

## **Abstract**

Over the past two years, music streaming is becoming a positive trend among music lovers. One of the music streaming service provider is Spotify. Spotify offers two options for their music streaming service. Spotify free, where users only need to create a Spotify account to have access to millions of songs for free while in each listening session there will be an ad-break (advertisement) and Spotify premium which users can pay monthly fees to get additional features such as music listening sessions without advertising, access to music with high sound quality, and more. Spotify advertises its premium service through advertising on the internet and the Spotify app. The ads in the Spotify app will create an attitude to the Spotify app users. Currently Spotify has 140 million active users, but Spotify premium subscribers are only 60 million users (source: [press.spotify.com](http://press.spotify.com)). Judging from the amount, the researcher are interested to examine the attitude of users on Spotify premium ads based on hierarchy of effects model. This research uses quantitative research method. To get the data the researcher used questionnaires with incidental sampling technique. Data analysis technique used in this research is descriptive statistical analysis. Based on the results of analysis and data processing in the "Spotify User Attitude Towards Spotify Premium Ads Analysis Based on Hierarchy of Effects Model" research, it can be concluded that cognitively, users are aware and have the knowledge of Spotify premium and the results of data analysis show that the cognitive level of Spotify users is in good category. Affectively users like, and prefer premium spotify, and have confidence in Spotify premium. Conatively users are already interested in subscribing to Spotify premium, the results of data analysis also indicate that the user's conative level is in good category.

**Keywords: Attitude towards advertisement, Cognitive, Affective, Conative**