

Pengaruh freemium application pada intensi dan keputusan pembelian terhadap layanan musik online: studi kasus spotify Indonesia = Freemium application effect toward intention and purchase decision in online music service: a case study in spotify Indonesia

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Abstrak

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Promosi pada produk digunakan untuk memberikan informasi, mempengaruhi, membujuk, dan meningkatkan perhatian konsumen. Promosi yang dilakukan secara online merupakan tantangan tersendiri bagi pengiklan. Media iklan pada internet mendorong berkembangnya jenis iklan yang ditawarkan. Salah satu perkembangan jenis iklan online merupakan Owned Media, dimana Owned Media merupakan media iklan yang dimiliki perusahaan untuk mengoptimalkan promosi perusahaan itu sendiri. Klasifikasi Owned Media ini yang dimanfaatkan oleh Spotify Indonesia. Sebagai aplikasi streaming musik bermodelkan freemium, dimana konsumen bisa mendapatkan layanan akses penuh tanpa dikenai biaya, namun konsumen akan mendapatkan iklan sebagai pengganti biaya subscription. Iklan tersebut digunakan Spotify untuk mempromosikan keuntungan Spotify Premium agar konsumen mendapatkan kognisi, sikap, juga perilaku konsumen, sejalan dengan hierarchial response theory hingga konsumen dapat menentukan keputusan ingin berpindah dari layanan gratis ke layanan berbayar. Hasilnya, iklan Owned Media Spotify tersebut cenderung tidak disukai konsumen dan berpengaruh terhadap kognisi, sikap, nilai yang dirasakan, dan juga intensi pembelian. Kata kunci: Periklanan Online, Owned Media, Freemium, Intensi Pembelian.

ABSTRACT

Promotion in product is used to giving the information, influence, persuading, and increasing the awareness of the consumer. The online promotion is challenging for the advertiser. Advertising media based on internet motivates the development of advertisement type itself. One of the development in online type advertising is Owned Media, which is the company owned advertising media and used for optimizing the company rsquo s promotion itself. This classification of online advertising media was executed by Spotify Indonesia. As a music streaming application with a freemium business model, where the consumer does not have to pay subscription cost to get the full access, but consumer is obtained an advertising material which can interrupted their service as a substitution for a subscription cost. This advertising section used by Spotify Indonesia for promoting their Premium Access. Consumer can get the information about the benefits and features which is cognitive process, attitude, behavior, similar to Hierarchial Response Model so they can decide whether they want to pay the premium version or stay in free service. The result, Owned Media advertising is lead to be dislike by consumer and its impacted with cognitive system, attitude, intention to pay, also the perceived value.