

Analisi Pengaruh Perceived Creativity Facilitation dan Perceived Community Facilitation Terhadap Intensi Berlangganan Layanan Streaming Musik Premium Serta Pengaruhnya Terhadap Intensi Pembajakan Musik Digital = The Analysis of Perceived Creativity Facilitation and Perceived Community Facilitation on Purchase Intention of Premium Music Streaming Service and Its Impact on Digital Music Piracy Intention

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Abstrak

Semakin tingginya tingkat penetrasi internet di Indonesia menyebabkan masyarakat menjadi familiar dengan berbagai produk dan layanan digital berbasis internet, salah satunya yang sedang populer saat ini adalah layanan streaming musik. Namun, tak dapat dipungkiri perkembangan internet di Indonesia juga menyebabkan tersedianya berbagai saluran distribusi alternatif untuk mengakuisisi produk, konten dan layanan berbasis digital yang tidak berlisensi atau ilegal. Adopsi dan penggunaan layanan streaming musik premium yang merupakan saluran distribusi berlisensi, mampu menjadi bentuk inovasi yang terjangkau dan efisien untuk melawan pembajakan musik digital, terutama jika memiliki perceived usefulness dan perceived enjoyment yang tinggi. Secara khusus, perceived usefulness dan perceived enjoyment tersebut dipengaruhi oleh perceived ease of use, perceived creativity facilitation dan perceived community facilitation yang tercermin dalam fitur-fitur layanan streaming musik premium. Penelitian ini bertujuan untuk menganalisis peningkatan intensi berlangganan layanan streaming musik premium terhadap pengurangan intensi membajak musik digital. Intensi berlangganan layanan streaming musik dipengaruhi oleh persepsi fungsional dan persepsi kesenangan, terutama yang didorong oleh persepsi kemudahan penggunaan serta fitur-fitur yang mampu memfasilitasi kebutuhan kreatif dan kebutuhan kolektivitas para pengguna layanan streaming musik premium. Kemudian intensi pembajakan musik digital juga dipengaruhi oleh sikap terhadap pembajakan digital dan persepsi harga layanan streaming musik premium. Metode purposive dan convenience sampling digunakan dalam penelitian ini dengan sebanyak 825 responden dan dianalisis menggunakan Partial Least Squares - Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa layanan streaming musik yang dipersepsikan memiliki usefulness dan enjoyment yang tinggi dapat meningkatkan purchase intention layanan streaming musik premium, dimana persepsi usefulness dan enjoyment tersebut dapat ditingkatkan oleh fitur-fitur yang dipersepsikan mampu memfasilitasi kebutuhan kreatif pengguna. Namun, perceived usefulness dan perceived enjoyment saja ternyata masih tidak cukup untuk mengurangi digital piracy intention.

.....With the vast increase of the internet's penetration rate, Indonesians became familiarized with various products and services that are available digitally, which one of the most popular amongst them being music streaming service. However, this vast increase of the internet also caused many illegal alternatives to surface, such as peer-to-peer sharing networks that offer digital products, contents, and services without license. The adoption and usage of premium music streaming service offers a low cost yet legal alternative to tackle digital music piracy, especially if the service has a high perceived usefulness and perceived enjoyment to boot. Specifically, the perceived usefulness and perceived enjoyment can be improved with

features that are perceived to facilitate the creativity and community aspects of the user, which is usually available after becoming a premium user. The purpose of this research is to analyze whether an increase of purchase intention of premium music streaming services can decrease the intention of downloading digital music illegally. The purchase intention is affected by perceived usefulness and perceived enjoyment, which can be reflected from features depicting the perceived ease of use, perceived creativity facilitation and perceived community facilitation. Additionally, attitude towards digital piracy and perceived cost are considered to further evaluate the digital piracy intention. Purposive and convenience sampling methods were used, which acquired 825 respondents and were analyzed using Partial Least Squares - Structural Equation Modelling (PLS-SEM). The findings concluded that perceived usefulness and perceived enjoyment positively affects the purchase intention of premium music streaming service, which are enhanced by the availability of features that could facilitate user's creative needs. However, these features which contributes to the overall system usability and enjoyment still could not be associated with the reduction of digital music piracy.