ABSTRACT

The number of internet users in Indonesia increases every year, in 2020, known as many as 190.92 million people. The Internet became a means of entertainment ranging from watching movies, playing games, and listening to music. Research from Alvara Strategic Research says 85.4% of the Gen Z population and 65.6% of the Millennial population access the internet more than 7 hours a day. There is a shift in habits among people, especially in listening to music. As proof, Spotify managed to get a gross profit of 2.015 billion euros in 2020 and that figure will increase every year.

The purpose of the study was to find out and examine how much influence the variables of product quality, price, and brand image have on Spotify's purchase decisions in Indonesia.

The method used is a quantitative method with multiple linear regression analysis. The number of respondents as many as 385 people with research samples that are limited to individuals who have or are using the Spotify music streaming application in Indonesia.

This study showed that product quality had a significant effect on purchasing decisions, price had a significant effect on purchasing decisions, brand image had a significant effect on purchasing decisions and overall independent variables simultaneously had a significant effect on purchasing decisions.

The results of the study found that price has the most influence on Spotify's purchase decisions, therefore Spotify is expected to be able to provide prices that match customer expectations.

Keywords: brand image, price, product quality, purchasing decisions, spotify.