

ABSTRACT

Digital music streaming is now one of the tools used to listen to music anywhere and anytime. One of them is Spotify. The Spotify Free Service has a higher perceived value compared to the Spotify Premium service. The purpose of this study was to determine the effect of perceived value on interest in using Spotify Premium.

This study used descriptive analysis and quantitative approach with a total sample of 100 respondents. The sampling techniques used in this study were Non-probability Sampling and Quota Sampling. The calculated tests are classical assumption tests, simple linear analysis, and hypothesis tests with the help of SPSS.

Based on the results of the descriptive analysis, it can be concluded that the average percentage of the Perceived Value (X) variable is 83% which is included in the good category and the average interest using variable (Y) is 84.5% which is included in the excellent category. The results of the t test showed that the perceived value variable was proven to have a significant and positive effect on the interest variable. The analysis of the coefficient of determination can be seen from the value of R square of 42.4% of the perceived value variable can explain the variable of interest using. The remaining 57.6% is explained by other variables not discussed in the study.

Keywords: *Perceived Value, Interest in Using, Marketing, Spotify*