ABSTRACT

Spotify is one of the Swedish brands engaged in music streaming services. The famous brand Spotify is a music streaming service that is very complete and provides connections between musicians and fans. So the researchers aim to find out and explain how much factor analysis of the factors that influence Spotify's purchasing decisions. The variables used in this study were product quality (X1), (X2) image, price (X3), (X4) promotion. The research method used is quantitative research methods used are persial and causal. Data analysis methods used in this study are descriptive, analytical methods and multiple linear regression analysis. Sampling was done by non-probability sampling method with a sample of 100 respondents and the population is not known with certainty. Based on the analysis of four independent variables Variable (X) consisting of (X1), brand image (X2) image (X3) price (X4) promotion of the dependent variable (Y) purchase decision can be seen in the determination coefficient calculation (R2), which is 0,7647 or 76,473%. While the remaining 23,527% is influenced by other factors not examined. Independent (X) consisting of product quality promotion (X 1), brand image (X 2) (X 3) price (X 4) concurrent promotion in the same or simultaneous effect of the decision to purchase music streaming services significantly to Spotify.

Keywords: purchasing decisions, brand image, price, promotion.