

CHAPTER II

COMPANY OVERVIEW AND RESPONDENT PROFILE

2.1 Profile of Spotify

Spotify is a digital streaming platform that provides a wide selection of audio and video content. The service offers a digital library featuring an almost unlimited collection of songs spanning over 1,300 genres, all content on Spotify comes from a diverse range of creators worldwide, from globally famous pop superstars like Taylor Swift, Ariana Grande, and Justin Bieber, to hidden indie and R&B gems like Laufey and Frank Ocean, who are often discovered nestled within users' favorite playlists. In addition to content, Spotify hosts podcasts on a vast array of topics. These are hosted by reputable entertainment figures such as Raditya Dika, Ntsana, Stephanie Soo and Emma Chamberlain, who present a variety of engaging content, topics range from comedy and daily life to fashion trends, love advice, supernatural horror stories, and even discussions uncovering contemporary criminal cases, furthermore, Spotify enhances the listening experience by offering music videos for many tracks, the service is available across a multitude of devices, including computers, smartphones, tablets, speakers, and TVs, it can be seamlessly connected while driving if the vehicle's system is compatible with Apple CarPlay or Bluetooth, this allows users to enjoy any content easily and quickly, transitioning smoothly from one device to another.

Spotify's headquarter is located in Stockholm, Sweden, where the company was first founded. Currently, Spotify employs 8,000 people worldwide, with offices in Sweden, the USA, the UK, and as far as Mumbai, India, the employee

distribution consists of 66% working from the office and 34% working remotely, technology is central to Spotify, as its digital performance is critical. A significant 33% of job roles at Spotify are filled by software engineers, while 16% are dedicated to Artificial Intelligence, from these percentages, it can be concluded that as a digital platform, Spotify is highly attuned to shifts in the global business model, initially, Spotify operated with business models that involved collaborating with music labels, partnering with online radio stations, and maximizing Peer to Peer (P2P) strategies in the market space. Now, with the rise of AI in the digital world, Spotify is adapting to current market by integrating new technological elements like AI to help them sustain their dominance in music streaming industry, steadily compete with other major global companies like Amazon Music, Tencent Music, Apple Music and other streaming platforms.

2.2 History of Spotify

Daniel Ek and Martin Lorentzon established Spotify in Stockholm, Sweden in year 2006, both sought to transform the way people accessed music, during an era dominated by music piracy, they envisioned a legitimate, user-friendly platform that granted listeners instant and legal access to a vast library of songs, their mission was to remove the constraints of physical media and provide a seamless listening experience anytime and anywhere, in its formative years, Spotify prioritized building strong relationships with record labels and artists to secure an extensive music catalog, this effort was fundamental in positioning the platform as a comprehensive and appealing service for diverse audiences, when Spotify officially

launched to the public in October 2008, it operated under an invitation-only system within Europe, creating anticipation and exclusivity around the brand.

The introduction of Spotify's freemium business model marked a major innovation in the digital music landscape, users could choose between non premium, advertisement based version or upgrade to a premium subscription for enhanced features such as ad-free listening, offline access, and superior audio quality, this approach effectively attracted a wide range of users from casual listeners to dedicated music fans and became important drivers of Spotify's rapid growth, as the platform expanded globally, Spotify continued to innovate through personalization and discovery tools, the launch of 'Discover Weekly' was a turning point, using data-driven algorithms to curate playlists tailored to individual preferences, this personalized experience encouraged deeper engagement and redefined how users explored new music.

2.3 Spotify Logo

The icon a green circle of identity at the heart of Spotify's visual branding lies its distinctive green circular emblem, often accompanied by the brand's name or stylized wave-like lines symbolizing sound. This vivid green backdrop has become synonymous with Spotify's identity, ensuring instant recognition across global audiences, the decision to use green extends far beyond visual appeal. Symbolically, the color embodies vitality, growth, and renewal qualities that mirror Spotify's continuous delivery of fresh music and evolving content. It also conveys balance and positivity, aligning perfectly with the company's mission to offer an enjoyable and harmonious listening experience tailored to individual users.



Figure 2.1 Spotify Logo

The sound waves, communicating motion and connectivity, within the green circle, Spotify's three curved lines visually capture the essence of streaming. These minimalist waves represent the transmission of sound, directly symbolizing the platform's core function delivering music effortlessly to listeners around the world, beyond their literal meaning, the waves embody the flow and continuity of Spotify's service endless access to songs, podcasts, and playlists. This design also evokes a deeper metaphor of connection the invisible link between artists and their audiences, and between users and the music communities they engage with, subtle yet expressive, this element enhances the brand's storytelling by visually representing Spotify as both a medium of sound and a bridge of culture.

Typography, modern simplicity and approachability, Spotify's wordmark employs a minimalist sans-serif typeface that reflects the brand's modern and user focused nature, the use of all lowercase letters gives the logo a friendly, informal tone, making the brand feel approachable rather than corporate or distant, this typographic approach mirrors Spotify's inclusive philosophy appealing equally to casual listeners and passionate music enthusiasts, the clean, geometric design of the font ensures clarity and scalability, a vital characteristic for a digital-first company whose logo appears across varied formats from mobile app icons to billboards and digital campaigns. This simplicity ensures that the Spotify logo maintains its

integrity and recognizability in any context, reinforcing its reputation as a forward-thinking and accessible brand.

Spotify's logo evolution reflects the company's journey from a local startup to a global digital brand. Although the signature green color has remained since 2008, each redesign has refined the logo's simplicity and adaptability, symbolizing Spotify's growth and creative spirit.



Figure 2.1 Spotify's Logo Revolution

1. Early Logo (2008–2013): Traditional Beginnings

The first logo featured a green circle with sound waves and a serif typeface, creating a formal, detailed look suited to Spotify's early identity, while it captured the idea of music and connection, the design was complex and less adaptable to digital platforms.

2. Redesign in (2013–2015): Embracing Minimalism

In 2013, Spotify shifted to a simpler, flatter design, replacing gradients with a clean green circle and three curved lines representing sound waves, the sans-serif font added a modern feel, making the logo clearer and more versatile across devices, this redesign marked Spotify's transition into a leading, user friendly digital brand.

3. Current Logo (2015–Present): Vibrant and Balanced

The 2015 version further refined the design with a brighter green tone and slightly enlarged typography, giving it a friendlier and more dynamic appearance, the flat, unified color emphasizes Spotify's themes of energy, growth, and accessibility, while maintaining instant recognizability.

2.4 Spotify Vision and Mission

Spotify's vision is "to be the world's leading audio platform, providing unparalleled access to creative content and fostering a vibrant community for both creators and listeners." This vision captures Spotify's long-term ambition to shape a global audio ecosystem that transcends traditional media boundaries, conveys the company's desire to create a space where innovation, creativity, and emotional connection flourish, through this, Spotify positions itself not merely as a streaming service but as a cultural hub that unites creators and audiences worldwide.

Spotify's mission is "to unlock the potential of human creativity by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it." This mission clearly defines Spotify's purpose to empower both artists and listeners through accessibility and innovation, enabling creators to earn from their work while ensuring audiences have unlimited access to creative expression, it reflects Spotify's belief in the transformative power of creativity and its role in connecting people across cultures and backgrounds through sound, the mission also underpins the company's operational strategies, guiding decisions related to content distribution, artist support, and user engagement.

2.5 Spotify Products and Features

2.5.1 Spotify Products

Spotify has recently enhanced both its Free and Premium plans, aiming to improve accessibility and user satisfaction, these updates have narrowed the functional gap between tiers while reinforcing Premium's value for dedicated users, the two types of Spotify user are:

- **Spotify Free**

Ability to play any song on demand a significant improvement from the previous shuffle-only experience, users can now listen to entire albums and playlists in sequence, with no skip limitations, giving them far greater control over their listening experience.

- **Spotify Premium**

offers a range of exclusive features that justify its cost. The most obvious benefit is ad-free listening, which eliminates interruptions and creates a seamless flow between songs. Premium users also enjoy superior audio quality, with streaming up to 24-bit/44.1kHz lossless sound ideal for those using high-quality headphones or speakers.

2.5.2 Spotify Features

- **Download Music**

One of Spotify's key features is the ability for premium users to download music and podcasts for offline listening, this feature allows users to save mobile data, although it does require storage

space on selected devices. Download capacity is limited to 10,000 songs on a maximum of five devices.

- **Compatible on many platforms**

Spotify allows users to access their music anytime and anywhere along with a wide range of different devices to connect such as: speaker, smart tv, game console, smartphones, tables, PC, Laptop and car device.

- **Discover music**

Spotify offers users a variety of ways to explore new music, Discovery Weekly with its curated playlists being among the most popular, and on Friday with release radar, both personalized based on a user's previous listening history.

- **Spotify Connect**

A feature for users to control and play their music across multiple devices. For example, user control their Spotify application on their computer using their mobile phone as a remote, the function also works with speakers that support Spotify Connect, and additionally users may stream audio via Bluetooth, AirPlay, or Chromecast.

- **Friend Activity**

Provide users a real life update about their friends listening activity, not only following their closest friend with this feature any users can also follow artist and to gain their newest music to enjoy or provided with free content as their fans. Enable any user to gain

many social activity and connection, featuring in the recommendation list that connected to user's facebook account.

- **Behind the Lyrics**

A Spotify collaboration with lyrics platform Genius, through this partnership, musical insights are provided for selected songs, including the lyrics themselves as well as in depth information about what inspired the song and interesting facts related to it.

- **Daily Mixes**

Feature that made playlists based on what you have previously listened to, and the genres preferred by users, generating various mixes that Spotify predicts you will enjoy. This is a perfect feature when users are unsure about what they want to listen to and need a playlist to play in the background, accumulated by user daily music streaming history.

- **Sharing music**

This feature enables users to share their favorite tracks across other social media platforms, users can simply right-click and choose "share" to open the menu on the right, there are several options are available, including platforms such as Facebook, Twitter, Telegram, Tumblr, and others. Users may also copy song links, embed codes, and Spotify URIs.

- **Create collaborative playlists**

Users can make their playlists collaborative, allowing friends to add, delete, and rearrange songs. This feature is ideal for large events such as birthdays and holidays, participate together to build the ultimate playlist for the gathering occasion.

- **Private Session for guilty pleasures**

This lowkey feature ensures that friends cannot view your listening activity in the previously mentioned "friends activity list," making it suitable for enjoying those hidden favorites everyone has.

2.6 Respondent Characteristic

This study collected respondent characteristic data to identify and categorize participants based on their individual profiles, the respondents in this research consisted of 100 Spotify users. The criteria for respondents were as follows:

1. Residing in Semarang
2. Aged 17 years or older
3. Have used Spotify for at least the past year
4. Use various features available on the Spotify application
5. Willing to complete the questionnaire for research purposes

The questionnaire was distributed online through social media using Google Forms. Respondents filled out questions that had been prepared in the questionnaire. They were classified based on age, martial status, gender, domicile, occupation, last education, income or monthly pocket money.

2.6.1 Characteristics of Respondents Based on Age

Age is one of the aspect that can affect the level of maturity of individuals in thinking, that can affect the respondents' responses. The following table shows respondents data based on age.

Table 2.1 Respondents Based on Age

No	Age	Frequency	Percentage
1	17-20 years	74	74%
2	21-25 years	14	14%
3	26-30 years	3	3%
4	31-35ears	2	2%
5	>35 years	7	7%
TOTAL		100	100%

Source: processed primary data,2025

Illustrated by Table 2.1 the questionnaire data participated by 100 respondents, the majority of Spotify users belong to the younger generation, specifically Gen Z, comprising 74% from overall respondents within the age range of 17–20 years. This is followed by respondents aged 21–25 years, accounting for 14%, those aged over 35 years at 7%, respondents aged 26–30 years at 3%, and finally, the 31–35 age group at 2%.

2.6.2 Characteristics of Respondents Based on Martial Status

Martial status shows demographic control variable regarding their spending time using Spotify since some married individuals may have less time for music streaming compared to single users, who often use Spotify during leisure or social activities, might also influence music taste.

Table 2.2 Respondents Based on Martial Status

No	Martial status	Frequency	Percentage
1	Single	84	84%
2	Married	14	14%
3	Widow	0	0%
4	Widower	2	2%
TOTAL		100	100%

Source: processed primary data,2025

Based on Table 2.2 single respondents are dominating the chart, with 84% of the total participants, meanwhile, 14% of respondents are married, and only 2% are widowers, while no respondents identified as widows. This indicates that most Spotify users in this study are unmarried individuals, which aligns with the younger demographic profile of the respondents.

2.6.3 Characteristics of Respondents Based on Gender

to understand more about music preferences gender play a distinct role to differentiate each user listening behavior, and subscription patterns, allowing deeper insight into how Spotify can personalize its service for diverse user groups.

Table 2.3 Respondents Based on Gender

No	Gender	Frequency	Percentage
1	Male	25	25%
2	Female	75	75%
TOTAL		100	100%

Source: processed primary data,2025

Female respondents fill up most of the total percentage, representing 75% of the 100 sample, while male respondents account for 25%. This suggests that Spotify users in this study are predominantly female listeners, reflecting a possible trend where female users are more active or engaged with Spotify's features and music streaming services compared to male users.

2.6.4 Characteristics of Respondents Based on Domicile

The domicile aspect influences user behavior and access to digital services, accessibility factors, such as the stability and speed of internet connections, can significantly affect users' willingness and ability to engage with Spotify, moreover, local surroundings such as cultural exposure, community trends, and social influences can shape users' music tastes and listening habits. Collecting domicile data also enables researchers to track changes in user patterns when individuals relocate, offering a deeper understanding of how geographical mobility impacts digital consumption behavior and overall engagement with the Spotify platform.

Table 2.4 Respondents Based on Domicile

No	Domicile	Frequency	Percentage
1	Banyumanik	8	8%
2	Candisari	7	7%
3	Gajahmungkur	7	7%
4	Gayamsari	4	4%
5	Genuk	9	9%
6	Gunungpati	7	7%
7	Mijen	7	7%

8	Ngaliyan	3	3%
9	Pedurungan	6	6%
10	West Semarang	4	4%
11	South Semarang	1	1%
12	Central Semarang	8	8%
13	East Semarang	7	7%
14	Tembalang	17	17%
15	Tugu	5	5%
TOTAL		100	100%

Source: processed primary data,2025

Table 2.4 illustrates the distribution of respondents based on their domicile within the Semarang area, the data show that the highest number of respondents reside in Tembalang with (17%) of the total sample, a student dominated area due to the presence of several universities and higher education institutions, other districts with relatively high respondent representation include Genuk (9%), Banyumanik (8%), and Central Semarang (8%), which are primarily urban or semi-urban regions with high internet access and active digital users, in contrast, areas such as South Semarang (1%), Ngaliyan (3%), and Tugu (5%) have fewer respondents.

2.6.5 Characteristics of Respondents Based on Occupation

Different occupational groups often possess varying levels of income, purchasing power, work routines, and leisure time, all of which can affect the frequency and manner in which they engage with digital entertainment platforms. Individuals with stable income levels may be more willing to subscribe to premium

services, whereas students or users with limited financial resources may rely more heavily on free-tier services. Therefore, collecting occupation-related data enables researchers to better understand how professional backgrounds contribute to differences in digital consumption behavior and provides a more comprehensive profile of Spotify users within the study population.

Table 2.5 Respondents Based on Occupation

No	Occupation	frequency	percentage
1	Students/College Students	75	75%
2	PNS/ASN	5	5%
3	TNI/Polri	0	0%
4	Entrepreneur/Self-employed	3	3%
5	Private employee	6	6%
6	Others	11	11%
TOTAL		100	100%

Source: processed primary data, 2025

The respondents' occupation was presented by Table 2.5 with six major categories. The data present students or college students as the biggest percentage of overall data with (75%) of the total participants, a smaller proportion of respondents work as civil servants (5%) and private employees (6%), while only (3%) identify as entrepreneurs or self-employed individuals, there were no respondents from the military or police sectors, and (11%) of respondents categorized themselves under "others".

These results indicate that the respondent population of Spotify is predominantly composed of younger users, particularly those in academic environments (University student) they tend to be more digitally active in their daily

activity and open to using Spotify for entertainment and companion to set a good mood while learning and conduct their task.

2.6.6 Characteristics of Respondents Based on Last Educational Background

Educational background can significantly influence users' musical tastes, genre preferences, and motivations for using Spotify, a person's listening habits may be shaped by their academic environment and level of education, users with higher levels of education often expose to various cultural and intellectual experiences and enjoy a wider range of musical genres. preferences for certain subgenres reflect distinct social judgements, whereas varied tastes suggest adaptability.

Table 2.6 Respondents Based on Last Educational Background

No	Last Education	Frequency	Percentage
1	High School	68	68%
2	Bachelor (S1)/Diploma (D1/D2/D3)	28	28%
3	Postgraduate (S2)	4	4%
TOTAL		100	100%

Source: processed primary data,2025

Table 2.6 shows that the majority of respondents have completed high school education, representing (68%) of the total participants. The respondents with a bachelor's or diploma degree with (28%), indicating a smaller but significant portion of more mature users, meanwhile, (4%) of respondents have completed postgraduate studies.

2.6.7 Characteristics of Respondents Based on Income per Month

Individuals with different income levels often possess varying purchasing power, which may affect their willingness to subscribe to premium services and their expectations regarding service quality and value. Users with higher monthly incomes may be more inclined to invest in premium subscriptions to access enhanced features, while those with lower income levels may rely on free-tier services.

Table 2.7 Respondents Based on Earnings/Income per Month

No	Income	Frequency	Percentage
1	< Rp 1.000.000,-	38	38%
2	Rp 1.000.000,- Rp 3.000.000,-	40	40%
3	Rp 3.000.001,- Rp 5.000.000,-	10	10%
4	> Rp 5.000.000,-	12	12%
TOTAL		100	100%

Source: processed primary data,2025

Table 2.7 illustrates that the largest proportion of respondents, (43%), have a monthly income between Rp 1,000,000 and Rp 3,000,000, followed by (38%) earning less than Rp 1,000,000. This indicates that the majority of Spotify users in this study belong to the lower-income group, which aligns with the earlier finding that most respondents are students or young users who may not yet have a stable source of income, respondents earning between Rp 3,000,001 and Rp 5,000,000 represent (10%), while those with incomes above Rp 5,000,000 account for (9%) of the total.