

# Analisis Pengaruh Persepsi Nilai terhadap Keinginan Pembelian Musik Digital (Studi Kasus pada Pembelian Musik Digital dari iTunes Store) = Analysis Influence Perceived Value on Purchase Intention in Digital Music (Study Case: Digital Music Purchase through iTunes Store)

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## Abstrak

Perkembangan Internet yang pesat mendorong industri online content service tumbuh dengan cepat. Banyak aplikasi yang menyediakan akses untuk download musik digital melalui Smartphone, Tablet, MP4 Player, atau Personal Computer. Untuk dapat berhasil dalam menjual musik digital secara online, sangatlah penting untuk mengetahui alasan kenapa pelanggan mau atau tidak mau membayar untuk musik digital online.

Tujuan penelitian ini adalah menganalisa pengaruh persepsi nilai terhadap minat beli musik digital melalui iTunes Store dan menganalisa pengaruh kesadaran etis konsumen tentang pembajakan online terhadap ke dua variable tersebut.

Dengan menggunakan aplikasi Lisrel sebagai pengolah data, perceived usefulness tidak terbukti memberikan pengaruh positif terhadap perceived value. Perceived of enjoyment memberikan pengaruh positif signifikan terhadap perceived value. Technicality memberikan pengaruh positif yang tidak signifikan terhadap perceived value, Perceived fee memberikan pengaruh negatif signifikan terhadap perceived value. Hasil penelitian ini membuktikan bahwa persepsi nilai memberikan pengaruh positif signifikan terhadap minat beli musik digital melalui iTunes Store dan pengaruh kesadaran etika diri konsumen yang tinggi tentang pembajakan online memberikan pengaruh positif signifikan terhadap persepsi nilai dan keinginan membeli musik digital di iTunes Store.

.....The proliferation of the internet has encouraged the growth of online content service industry. There are lots of applications that provide access to download digital music through Smartphone, Tablet, MP4 Player, or Personal Computer. In order for the music digital to succeed, it is essential to understand why consumers are willing to pay for digital music online. The purpose of this study is to analyze the influence of perceived value and purchase intention in the context of digital music through iTunes Store and analyze the influence the ethical self-efficacy for online piracy with the other two variable.

With Lisrel application to run the data, the result indicate perceived usefulness doesn't have significant influence on perceived value, while perceived of enjoyment have significant influence on perceived value. Technicality doesn't have significant influence on perceived value. Perceived fee have negative significant influence on perceived value. The result indicate that perceived value have significant influence on purchase intention in the context of music digital through iTunes Store and the ethical self-efficacy for online piracy have significant influence on perceived value and purchase intention.