ABSTRACT

The increased use of the internet and social media presents significant opportunities for digital applications, including streaming audio on demand (SAOD) apps like NOICE, to develop effective marketing strategies and attract user interest. This study aims to analyze the factors influencing user interest in the NOICE SAOD app using the UTAUT 2 approach.

In this study, the independent variables analyzed include Performance Expectancy, Effort Expectancy, Facilitating Conditions, and Hedonic Motivation. Additionally, the study analyzes supplementary variables such as Price Value, Content Exclusivity, Social Media Content, and Habit, while the dependent variable is user interest (Continuance Intention) in the NOICE app. The research method used is quantitative, with the study population consisting of potential and active NOICE app users, and a sample size of 160 respondents obtained through purposive sampling. Analysis was conducted using Structural Equation Modeling (SEM) with the help of SmartPLS software.

The results of the study show that Effort Expectancy and Social Media Content have a significant positive influence on user interest in the NOICE app, while Performance Expectancy, Content Expectancy, Facilitating Conditions, Habit, Hedonic Motivation, and Price Value do not show a significant effect. Recommendations for NOICE app development include enhancing ease of use and social media content aspects. Future research is advised to test additional variables such as app features and user experience, and to conduct studies on other SAOD apps to broaden understanding of the factors influencing technology adoption.

Keyword : Noice, UTAUT 2, Social Media Content, Content Exclusivity