

ATTACHMENTS

i. Tabulation

No	Price Perception (X1)		Total
1	8	9	17
2	4	2	6
3	7	9	16
4	10	10	20
5	9	8	17
6	8	8	16
7	10	10	20
8	10	10	20
9	10	1	11
10	5	5	10
11	6	8	14
12	8	8	16
13	7	8	15
14	6	7	13
15	8	8	16
16	9	9	18
17	8	8	16
18	6	6	12
19	9	10	19
20	10	8	18
21	7	7	14
22	2	2	4
23	8	9	17
24	8	10	18
25	5	5	10
26	8	8	16
27	9	9	18
28	4	7	11
29	9	10	19
30	10	10	20
31	8	6	14
32	4	8	12
33	10	10	20
34	8	8	16
35	10	10	20
36	5	7	12
37	10	10	20
38	5	1	6

39	7	6	13
40	10	8	18
41	7	4	11
42	7	8	15
43	10	7	17
44	8	5	13
45	6	6	12
46	4	3	7
47	10	9	19
48	7	6	13
49	2	2	4
50	2	2	4
51	7	7	14
52	7	9	16
53	5	9	14
54	10	1	11
55	8	9	17
56	7	8	15
57	7	8	15
58	5	5	10
59	10	10	20
60	1	1	2
61	10	10	20
62	5	8	13
63	10	10	20
64	10	10	20
65	8	9	17
66	10	5	15
67	7	8	15
68	3	4	7
69	5	5	10
70	10	10	20
71	5	3	8
72	8	8	16
73	3	5	8
74	5	7	12
75	7	7	14
76	5	5	10
77	8	6	14
78	5	6	11
79	8	9	17
80	5	9	14
81	10	10	20

82	10	10	20
83	8	9	17
84	7	6	13
85	7	8	15
86	8	8	16
87	5	5	10
88	3	5	8
89	7	4	11
90	7	7	14
91	8	9	17
92	5	7	12
93	10	10	20
94	5	8	13
95	5	5	10
96	8	7	15
97	9	9	18
98	9	8	17
99	6	6	12
100	7	8	15
101	3	6	9
102	8	8	16
103	8	8	16
104	10	10	20
105	8	7	15
106	7	10	17

No	Advertising Perception (X2)		Total
1	10	8	18
2	10	6	16
3	6	7	13
4	10	8	18
5	10	10	20
6	3	7	10
7	10	10	20
8	10	10	20
9	10	10	20
10	3	4	7
11	9	9	18
12	10	6	16
13	10	8	18
14	8	9	17
15	10	10	20

16	10	10	20
17	5	6	11
18	8	7	15
19	10	9	19
20	10	10	20
21	10	7	17
22	3	5	8
23	10	7	17
24	10	10	20
25	10	8	18
26	10	7	17
27	8	8	16
28	10	10	20
29	10	8	18
30	10	10	20
31	4	6	10
32	7	8	15
33	10	7	17
34	10	8	18
35	10	10	20
36	10	10	20
37	10	10	20
38	10	7	17
39	8	4	12
40	6	7	13
41	7	10	17
42	9	10	19
43	10	5	15
44	8	9	17
45	10	9	19
46	10	1	11
47	10	5	15
48	4	6	10
49	10	10	20
50	10	10	20
51	10	10	20
52	10	8	18
53	3	10	13
54	10	10	20
55	8	10	18
56	10	7	17
57	9	3	12
58	10	10	20

59	10	8	18
60	10	10	20
61	10	10	20
62	5	5	10
63	10	5	15
64	10	10	20
65	8	8	16
66	10	10	20
67	9	7	16
68	10	10	20
69	10	5	15
70	10	5	15
71	10	10	20
72	8	8	16
73	8	7	15
74	10	10	20
75	8	4	12
76	10	5	15
77	10	10	20
78	7	8	15
79	8	7	15
80	8	8	16
81	10	2	12
82	1	1	2
83	8	7	15
84	10	10	20
85	10	10	20
86	10	9	19
87	10	10	20
88	10	10	20
89	10	10	20
90	10	10	20
91	10	6	16
92	10	10	20
93	10	10	20
94	10	10	20
95	10	8	18
96	10	10	20
97	10	8	18
98	10	10	20
99	6	6	12
100	10	9	19
101	8	6	14

102	8	2	10
103	9	9	18
104	10	8	18
105	10	10	20
106	4	8	12

No	Audio Quality Perception (X3)		Total
1	10	10	20
2	10	10	20
3	8	8	16
4	10	10	20
5	8	9	17
6	10	9	19
7	10	10	20
8	10	10	20
9	10	10	20
10	8	7	15
11	9	9	18
12	9	9	18
13	10	8	18
14	8	6	14
15	10	9	19
16	7	8	15
17	10	8	18
18	10	9	19
19	10	10	20
20	10	10	20
21	10	9	19
22	10	10	20
23	10	10	20
24	10	10	20
25	10	10	20
26	10	10	20
27	9	8	17
28	10	7	17
29	8	8	16
30	9	9	18
31	9	9	18
32	9	7	16
33	10	10	20
34	10	10	20
35	10	10	20

36	10	10	20
37	1	10	11
38	10	8	18
39	7	6	13
40	10	10	20
41	10	10	20
42	9	10	19
43	10	10	20
44	10	10	20
45	10	10	20
46	9	10	19
47	10	10	20
48	7	8	15
49	10	10	20
50	10	10	20
51	10	9	19
52	10	10	20
53	10	10	20
54	10	10	20
55	10	10	20
56	10	10	20
57	9	10	19
58	10	10	20
59	10	10	20
60	10	10	20
61	10	10	20
62	9	9	18
63	10	10	20
64	10	10	20
65	7	7	14
66	10	10	20
67	10	10	20
68	10	10	20
69	10	10	20
70	10	10	20
71	10	10	20
72	7	7	14
73	10	10	20
74	8	8	16
75	8	7	15
76	10	8	18
77	10	10	20
78	9	8	17

79	10	10	20
80	10	10	20
81	10	8	18
82	10	10	20
83	10	9	19
84	10	10	20
85	10	10	20
86	10	10	20
87	10	10	20
88	10	10	20
89	10	10	20
90	10	10	20
91	10	9	19
92	10	10	20
93	10	5	15
94	10	9	19
95	5	5	10
96	10	10	20
97	10	10	20
98	10	10	20
99	9	8	17
100	10	10	20
101	8	7	15
102	9	9	18
103	9	7	16
104	10	10	20
105	8	8	16
106	8	8	16

No	Music Download Perception (X4)		Total
1	7	8	15
2	5	8	13
3	8	9	17
4	10	10	20
5	5	4	9
6	5	10	15
7	5	10	15
8	10	10	20
9	10	10	20
10	5	4	9
11	4	8	12
12	6	8	14

13	10	10	20
14	7	8	15
15	6	6	12
16	5	5	10
17	3	5	8
18	3	5	8
19	5	6	11
20	10	10	20
21	9	9	18
22	7	7	14
23	5	8	13
24	5	10	15
25	4	7	11
26	5	8	13
27	7	7	14
28	8	6	14
29	2	5	7
30	5	10	15
31	3	5	8
32	3	2	5
33	1	5	6
34	10	10	20
35	10	10	20
36	8	10	18
37	10	10	20
38	1	4	5
39	8	7	15
40	6	7	13
41	1	8	9
42	10	10	20
43	4	4	8
44	4	5	9
45	8	10	18
46	10	10	20
47	10	10	20
48	4	3	7
49	7	9	16
50	7	9	16
51	9	8	17
52	5	5	10
53	9	10	19
54	10	10	20
55	4	3	7

56	10	10	20
57	5	7	12
58	5	8	13
59	5	9	14
60	10	10	20
61	7	10	17
62	7	7	14
63	7	10	17
64	5	8	13
65	5	6	11
66	10	10	20
67	8	10	18
68	3	7	10
69	5	10	15
70	5	6	11
71	7	5	12
72	8	9	17
73	4	5	9
74	1	4	5
75	2	8	10
76	5	7	12
77	9	10	19
78	6	6	12
79	7	8	15
80	8	5	13
81	7	4	11
82	10	10	20
83	6	7	13
84	10	10	20
85	10	9	19
86	10	6	16
87	5	5	10
88	7	6	13
89	1	10	11
90	7	7	14
91	5	6	11
92	2	2	4
93	1	1	2
94	10	8	18
95	9	10	19
96	4	7	11
97	6	9	15
98	6	6	12

99	2	8	10
100	2	6	8
101	3	4	7
102	9	7	16
103	4	7	11
104	5	5	10
105	7	10	17
106	3	3	6

No	Unlimited Skip Perception (X5)		Total
1	10	10	20
2	10	10	20
3	9	8	17
4	10	10	20
5	9	10	19
6	7	7	14
7	10	10	20
8	10	10	20
9	10	10	20
10	10	9	19
11	9	8	17
12	10	10	20
13	10	10	20
14	10	10	20
15	10	10	20
16	10	10	20
17	8	10	18
18	8	8	16
19	10	10	20
20	10	9	19
21	8	8	16
22	10	10	20
23	10	10	20
24	10	10	20
25	10	10	20
26	8	9	17
27	9	9	18
28	7	10	17
29	10	8	18
30	10	10	20
31	10	10	20
32	8	9	17

33	10	10	20
34	10	10	20
35	10	10	20
36	8	8	16
37	10	10	20
38	7	8	15
39	10	10	20
40	10	10	20
41	8	10	18
42	10	10	20
43	10	10	20
44	10	10	20
45	8	9	17
46	10	10	20
47	10	9	19
48	8	8	16
49	9	10	19
50	9	10	19
51	9	8	17
52	10	8	18
53	10	10	20
54	10	10	20
55	9	9	18
56	10	10	20
57	8	8	16
58	10	8	18
59	10	10	20
60	10	10	20
61	10	10	20
62	8	5	13
63	10	10	20
64	10	10	20
65	8	9	17
66	10	10	20
67	9	8	17
68	10	10	20
69	10	10	20
70	10	10	20
71	10	10	20
72	9	8	17
73	8	8	16
74	6	6	12
75	6	8	14

76	10	8	18
77	10	10	20
78	6	7	13
79	10	10	20
80	9	9	18
81	10	10	20
82	10	10	20
83	7	9	16
84	10	10	20
85	9	10	19
86	8	8	16
87	10	10	20
88	9	9	18
89	10	10	20
90	10	10	20
91	8	9	17
92	10	10	20
93	10	10	20
94	10	10	20
95	10	5	15
96	10	10	20
97	10	8	18
98	9	7	16
99	8	8	16
100	10	9	19
101	8	6	14
102	9	4	13
103	10	10	20
104	8	7	15
105	10	10	20
106	9	10	19

No	Decision to Use (Y)
1	1
2	1
3	1
4	1
5	1
6	1
7	1
8	1
9	1

10	1
11	0
12	1
13	1
14	1
15	1
16	1
17	0
18	1
19	1
20	1
21	1
22	0
23	1
24	0
25	0
26	1
27	1
28	1
29	1
30	1
31	0
32	0
33	1
34	1
35	1
36	1
37	1
38	0
39	1
40	1
41	0
42	0
43	1
44	0
45	0
46	0
47	0
48	0
49	0
50	0
51	1
52	1

53	1
54	1
55	0
56	1
57	1
58	0
59	1
60	1
61	0
62	1
63	1
64	0
65	1
66	1
67	1
68	0
69	0
70	1
71	0
72	1
73	0
74	1
75	0
76	0
77	0
78	0
79	1
80	0
81	1
82	1
83	1
84	0
85	0
86	1
87	1
88	0
89	0
90	0
91	1
92	0
93	1
94	1
95	0

96	0
97	0
98	0
99	0
100	1
101	0
102	1
103	1
104	1
105	0
106	0

ii. Validity Test

		Correlations										
		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q9	Q10	Q11	Q8
Q1	Pearson Correlation	1	.144	.224*	.118	.173	.231*	.154	.127	-.015	.397**	.064
	Sig. (2-tailed)		.140	.021	.229	.077	.017	.114	.195	.877	.000	.515
	N	106	106	106	106	106	106	106	106	106	106	106
Q2	Pearson Correlation	.144	1	.500**	-.011	.049	.077	.227*	-.02	-.096	.067	-.048
	Sig. (2-tailed)	.140		.000	.912	.616	.432	.019	.805	.327	.496	.625
	N	106	106	106	106	106	106	106	106	106	106	106
Q3	Pearson Correlation	.224*	.500**	1	.224*	.336**	.276**	.293**	.106	-.045	.168	-.065
	Sig. (2-tailed)	.021	.000		.021	.000	.004	.002	.281	.649	.085	.511
	N	106	106	106	106	106	106	106	106	106	106	106
Q4	Pearson Correlation	.118	-.011	.224*	1	.634**	.273**	.103	.090	.005	.040	.235*
	Sig. (2-tailed)	.229	.912	.021		.000	.005	.294	.358	.959	.683	.015
	N	106	106	106	106	106	106	106	106	106	106	106
Q5	Pearson Correlation	.173	.049	.336**	.634**	1	.262**	.155	.131	-.051	.100	.082
	Sig. (2-tailed)	.077	.616	.000	.000		.007	.113	.182	.603	.306	.403
	N	106	106	106	106	106	106	106	106	106	106	106
Q6	Pearson Correlation	.231*	.077	.276**	.273**	.262**	1	.553**	.26**	.062	.121	.081
	Sig. (2-tailed)	.017	.432	.004	.005	.007		.000	.007	.526	.216	.409
	N	106	106	106	106	106	106	106	106	106	106	106
Q7	Pearson Correlation	.154	.227*	.293**	.103	.155	.553**	1	.19*	-.004	.246*	.025
	Sig. (2-tailed)	.114	.019	.002	.294	.113	.000		.049	.967	.011	.802
	N	106	106	106	106	106	106	106	106	106	106	106
Q9	Pearson Correlation	.127	-.024	.106	.090	.131	.262**	.192*	1	.638**	-.004	.395**
	Sig. (2-tailed)	.195	.805	.281	.358	.182	.007	.049		.000	.968	.000
	N	106	106	106	106	106	106	106	106	106	106	106
Q10	Pearson Correlation	-.015	-.096	-.045	.005	-.051	.062	-.004	.64**	1	-.042	.358**
	Sig. (2-tailed)	.877	.327	.649	.959	.603	.526	.967	.000		.672	.000
	N	106	106	106	106	106	106	106	106	106	106	106
Q11	Pearson Correlation	.397**	.067	.168	.040	.100	.121	.246*	.00	-.042	1	-.103
	Sig. (2-tailed)	.000	.496	.085	.683	.306	.216	.011	.968	.672		.295
	N	106	106	106	106	106	106	106	106	106	106	106
Q8	Pearson Correlation	.064	-.048	-.065	.235*	.082	.081	.025	.39**	.358**	-.103	1
	Sig. (2-tailed)	.515	.625	.511	.015	.403	.409	.802	.000	.000	.295	
	N	106	106	106	106	106	106	106	106	106	106	106

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

iii. Reliability Test

Case Processing Summary

		N	%
Cases	Valid	106	100.0
	Excluded ^a	0	.0
	Total	106	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.623	11

iv. Research Matrix

No	VARIABLES	INDICATORS	MEASUREMENT
1.	Price Perception	Worthiness Affordability	Respondents consider the Spotify Premium subscription price to be commensurate with the benefits provided Respondents were able to subscribe to Spotify Premium
2.	Advertising Perception	Advertising interference Advertising frequency	Respondents feel disturbed by the presence of advertisements on Spotify when listening to music Respondents feel disturbed by advertisements that appeared too often

3.	Audio Quality Perception	Audio quality	Respondents want clear audio quality to be important Respondents want sharp audio quality to be important
4.	Music Download Perception	Flexibility	Respondents think downloading music makes them more flexible
5.	Unlimited Skip Perception	Control	Respondents think that the unlimited skip feature makes it easier for users to control the choice of songs they want to hear
6.	Decision to Use	Keputusan	Respondents chose the Spotify Premium service over the Spotify Free service

v. Research Questionnaire

Nama :
Usia :
Domisili :
No telf :

PRICE PERCEPTION (X1)

1. Harga berlangganan Spotify Premium sesuai dengan manfaat/benefit yang saya dapatkan/akan saya dapatkan

1 2 3 4 5 6 7 8 9 10

Tidak Sesuai

Sesuai

2. Harga berlangganan Spotify Premium sesuai dengan daya beli saya

1 2 3 4 5 6 7 8 9 10

Tidak Sesuai

Sesuai

ADVERTISING PERCEPTION (X2)

3. Menurut saya iklan yang muncul diantara musik yang saya dengarkan itu mengganggu

1 2 3 4 5 6 7 8 9 10

Tidak Mengganggu

Mengganggu

4. Menurut saya iklan di Spotify terlalu sering muncul

1 2 3 4 5 6 7 8 9 10

Jarang

Sering

AUDIO QUALITY PERCEPTION (X3)

5. Penting bagi saya saat mendengarkan musik mendapatkan suara yang jernih

1 2 3 4 5 6 7 8 9 10

Tidak Penting

Penting

6. Penting bagi saya saat mendengarkan musik mendapatkan suara yang tajam

1 2 3 4 5 6 7 8 9 10

Tidak Penting

Penting

MUSIC DOWNLOAD PERCEPTION (X4)

7. Penting bagi saya untuk dapat mengunduh/download musik/lagu

1 2 3 4 5 6 7 8 9 10

Tidak Penting

Penting

8. Menurut saya download musik dapat menghemat data seluler

1 2 3 4 5 6 7 8 9 10

Boros

Hemat

UNLIMITED SKIP PERCEPTION (X5)

9. Penting bagi saya untuk memilih lagu yang saya dengarkan

1 2 3 4 5 6 7 8 9 10

Tidak Penting

Penting

10. Menurut saya kebebasan memilih lagu memberikan nilai tambah yang signifikan dengan memberikan kontrol kepada pengguna dalam pemilihan lagu

1 2 3 4 5 6 7 8 9 10

Tidak Setuju

Setuju

DECISION TO USE (Y)

11. Apakah kamu menggunakan layanan Spotify Premium?

- Ya
- Tidak