ABSTRACT

Music streaming application is one of the music that is listen to online. Streaming music service are said to be part of shaping the new faces of the digital creative industry. Music streaming apps mostly pay apps. In terms of pirces offered from each other not much different. This makes the dynamics of competition for a music streaming application in Indonesia increasingly crowded.

This study uses quantitative methods with descriptive analysis data analysis methods and CFA using SPSS 25. Respondents questionnaire examined 100 respondents. Sampling was done by a non-probability method of the type of purposive sampling of people who have used premium services for music streaming applications.

It can be seen that the music streaming application factors that have the highest average percentage rating are the Perceived Value factor, which is 80.27% and the factor with the lowest value is Perceived Fee with a percentage of 70.20%. Trust was ranked the second highest with an average factor of 78.15%. The Attitude factor gets an average percentage rating of 78.05% and is in the third highest rank. Based on the results of factor analysis, four new dominant factors are formed in shaping purchase intention for premium services provided by music streaming applications. The factors that drive Purchase Intention of Music Streaming Applications include Trust, Perceived Value, Social Influence, and Perceived Fee.

Keywords : Factor Analysis, CFA, Purchase Intention, Social Influence, Attitude, Trust, Perceived Value, Perceived Fee.