

ABSTRACT

The motivation of a person when accessing internet is different. The differences can be seen from the behavior of internet users when they are using the internet, which is they access music online through an online music application. When see the motivation the differences of internet users, it indicates the existence of a gap in internet users.

The purpose of this research is to know the factors that determine the motivation and to find out the most dominant factor that determines the motivation of the internet users in online music application users.

This research uses quantitative research methods, with type a descriptive research and analysis data collected through questionnaires about 100 respondents that are the online music application users in Indonesia. Analysis tools are used in processing the data using SPSS 23, and data analysis technique used is a principal component factor analysis engineering analysis.

The results of this research show the motivation factors of 8 internet usage formed 4 factors which are Relaxation, Information, Career and Shopping that determines the motivation online music application users. Then, the most dominant factor that determines the motivation of online music application users is Relaxation factor.

Based on the research results, it is recommended to the company of online music applications to add more features for all users to be able to upload and sell their work that can push users while using the online music application.

Keywords: Motivation, Internet, Factor Analysys, Online Music Application