

Analisis pengaruh theory acceptance model (tam) dan personal innovativeness terhadap satisfaction dan continued usage intention dalam subscription economy - Studi kasus: spotify = Analyzing the effects of technology acceptance model (tam) and personal innovativeness on satisfaction and continued usage intention in subscription economy - Case study: spotify

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Abstrak

Saat ini, konsep subscription economy telah menjadi tren baru dalam model bisnis. Dengan bisnis model ini, pengguna dapat mengakses produk atau jasa secara teratur dan membayar jauh lebih rendah dari apa yang seharusnya mereka bayar. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh dari Technology Acceptance Model (TAM) dan personal innovativeness untuk memahami kepuasan dan keinginan seseorang dalam menggunakan sebuah teknologi secara berkelanjutan. Variabel perceived enjoyment dan perceived risk juga ditambahkan ke dalam model penelitian. Penelitian ini meneliti sebanyak 322 pelanggan Spotify yang sudah berlangganan minimum 6 bulan dan berusia di atas 18 tahun. Hasil dari temuan penelitian ini mengungkapkan bahwa personal innovativeness memiliki pengaruh terhadap perceived enjoyment dan perceived ease of use, namun tidak memiliki hubungan yang signifikan terhadap satisfaction dan continued usage intention pengguna. Variabel variabel dari Technology Acceptance Model TAM, perceived ease of use dan perceived usefulness, terbukti memainkan peran penting dalam kepuasan dan keputusan pengguna untuk menggunakan aplikasi Spotify secara berkelanjutan. Dalam penelitian ini juga ditemukan hubungan yang signifikan dari variabel perceived enjoyment dan perceived risk terhadap satisfaction pengguna.

.....Nowadays, the concept of subscription economy has become a new trend in the business Industries. With this business model, users can access products or services on a regular basis and pay less than what they should pay. The purpose of this study is to analyze the influence of Technology Acceptance Model (TAM) and personal innovativeness towards satisfaction and continued usage intention. The variables perceived enjoyment and perceived risk were added to the research model. This study examined 322 Spotify customers who had subscribed for a minimum of 6 months and aged over 18 years. The result of this study prove that personal innovativeness has significant influence towards perceived enjoyment and perceived ease of use, but does not have a significant relationship to user satisfaction and continued usage intention. The variable of Technology Acceptance Model TAM, perceived ease of use and perceived usefulness, are proven to play major role in user satisfaction and deciding the intention to use Spotify for a long time. Findings of this study also found significant influence of perceived enjoyment and perceived risk towards satisfaction.