

Analisis Faktor-faktor yang Memengaruhi Intention to Premium Upgrade pada Platform Audio on-Demand Freemium Berbasis Consumer Value Theory = Analysis of Factors that Influence Intention to Premium Upgrade on Freemium Audio on-Demand Platforms Based on Consumer Value Theory

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Abstrak

Pertumbuhan streaming musik telah mengubah industri musik secara signifikan, dengan sebagian besar pendapatan berasal dari aktivitas streaming. Di Indonesia, konten musik online merupakan konten online yang paling banyak diakses masyarakat setelah konten video online. Model bisnis freemium menjadi populer di platform streaming music atau platform Audio on-Demand (AoD) seperti Spotify, YouTube Music, dan Joox, di mana pengguna dapat mengakses layanan dasar streaming musik secara gratis serta melakukan peningkatan ke versi premium untuk fitur tambahan. Namun, terjadi penurunan pengguna premium Spotify sebesar 4% persen dari Q1 2019 hingga Q1 2023 yang memunculkan pertanyaan menarik mengenai faktor-faktor yang memengaruhi keputusan pengguna untuk meningkatkan langganan ke premium pada AoD freemium. Untuk meneliti hal tersebut, peneliti menggunakan teori Consumer Value Theory (CVT), yaitu teori yang digunakan untuk memahami perilaku konsumen dan faktor-faktor yang memengaruhi pilihannya dalam berbagai kategori produk dan layanan. Data yang digunakan pada penelitian ini diperoleh secara kuantitatif melalui kuesioner yang diisi oleh 693 responden dan kualitatif melalui wawancara dengan 30 narasumber. Data kuantitatif diolah dengan Covariance-Based Structural Equation Modeling (CB-SEM), sedangkan data kualitatif diolah menggunakan metode content analysis. Hasil penelitian menunjukkan bahwa enjoyment, performance expectancy, social influence, attractiveness of alternatives, facilitating conditions, dan price value berpengaruh terhadap intention to upgrade to AoD premium. Selain itu, intrusiveness of alternatives juga berpengaruh terhadap enjoyment pengguna platform AoD. Hasil penelitian ini diharapkan dapat menjadi masukan bagi pengembang platform AoD agar dapat meningkatkan jumlah pengguna akun premium pada aplikasinya.

..... The growth of music streaming has significantly transformed the music industry, with the majority of revenue now coming from streaming activities. In Indonesia, online music content is the most accessed online content after online video content. The freemium business model has become popular on music streaming platforms or Audio on-Demand (AoD) platforms such as Spotify, YouTube Music, and Joox, where users can access basic music streaming services for free and upgrade to premium versions for additional features. However, there has been a 4% decrease in Spotify premium users from Q1 2019 to Q1 2023, raising intriguing questions about the factors influencing users' decisions to upgrade to premium subscriptions on freemium AoD platforms. To investigate this, researchers used the Consumer Value Theory (CVT), which is employed to understand consumer behavior and the factors influencing their choices across various product and service categories. The data for this study were collected quantitatively through questionnaires filled out by 693 respondents and qualitatively through interviews with 30 participants. Quantitative data were analyzed using Covariance-Based Structural Equation Modeling (CB-SEM), while qualitative data were processed using content analysis. The results showed that enjoyment, performance

expectancy, social influence, attractiveness of alternatives, facilitating conditions, and price value affect the intention to upgrade to AoD premium. Additionally, the intrusiveness of alternatives also affects users' enjoyment of AoD platforms. The findings of this study are expected to provide insights for AoD platform developers to increase the number of premium account users on their applications.