



**THE INFLUENCE OF PRICE PERCEPTION, ADVERTISING PERCEPTION,
AUDIO QUALITY PERCEPTION, MUSIC DOWNLOAD PERCEPTION,
AND UNLIMITED SKIP PERCEPTION ON THE DECISION TO USE
SPOTIFY PREMIUM APPLICATION**

Undergraduate Thesis

**Compiled to Fulfil the Requirements For
an International Undergraduate Program**

Proposed by:

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COMMUNICATION SCIENCE
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Is what come out of my scientific writing, not the result of scientific work of others.

I can accept the appropriate academic punishment (revocation of the graduation predicate and bachelor's degree) if it proves out that the scientific work I have written was plagiarized in the future.

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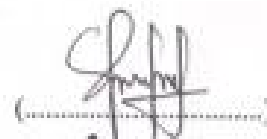
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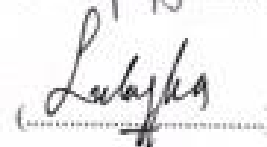
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MOTTO

“The only way to do great work is to love what you do.” -**Steve Jobs**

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ABSTRAKSI

Penelitian ini bertujuan untuk menjelaskan pengaruh persepsi harga, persepsi iklan, persepsi kualitas audio, persepsi download musik, dan persepsi unlimited skip terhadap keputusan penggunaan aplikasi Spotify Premium. Penelitian ini merupakan penelitian kuantitatif, dengan teori yang digunakan dalam penelitian ini adalah Theory of Planned Behavior dan Konsep Strategi Bauran Pemasaran yang menggunakan teknik *non-probability sampling* dengan *purposive sampling*. Jumlah responden yang dipilih sebanyak 106 responden, berdomisili di Kota Semarang, berusia 18 hingga 35 tahun, dan menggunakan aplikasi Spotify.

Hasil

Hasil pengujian hipotesis pertama dengan teknik regresi sederhana menunjukkan adanya pengaruh persepsi harga terhadap keputusan menggunakan aplikasi Spotify Premium dengan nilai signifikansi sebesar 0,000 yang berarti sangat signifikan. Sedangkan hipotesis kedua dengan menggunakan teknik regresi berganda menunjukkan bahwa tidak terdapat pengaruh persepsi iklan, persepsi kualitas audio, persepsi download musik, dan persepsi skip unlimited terhadap keputusan menggunakan aplikasi Spotify Premium dengan nilai signifikansi sebesar 0,234 yang berarti tidak signifikan. Namun jika dilihat secara parsial, variabel persepsi download musik memiliki pengaruh terhadap keputusan menggunakan aplikasi Spotify Premium dengan nilai signifikansi sebesar 0,048 yang berarti signifikan. Rekomendasi yang diberikan kepada peneliti selanjutnya adalah diperlukan penelitian yang lebih komprehensif dengan menggunakan variabel lain yang dapat mempengaruhi keputusan menggunakan aplikasi Spotify Premium.

Keywords: price perception, Spotify features, decision to use

ABSTRACT

This study aims to explain the influence of price perception, advertising perception, audio quality perception, music download perception, and unlimited skip perception on the decision to use Spotify Premium application. This research is quantitative research, with the theory used in this research are Theory of Planned Behavior and Marketing Mix Strategy Concept which uses a non-probability sampling technique with purposive sampling. The total number of respondents selected was 106 respondents, lived in Semarang city, aged 18 to 35 years, and used Spotify application.

The result of testing the first hypothesis using simple regression linear analysis shows that there is an influence of price perception on the decision to use Spotify Premium application with a significance value of 0,000 means very significant. Meanwhile, the second hypothesis using multiple linear regression analysis shows that there is no influence of advertising perception, audio quality perception, music download perception, and unlimited skip perception on the decision to use Spotify Premium application with a significance value of 0,234 means not significant. However, if viewed partially, music download perception variable has an influence on the decision to use Spotify Premium application with a significance value of 0,048 means significant. The recommendation given to future researchers is that more comprehensive research is needed using other variables that can influence the decision to use Spotify Premium application.

Keywords: price perception, Spotify features, decision to use

PREFACE

The research entitled “The Influence of Price Perception, Advertising Perception, Audio Quality Perception, Music Download Perception, and Unlimited Skip Perception” consists of five chapters. Chapter I contains the research background, problem formulation, theoretical framework, and also the methods used in the research. Followed by chapter II which is an introduction of each variable such as Spotify subscription fee, advertising in Spotify, audio quality feature, music download feature, and unlimited skip feature. The contents of chapter III are the results of respondent’s answers in the form of diagram, and chapter IV which presents the results of hypothesis testing from this research and discussion. Finally, chapter V contains conclusions and author’s suggestions. The author aware that there are still many shortcomings in this research, so that the author is very open to suggestion and criticism for the progress of the author in the future.

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