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:

GrandhisAzzahira Putri Zakaria

14040120190045

INTERNATIONAL UNDERGRADUATE PROGRAM OF

COMMUNICATION SCIENCE

FACULTY OF SOCIAL AND POLITICAL SCIENCE

DIPONEGORO UNIVERSITY

2024

STATEMENT OF AUTHENCITY

I, the undersigned below:

Name	: GrandhisAzzahira Putri Zakaria
Student Number	: 14040120190045
Place and date birthday	: Yogyakarta, 01 October 2002
Department	: Communication Science
Address	: Karang Jati, Jalan JatiPratama No.241

I declared that the undergraduate thesis that I have written entitled:

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

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.

Thus, I make this statement truthfully and with full awareness and responsibility.

Semarang,

Statement Maker

GrandhisAzzahira Putri Zakaria

VALIDITY SHEETS

Undergraduate Thesis Title	: 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
Name	: Grandhis Azzahira Putri Zakaria
Student Number	: 14040120190045
Department	: Communication Science

Declared valid as one of the requirements to complete undergraduate education

Semarang, 24 June 2024

Dean	Vice Dean 1
Dr. Drs. Teguh Yuwono, M.Pol.Admin.	Dr. Drs. Teguh Yuwono, M.Pol.Admin.
NIP. 196908221994031003	NIP. 196908221994031003

Supervisors:

1. S. Rouli Manalu, S. Sos., M.CommSt., Ph.D (.....)
2. Dr. Lintang Ratri Rahmiaji, S.Sos., M.Si (.....)

Examiner:

1. Dr. Yanuar Luqman, S.Sos., M.Si (.....)

MOTTO

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

ACKNOWLEDGEMENT

During the research process of this undergraduate thesis, the researcher received a lot of support, knowledge, and experience from many parties. Therefore, the writer would like to thank:

1. Allah SWT for the love, guidance, strength, and spirit he gives to me in writing this undergraduate thesis. I also would like to express the gratitude to Allah who has provided extraordinary sustenance in the form of useful knowledge.
2. Mama Ayu and Papa Rama, my beloved parents, for the millions of loves, support and motivation that have been given during the process of arranging this undergraduate thesis. They are always there to support me mentally, physically and spiritually.
3. Nenek for the support and prayers given so that I can graduate and smoothly in working on my undergraduate thesis.
4. Sugiharjo Family which are BundaAsih, Ayah Oki, Mas Dega, and Mas Arkha for their help, support, and entertainment when I need it.
5. Mas Tan as my undergraduate thesis supervisor for the knowledge, insight and support provided to me to quickly complete my undergraduate thesis. Mas Tan is always willing to provide undergraduate thesis guidance so that I work diligently on it and is patient in guiding me until I understand. May Mas Tan always be given health and blessings.
6. MbaLintang as my undergraduate thesis supervisor and examiner for the patience, knowledge and advice to me during the writing of this undergraduate thesis. MbaLintang was very thorough in checking this undergraduate thesis and gave me new insight into the undergraduate thesis

idea that I was going to write. May MbaLintang always be given health and blessings.

7. Mas Yanuar as my undergraduate thesis examiner who have provided a lot of advice for this undergraduate thesis so that I always try to give the best in arranging this undergraduate thesis. May Mas Yanuar always be given health and blessings.
8. To all Communications lectures, especially Mas TL as the guardian lecturer, Mas Thian as a teaching lecturer and internship supervisor who helped me a lot during the studies, also Mas Wildan who was very patient and kind in giving assignments. May all of you always be given health and blessings.
9. Talitha Candrakirana, my beloved best friend, who was always there when I needed, supported, and listened to my complaints while I was studying and of course during the work on this undergraduate thesis.
10. High school friends which are Alvito, Gita, Cipa, Icha, Kia, Razan, Naufan for endless support and entertainment while I working on this undergraduate thesis. *See you on top guys!*
11. Junior high school friends which are Ara, Muti, Weje who has given encouragement and always cared in all situations when I experienced problems in completing my undergraduate thesis. *Looking forward to planning our holiday to Bali Haha!!*
12. Vela, Vadhillah, Meidy, Magni, Alyak, Nadia, Debby, Almira, Abel, Nia, Marren, Dimas, Aan, Wisnu, Tony for support and was always there during my day in Semarang. *Good luck for all of you!*
13. Faiza Ulinnuha, Korea's buddy, who always listens and helps me when I have difficulties in everything. *Looking forward for our next trip!*
14. Chiki and Chloe, my cats, for always cheer me up when I feel stressed
15. To all the people whom I appreciate for their presence in my life who cannot be mentioned here one by one. Thank you for the prayers, help, and support.

16. Finally, the most importantly, I want to thank to myself for always believing and trying to give the best for myself. *I will and always be proud of you, zhir!*

ABSTRAKSI

Penelitianinibertujuanuntukmenjelaskanpengaruhpersepsiharga, persepsiiklan, persepsikualitas audio, persepsi download musik, dan persepsi unlimited skip terhadapkeputusanpenggunaanaplikasi Spotify Premium. Penelitianinimerupakanpenelitiankuantitatif, denganteori yang digunakandalampenelitianiniadalah Theory of Planned Behavior dan Konsep Strategi BauranPemasaran yang menggunakanteknik*non-probability sampling*dengan*purposive sampling*. Jumlahresponden yang dipilihsebanyak 106 responden, berdomisili di Kota Semarang, berusia 18 hingga 35 tahun, dan menggunakanaplikasi Spotify.

Hasil pengujianhipotesispertamadenganteknikregresisederhanamenunjukkanadanyapengaruhpersepsihargaterhadapkeputusanmenggunakanaplikasi Spotify Premium dengannilaisignifikansisebesar 0,000 yang berarti sangat signifikan. Sedangkanhipotesiskeduadenganmenggunakanteknikregresibergandamenunjukkanbahwatidakterdapatpengaruhpersepsiiklan, persepsikualitas audio, persepsi download musik, dan persepsi skip unlimited terhadapkeputusanmenggunakanaplikasi Spotify Premium dengannilaisignifikansisebesar 0,234 yang berartitidaksignifikan. Namunjikadilihatsecaraparsial, variabelpersepsi download musikmemilikipengaruhterhadapkeputusanmenggunakanaplikasi Spotify Premium dengannilaisignifikansisebesar 0,048 yang berartisignifikan. Rekomendasi yang diberikankepadapenelitiselanjutnyaadalahdiperlukanpenelitian yang lebihkomprehensifdenganmenggunakanvariabel lain yang dapatmempengaruhikeputusanmenggunakanaplikasi 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.

TABLE OF CONTENTS

STATEMENT OF AUTHENCITY ..... **ii**
VALIDITY SHEETS ..... Error! Bookmark not defined.
MOTTO ..... **iv**
ACKNOWLEDGEMENT ..... **v**
ABSTRAKSI ..... **vii**
ABSTRACT ..... **ix**
PREFACE ..... **x**
TABLE OF CONTENTS ..... **xi**
TABLE OF CHART ..... **xv**
TABLE OF PICTURE ..... **xvi**
TABLE OF FIGURE ..... **xvii**
CHAPTER IINTRODUCTION ..... Error! Bookmark not defined.
1.1 BACKGROUND ..... **Error! Bookmark not defined.**
1.2 RESEARCH PROBLEM ..... **Error! Bookmark not defined.**
1.3 RESEARCH OBJECTIVE ..... **Error! Bookmark not defined.**
1.4 RESEARCH SIGNIFICANCE ..... **Error! Bookmark not defined.**
1.4.1 Academic Significance ..... **Error! Bookmark not defined.**
1.4.2 Practical Significance ..... **Error! Bookmark not defined.**
1.4.3 Social Significance ..... **Error! Bookmark not defined.**
1.5 THEORETICAL FRAMEWORK ..... **Error! Bookmark not defined.**
1.5.1 State of the Art ..... **Error! Bookmark not defined.**
1.5.2 Research Paradigm ..... **Error! Bookmark not defined.**
1.5.3 Price Perception ..... **Error! Bookmark not defined.**
1.5.4 Advertising Perception ..... **Error! Bookmark not defined.**
1.5.5 Audio Quality Perception ..... **Error! Bookmark not defined.**
1.5.6 Music Download Perception ..... **Error! Bookmark not defined.**

1.5.7 Unlimited Skip Perception ..... **Error! Bookmark not defined.**
1.5.8 Decision to Use ..... **Error! Bookmark not defined.**
1.5.9 Theory ..... **Error! Bookmark not defined.**
1.6 HYPOTHESIS ..... **Error! Bookmark not defined.**
1.7 CONCEPTUAL DEFINITION ..... **Error! Bookmark not defined.**
1.7.1 Spotify Premium Price Perception .... **Error! Bookmark not defined.**
1.7.2 Spotify Premium Advertising Perception ..... **Error! Bookmark not defined.**
1.7.3 Spotify Premium Audio Quality Perception .... **Error! Bookmark not defined.**
1.7.4 Spotify Premium Music Download Perception **Error! Bookmark not defined.**
1.7.5 Spotify Premium Unlimited Skip Perception... **Error! Bookmark not defined.**
1.7.6 The Decision of Use Spotify Premium ..... **Error! Bookmark not defined.**
1.8 OPERATIONAL DEFINITION ..... **Error! Bookmark not defined.**
1.8.1 Price Perception (X_1) ..... **Error! Bookmark not defined.**
1.8.2 Advertising Perception (X_2) ..... **Error! Bookmark not defined.**
1.8.3 Audio Quality Perception (X_3) ..... **Error! Bookmark not defined.**
1.8.4 Music Download Perception (X_4) ..... **Error! Bookmark not defined.**
1.8.5 Unlimited Skip Perception (X_5) ..... **Error! Bookmark not defined.**
1.8.6 The Decision to Use (Y) ..... **Error! Bookmark not defined.**
1.9 RESEARCH METHOD ..... **Error! Bookmark not defined.**
1.9.1 Research Type ..... **Error! Bookmark not defined.**
1.9.2 Population ..... **Error! Bookmark not defined.**
1.9.3 Sampling ..... **Error! Bookmark not defined.**
1.9.4 Data Type and Source ..... **Error! Bookmark not defined.**

1.9.5 Data Collection Technique and Instrument..... **Error! Bookmark not defined.**
1.9.6 Data Processing Technique ..... **Error! Bookmark not defined.**
1.9.7 Data Analysis ..... **Error! Bookmark not defined.**
CHAPTER IISPOTIFY PREMIUM FEATURES .... Error! Bookmark not defined.
2.1 Spotify Premium Subscription Fee ..... **Error! Bookmark not defined.**
2.2 Advertising in Spotify ..... **Error! Bookmark not defined.**
2.3 Spotify Audio Quality ..... **Error! Bookmark not defined.**
2.4 Spotify Download Feature ..... **Error! Bookmark not defined.**
2.5 Spotify Unlimited Skip Feature ..... **Error! Bookmark not defined.**
CHAPTER IIISPOTIFY PREMIUM FEATURES AND DECISION TO USE .... Error! Bookmark not defined.
3.1 Price Perception..... **Error! Bookmark not defined.**
3.3 Audio Quality Perception ..... **Error! Bookmark not defined.**
3.4 Music Download Perception..... **Error! Bookmark not defined.**
CHAPTER IVTHE INFLUENCE OF PRICE PERCEPTION, ADVERTISING PERCEPTION, AUDIO QUALITY PERCEPTION, MUSIC DOWNLOAD PERCEPTION, AND UNLIMITED SKIP PERCEPTION ON THE DECISION TO USE SPOTIFY PREMIUM APPLICATION .... Error! Bookmark not defined.
4.1 Hypothesis Test ..... **Error! Bookmark not defined.**
4.1.1 The Influence of Price Perception on the Decision to Use Spotify Premium Application ..... **Error! Bookmark not defined.**
4.1.2 The Influence of Advertising Perception, Audio Quality Perception, Music Download Perception, and Unlimited Skip Perception on the Decision to Use Spotify Premium..... **Error! Bookmark not defined.**
4.2 Discussion..... **Error! Bookmark not defined.**

4.2.1 The Influence of Price Perception on the Decision to Use Spotify Premium Application ..... **Error! Bookmark not defined.**

4.2.2 The Influence of Advertising Perception, Audio Quality Perception, Music Download Perception, and Unlimited Skip Perception on the Decision to Use Spotify Premium Application **Error! Bookmark not defined.**

CHAPTER VCONCLUSSIONS AND RECOMMENDATIONS Error! Bookmark not defined.

5.1 Conclusions ..... **Error! Bookmark not defined.**

5.2 Recommendations ..... **Error! Bookmark not defined.**

REFERENCES..... Error! Bookmark not defined.

ATTACHMENTS ..... Error! Bookmark not defined.

TABLE OF CHART

Chart 3. 1 Respondents perception of the Spotify Premium subscription fee is reasonable with the benefits provided..... **Error! Bookmark not defined.**

Chart 3. 2 Respondents perception of the ability to subscribe... **Error! Bookmark not defined.**

Chart 3. 3 Price Perception..... **Error! Bookmark not defined.**

Chart 3. 4 Respondents perception of advertisements on ..... **Error! Bookmark not defined.**

Chart 3. 5 Respondents perception of advertising ..... **Error! Bookmark not defined.**

Chart 3. 6 Advertising Perception Variable ..... **Error! Bookmark not defined.**

Chart 3. 7 Respondents perception of sound clarity ... **Error! Bookmark not defined.**

Chart 3. 8 Respondents perception of sound sharpness **Error! Bookmark not defined.**

Chart 3. 9 Audio Quality Perception Variable ..... **Error! Bookmark not defined.**

Chart 3. 10 Respondents perception of downloading music on music streaming application ..... **Error! Bookmark not defined.**

Chart 3. 11 Respondents perception of music downloads ..... **Error! Bookmark not defined.**

Chart 3. 12 Music Download Perception Variable ..... **Error! Bookmark not defined.**

Chart 3. 13 Respondents perception of freedom to..... **Error! Bookmark not defined.**

Chart 3. 14 Respondents perception of user control ... **Error! Bookmark not defined.**

Chart 3. 15 Unlimited Skip Perception ..... **Error! Bookmark not defined.**

Chart 3. 16 Spotify Premium service users..... **Error! Bookmark not defined.**

TABLE OF PICTURE

Picture 1. 1 Review Spotify Users about the Price ..... **Error! Bookmark not defined.**
Picture 1. 2 Review Spotify Users ..... **Error! Bookmark not defined.**
Picture 1. 3 Research Framework ..... **Error! Bookmark not defined.**

TABLE OF FIGURE

Figure 4.1.1- 1 ..... **Error! Bookmark not defined.**

Figure 4.1.1- 2 ..... **Error! Bookmark not defined.**

Figure 4.1.1- 3 ..... **Error! Bookmark not defined.**

Figure 4.1.2- 1 ..... **Error! Bookmark not defined.**

Figure 4.1.2- 2 ..... **Error! Bookmark not defined.**

Figure 4.1.2- 3 ..... **Error! Bookmark not defined.**