

## **ABSTRACT**

### ***THE EFFECT OF CONTENT RICHNESS, PERCIEVED USEFULNESS, PERCIEVED EASE OF USE, PERCIEVED PRICE, AND FREE ALTERNATIVES TO WILLINGNESS TO SUBSCRIBE (Study Case on Plomo Application at PT. Plomo Teknokreasi Prima)***

*Nowdays, one of the most rapidly advancing technology is internet. The internet indirectly changes the way someone, in enjoying and obtaining media information, it transforms the media information into digital form. Digitizing content enables new innovative developments, one of which is in the & beverage sector. One of the companies engaged in digital media information in food & beverage sector is PT. Plomo Teknokreasi Prima with its subscribe based application called Plomo. Factors that influence consumers to subscribe to subscription-based app applications include content richness, perceived usefulness, percieved ease of use, perceived price, and free alternatives.*

*Thus, this study was conducted with the aim to determine how much the influence of Content Richness to Percieved Usefulness, and also to know how much influence the Percieved Ease of Use, Percieved Price, and Free Alternatives to Willingness To Subscribe in Plomo subscription base application.*

*The method of collecting data on the research object, was obtained through a questionnaire distributed to 100 respondents via e-mail and telephone, using a simple random sampling technique, whom's users that using the Plomo subscription base application,. Then the data was analyzed using the SMARTPLS v.3.0 for windows program*

*Based on the results of the research analysis, Content Richness, Percieved Usefulness, Percieved Ease of Use and Free Alternatives and Willingness to Subscribe variables on the Subscription-Based Plomo Application have a fairly good value, this means that the respondents have a fairly good perception of all these variables.*

*From hypothesis testing, it can be found that Content Richness has an positive effect on Percieved Usefulness, and Percieved Ease of Use also affects Willingness To Subscribe positively, while Percieved Usefulness, Percieved Price, and Free Alternatives have no effect on Willingness To Subscribe.*

*Therefore, based on the results of the study, to increase the Willingness To Subscribe in the Plomo application, it is better to prioritize Content Richness variables, in the richness of the content in the application, as well as the variables and Percieved Ease of Use, which prioritizes ease of application usage.*

***Keywords: Content Richness, Percieved Usefulness, Percieved Ease Of Use, Percived Price, Free Altrnatives, Willingness To Subscribe***