

CHAPTER III
SPOTIFY PREMIUM FEATURES AND DECISION TO USE
SPOTIFY PREMIUM APPLICATION

This chapter discusses the results of the questionnaire that were already filled in by the respondents. The questionnaire is discussed about 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. 106 responses been used for this study. Based on the responses, the majority of the respondents are on the age of 21 (36%), followed by respondents aged 22 (18%) and 23 years old (9%). Meanwhile, the least number of respondents are between the ages of 29-32 years old. Most respondents domiciled in Semarang, and the other respondents are in Jakarta, Yogyakarta, Malang, Pati, and Wonosobo.

3.1 Price Perception

The first independent variable is price perception. Price Perception is how someone views the price of a product or service as cheap or expensive, as well as whether the product is affordable and worth buying. To find out respondents' perceptions regarding the Spotify Premium subscription price, there are two issues discussed, namely the worthiness and affordability of the Spotify Premium subscription price.

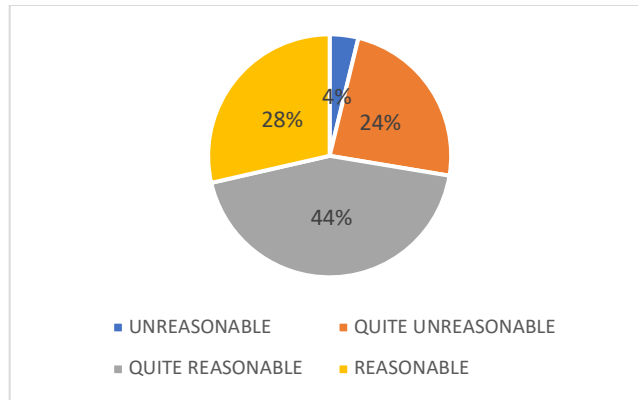


Chart 3. 1 Respondents perception of the Spotify Premium subscription fee is reasonable with the benefits provided

Most respondents think that the price of a Spotify Premium subscription is reasonable with the benefits they get or will get (Chart 3.1). These benefits include interesting features that only Spotify Premium users can enjoy, such as ad-free, better audio quality, listening to songs offline, and unlimited skips.

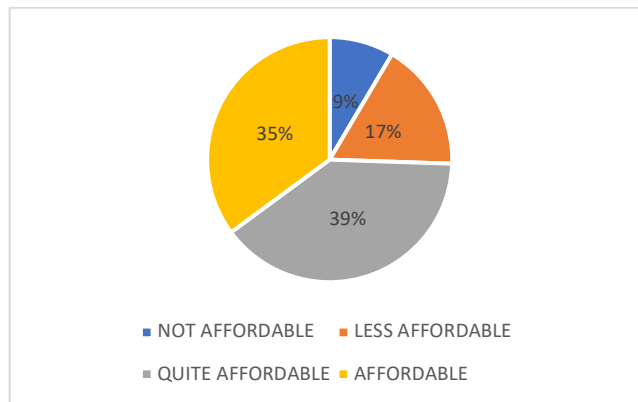


Chart 3. 2 Respondents perception of the ability to subscribe to Spotify Premium

In addition, more than half of the respondents considered that the Spotify Premium subscription price was in accordance with their purchasing ability (Chart 3.2) with a variety of

prices offered, starting from mini packages, individual packages, duo packages, family packages and student packages.

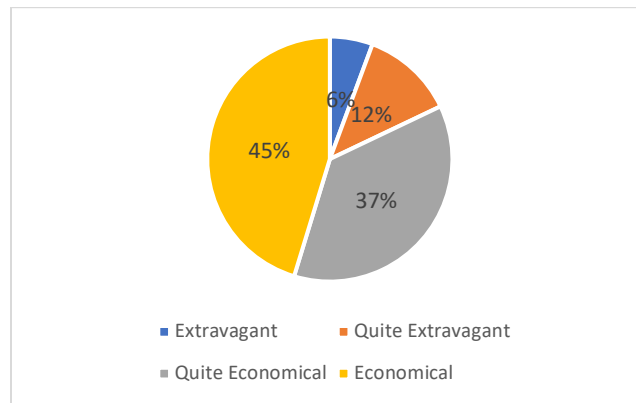


Chart 3. 3 Price Perception

Some respondents think that the price of subscribing to Spotify Premium is a cheap price (Chart 3.3) because according to them the price is in line with the benefits offered and the price is still affordable and in line with their purchasing ability so they have no problem subscribing to Spotify Premium.

3.2 Advertising Perception

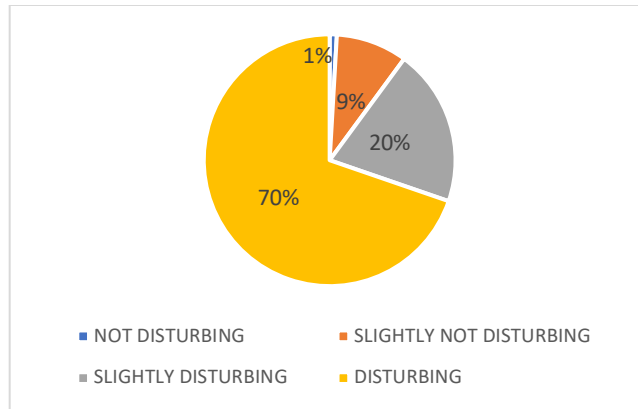


Chart 3. 4 Respondents perception of advertisements on Spotify are disturbing nor not

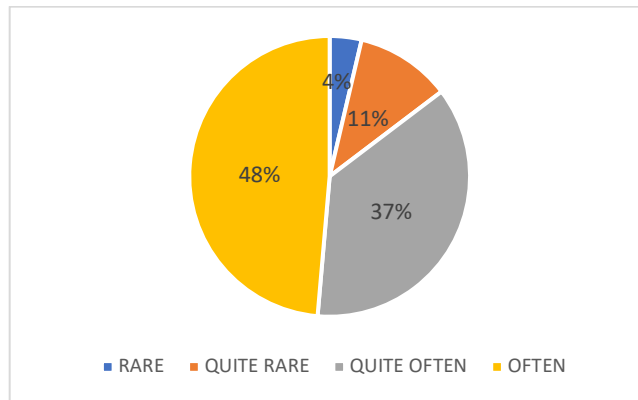


Chart 3. 5 Respondents perception of advertising frequency on Spotify

The second independent variable, namely advertising perception, is people's views regarding advertisements on Spotify, especially Spotify Free, regarding the frequency of advertisements or whether the advertisements are disturbing or not.

Almost all respondents think that the advertisements on Spotify are disturbing (Chart 3.4). More than half of respondents think that the frequency of advertisements on Spotify appears too often (Chart 3.5). Users who want to be free from advertising must pay a Spotify Premium subscription fee, which for some respondents the subscription price does not seem too burdensome

for them, because most respondents stated that they feel they can afford to pay the Spotify Premium subscription fee (Chart 3.2).

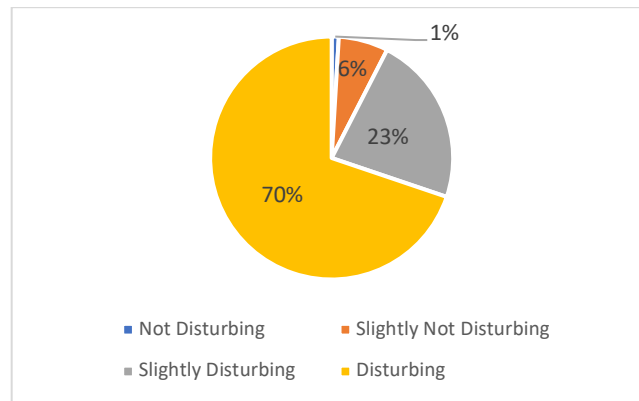


Chart 3. 6 Advertising Perception Variable

Most respondents thought that the advertisements that appeared on Spotify while they were listening to music were disturbing (Chart 3.6). The combination of advertising interruptions and the frequency of advertisements on Spotify really annoys most respondents when listening to music, giving rise to the perception that advertisements on Spotify are disturbing.

3.3 Audio Quality Perception

The third independent variable, namely audio quality perception, is people's views regarding the audio quality on Spotify in the form of clarity and sharpness of the sound produced.

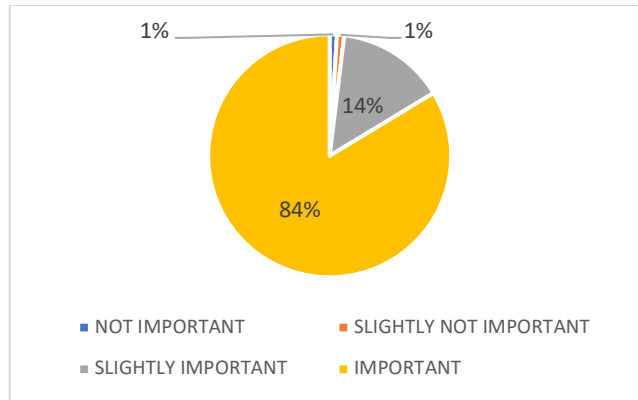


Chart 3. 7 Respondents perception of sound clarity when listening to music

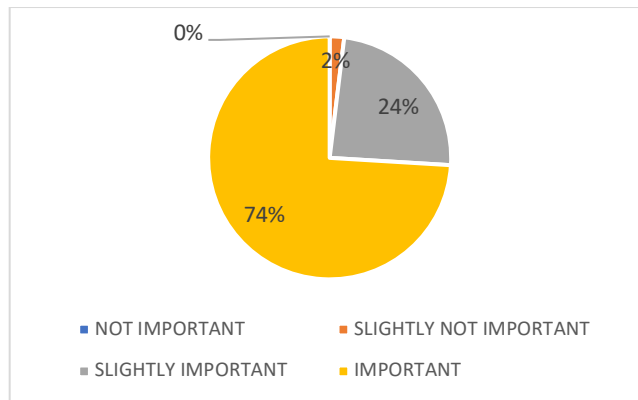


Chart 3. 8 Respondents perception of sound sharpness when listening to music

According to the pie charts above, the majority of respondents consider that sound clarity and sharpness when listening to music are important. Spotify has an audio quality feature where users can choose the audio quality level from low to high. However, Spotify Premium users can choose the audio quality level up to very high level. This is a benefit for music listeners who prioritize sound clarity and sharpness when listening to music.

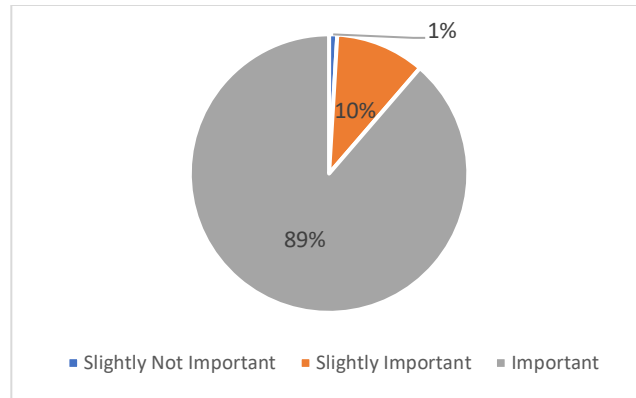


Chart 3. 9 Audio Quality Perception Variable

Almost all respondents consider audio quality on Spotify is important (Chart 3.9). The combination of sound clarity and sharpness is important for the majority of audiences when listening to music, giving rise to the perception that audio quality is important.

3.4 Music Download Perception

The fourth independent variable is music download perception. Music download perception is people's views regarding the flexibility of downloading music on music streaming applications.

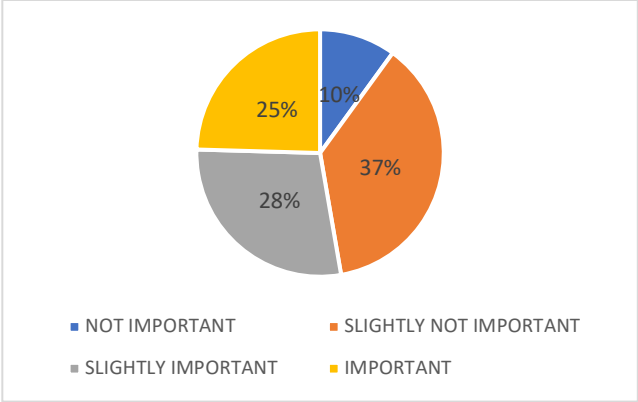


Chart 3. 10 Respondents perception of downloading music on music streaming application

About half of respondents think that downloading music on music streaming applications is important (Chart 3.10). The download feature in Spotify Premium allows users to download songs, playlists and podcasts. Music downloading is an issue that is less important for some respondents when compared to the issue of audio quality, where many respondents consider the clarity and sharpness of sound when listening to music is important.

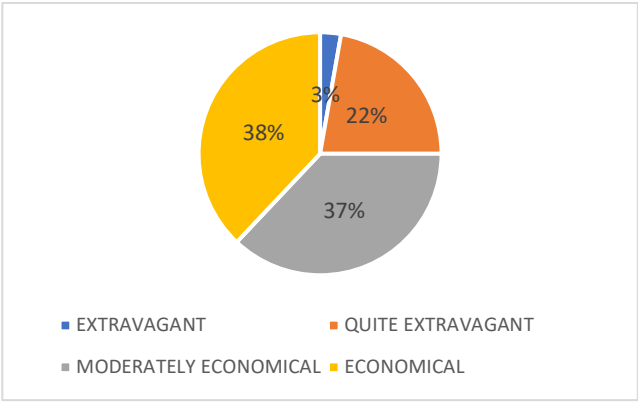


Chart 3. 11 Respondents perception of music downloads can save cellular data

More than half of respondents think that downloading music can save cellular data (Chart 3.11). The advantage of the music download feature on Spotify Premium is that users

can listen to music offline and even listen to songs without an internet connection. This allows users to save cellular data.

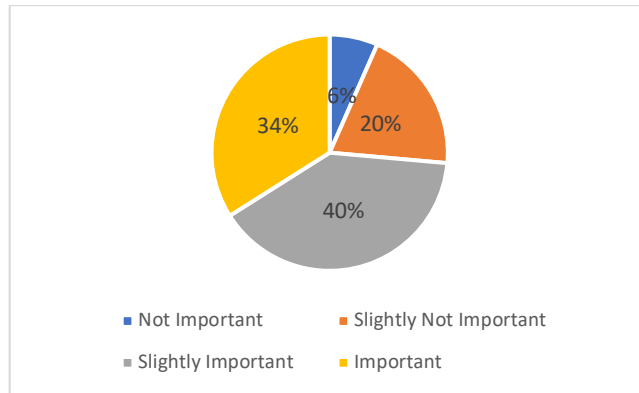


Chart 3. 12 Music Download Perception Variable

Most respondents think downloading music on Spotify is important (Chart 3.12). The combination of music downloads in music streaming applications and music downloads can save cellular data is important for most respondents, giving rise to the perception that music downloads are important.

3.5 Unlimited Skip Perception

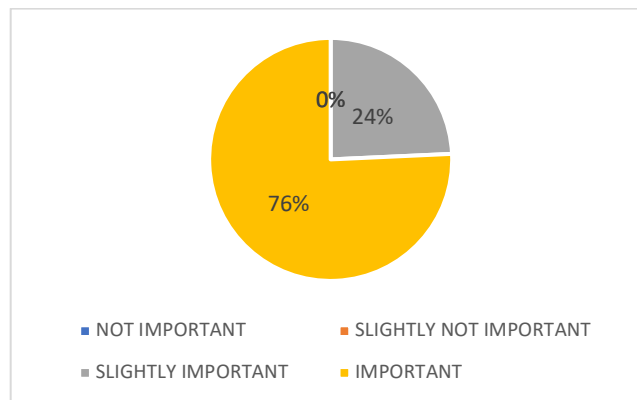


Chart 3. 13 Respondents perception of freedom to choose music

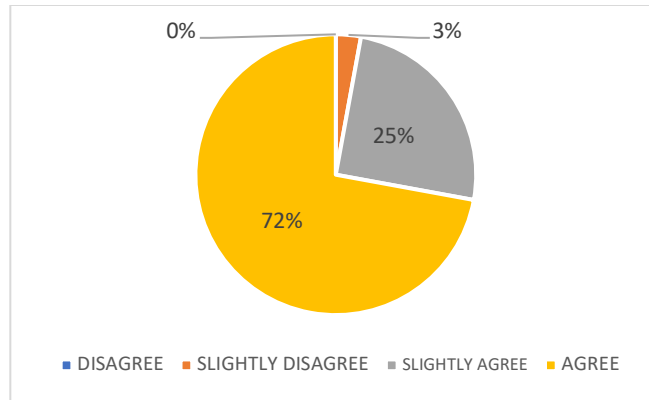


Chart 3. 14 Respondents perception of user control in selecting music

The fifth independent variable, namely unlimited skip perception, is people's view of Spotify Premium users' control in choosing music. The majority of respondents think it is important for them to be able to choose songs while listening to music (Chart 3.13). Apart from that, most respondents also consider that the freedom to choose music provides significant added value by giving users control in music selection (Chart 3.14). The unlimited skip feature on Spotify Premium allows users to skip songs or choose any song they want to listen to, whereas Spotify Free users can only skip 5 songs and then get ads.

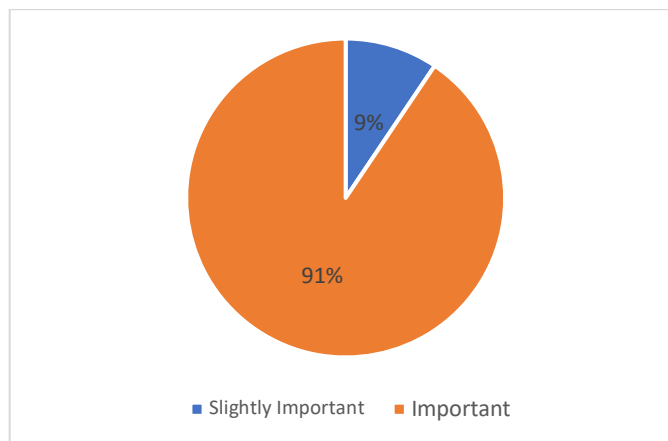


Chart 3. 15 Unlimited Skip Perception

All respondents considered the unlimited skip feature on Spotify is important (Chart 3.15). The combination of freedom to choose music and user control in selecting music is important for all respondents, giving rise to the perception that unlimited skip is important.

3.6 Decision to Use

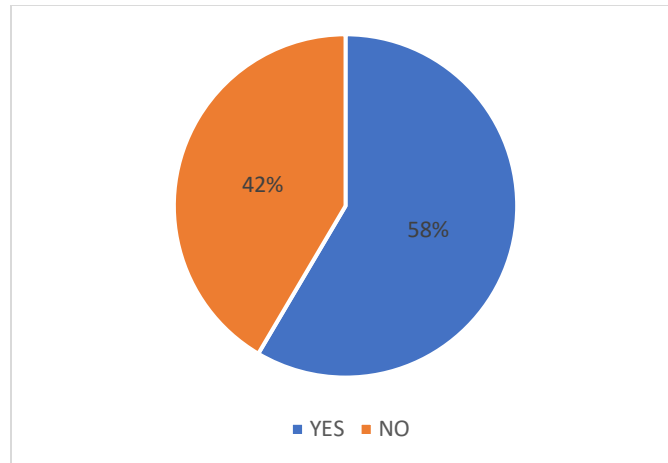


Chart 3. 16 Spotify Premium service users

The dependent variable in this research is decision to use. Decision to use is a person's decision to use the product or service offered. Based on data obtained from respondents, more than half of the respondents are Spotify Premium users (Chart 3.16). However, despite the benefits offered, there are still many who have not used Spotify Premium.