

## **ABSTRACT**

*In a very significant technological development in the last 5 years, various human life support applications appear. This is supported by the creation of various smartphones. The parties and application companies were competing to compete in the field of service on smartphone applications. One of the emerging applications is in the field of music with the entry of changes from physical to digital release. One of the leading application companies in the field is Spotify.*

*The purpose of this study is to determine what factors affect consumer interest using the application streaming music Spotify and which factors are the most dominant. Type of research is descriptive research, with sample technique nonprobability sampling. Questionnaires were distributed to 100 samples of young music lovers in Bandung. Initial factors used include ease of looking for applications, ease of complaints, ease of use, attractive application color display, availability and accessibility, services provided, effectiveness of application benefits, competitive pricing, overall experience, well-known, company, people's closest encouragement, and resources to use the app.*

*The results form 5 new factors, namely value proposition and application fame, interest affecting application usage, application service benefits, customer satisfaction on price and application service, and resource capability to use the application. With the number of contributions from the five factors that shape interest using Spotify application in Bandung amounted to 72.05%.*

***Keywords: Factor Analysis, Buying interest, E-Commerce***