**ABSTRACT** 

The development of music and technology makes it easy for listeners to

hear music anywhere, for example, music can be heard through smartphone

applications today. One of the leading applications today is Spotify. Compared to

its competitors, Spotify has always been in the top position in the last five years.

Therefore, This research should be done to find out what factors make the

purchase intention of a Spotify application always increase so that Spotify can

continue to maintain these achievements and survive against technological

developments.

A survey using a questionnaire was used in this study with members to

400 people who had previously purchased Spotify's premium features. The

analytical method used is SEM with PLS tools.

Result show that over the five variable that propose towards App Purchase

Intention only 3 of them that proofed to had effect towards purchase intention.

Based on the most influential, that is Monetary Value of App, App Usefulness and

App Enjoyment. But all of the variable affect monetary value of app positively

and significant.

In the end Spotify needs to maintain Monetary Value of App, App

Usefulness and App Enjoyment variables. Meanwhile, to maintain and increase

the Monetary Value of the App, the App Trialability, App Enjoyment, App

Usefulness and Word of Mouth variables are needed.

Keywords: Purchase Intention, SEM, PLS, Spotify

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