

## **Abstract**

*The main purpose of this research is to understand factors influencing behavioral intention on subscription-based online music services in Indonesia. UTAUT 2 model was adapted in this research, with the constructs being analyzed were performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, price value, habit, music piracy judgement, behavioral intention, and use behavior. Utilizing 400 valid data acquired from Line, Whatsapp, and Twitter social media using convenience sampling method, the primary data was then analyzed with structural equation modeling using LISREL 8.80 program.*

*This research's findings emphasize there are three constructs that have a significant impact on behavioral intention. Those constructs are performance expectancy, habit, and music piracy judgement. The results also shows that use behavior is significantly influenced by habit and behavioral intention. Moreover, this research also suggests performance expectancy, habit, and music piracy judgement have an indirect significant influence on use behavior, with behavioral intention as an intervening variable. Based on the total impact calculated from direct and indirect effect, behavioral intention and use behavior are influenced most by habit.*

***Keywords: UTAUT, SEM, LISREL, Music Service, Marketing, Consumer Behavior***