

ABSTRACT

Along with the rapid pace of technology over time, the consumption and distribution of music is now different. Globally, music can be listened to digitally through online and offline platforms. The increase in the number of internet users resulted in many new innovations from service providers such as website-based buying and selling services (e-commerce), online news portals, e-learning, social media, and also streaming services such as music and video. As one of the most well-known music apps, Spotify has become a leading global leader in streaming music platforms. Spotify is a music streaming service that can be enjoyed online and offline from Stockholm, Sweden. Spotify entered Indonesia on March 30, 2016, where the Spotify music streaming application was first launched in September 2008 and has become a copyright provider for uploaded music and it can be ascertained that the music in the Spotify application is original so that users can enjoy a variety of music collections owned by Spotify officially. Based on data released on the Spotify.com site, in 2017 the number of Spotify paid users has reached 60 million with active users reaching around 140 million. According to an infographic released by AdWeek, 72% of Spotify users are millennials. Consumers can consider the service based on the information knowledge that consumers know about the advantages and disadvantages of a service, consumers will intend to buy because it is influenced by the information obtained. Information allows listeners to assess valuable aspects of the services provided to listeners. This research aims to know the role of product amenity, benefits, and quality to consumers' willingness to pay premium prices on music streaming platform Spotify and aims to know the role of product benefits and quality towards consumers' willingness to pay a premium price on music streaming platform Spotify. The study used quantitative methods with exploratory causal techniques that used online questionnaires to collect data. From the questionnaire has been collected as many as 100 samples and the analysis used is using the Partial Least Square (PLS) approach with the SmartPLS application. The results of the analysis obtained from all variables are expected to affect the willingness to pay directly or indirectly through product quality and all variables will affect the willingness to pay directly or indirectly through product quality.

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Willingness To Pay