

ABSTRACT

In the era on which internet becomes easily accessible, it certainly creates some changes in human lifestyle. One example is listening to music. Now listening to music is much easier. We do not need to buy CDs or DVDs in the music store. Music lovers simply use digital music applications or directly download the songs using various devices. Digital music apps provide wide variety of licensed songs that do not take up huge storage space because they are all connected with internet.

I-Tunes, Joox and Spotify are digital music apps which have managed to engage a large number of downloaders. Unlike digital music apps created by domestic developers, Melon has ever been considered having low standard and cannot compete with the other three applications. So this study aimed to determine the comparison of user perception of digital music applications (I-Tunes, Joox, Melon and Spotify) using user experience approach.

This research required 100 respondents in each digital music application. So in order to get 400 respondents, the researcher used Google form in spreading questionnaire to users or anyone who once used digital music app such as I-Tunes, Joox, Melon and Spotify. In order to find the validity, the researcher used factor analysis.

This research applied quantitative method using technique of Anova. The result of this research is the comparison of user perception of digital music application based on user experience with usability, aesthetics, and symbolism, pleasure and functionality variabels.

Keyword : User perception; User experience; Digital Music Application; Positioning; Anova