

Analisis Intensi Penggunaan Berkelanjutan dalam Memengaruhi Kesejahteraan (Well-Being) dan Niat Pengguna untuk Memberikan Rekomendasi terhadap Aplikasi Music Streaming = Analysis of Continuance Intention in Affecting Music Streaming Application Users' Well-Being and Intention to Recommend

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Abstrak

Dewasa ini, aplikasi music streaming telah menjadi metode yang paling banyak digunakan di seluruh dunia, salah satunya di Indonesia. Kendati demikian, tingkat pendapatan pasar dan penetrasi pengguna music streaming di Indonesia masih cukup tertinggal dibandingkan negara lainnya. Di lain sisi, pandemi Covid-19 juga terbukti memengaruhi kondisi psikologis masyarakat Indonesia, dan aktivitas mendengarkan musik telah terbukti dapat meningkatkan kesejahteraan psikologis manusia. Penelitian ini bertujuan untuk meneliti pengaruh intensi penggunaan berkelanjutan terhadap kesejahteraan dan niat pengguna dalam merekomendasikan aplikasi music streaming kepada kerabatnya. Untuk meneliti faktor-faktor tersebut, penelitian ini mengintegrasikan model ECM dengan perluasan model UTAUT2. Penelitian ini menggunakan data 713 responden yang merupakan pengguna aplikasi music streaming dan berdomisili di Indonesia. Data tersebut kemudian diolah dan dianalisis menggunakan metode CB-SEM dengan bantuan program AMOS 26 dan IBM SPSS Statistics 28. Penelitian ini berhasil membuktikan pengaruh faktor perceived usefulness, satisfaction, personalization, dan habit terhadap continuance intention. Kemudian, faktor continuance intention juga terbukti memengaruhi intention to recommend dan well-being. Temuan dari penelitian ini dapat memberikan wawasan baru bagi penyedia layanan music streaming dalam mengevaluasi maupun mengembangkan layanan mereka sehingga kemudian dapat meningkatkan niat pengguna untuk melanjutkan penggunaan aplikasi, merekomendasikan aplikasi kepada kerabatnya, sekaligus meningkatkan kesejahteraan (well-being) dari penggunaannya.

.....At the present time, music streaming applications have become the most popular method used for listening to music in the entire world, including Indonesia. Despite the popularity, the rate of market venue and user penetration of music streaming in Indonesia are still lower than the other countries. Furthermore, the Covid-19 pandemic has been proved to affect Indonesians' psychological state, and listening to music has been proved to improve mankind's psychological well-being. This research aims to investigate the influence of user's continuance intention in affecting the music streaming application user's well-being and intention to recommend. In order to study those factors, this research has integrated ECM and the extension model of UTAUT2. This research has also collected and used the data of 713 respondents who are the users of music streaming applications and domiciled in Indonesia. Their data were processed and analyzed using CB-SEM method with the help of AMOS 26 program and IBM SPSS Statistics 28. This research has succeeded in proving the effect of perceived usefulness, satisfaction, personalization, and habit toward continuance intention. Furthermore, continuance intention has also been proved to affect users' intention to recommend and well-being. The findings of this research are expected to give new insights for the music streaming service provider in improving their service which are expected to also improve their users' intention to continue using their application, their intention to recommend their application to their friends,

and improve their well-being, too.