SEM-PLS, *Streaming* Musik.

ABSTRACT

Spotify Premium Music Streaming Service Users by Consumers: Extending The Unified Theory of Acceptance and Use of Technology (UTAUT).

This study aims to analyze and test the effect of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, and trust on the continuous use intention of Spotify Premium users in Indonesia. The study used a quantitative approach with a positivistic paradigm. Primary data were collected through online questionnaires with purposive sampling techniques, involving 141 Spotify Premium user respondents. The research instrument used a 5-point Likert scale. Data analysis was carried out using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) using SmartPLS 4.0 software. The results showed that effort expectancy, social influence, facilitating conditions, and price value had a positive and significant effect on the continuous use intention of Spotify Premium users. However, the performance expectancy, hedonic motivation, habit, and trust factors did not show a significant effect on continuous use intention. These findings indicate that ease of use, social influence, facility support, and perceived price value are key factors in maintaining Spotify Premium usage, while performance expectancy, hedonic motivation, habit, and trust are not the main factors in this context. The implications of the results of this study are expected to contribute to the development of marketing strategies and improvement of Spotify Premium services in Indonesia.

Key words: UTAUT, Spotify Premium, Continuous Use Intention, Technology Adoption, Music Streaming Services.