

Analisis Pengaruh Perceived Ease of Use, Perceived Usefulness, Ritualized Use, dan Instrumental Use terhadap Intention to Use pada Aplikasi Online Music Streaming Spotify di Kalangan Gen Z dan Millennial = The Effect of Perceived Ease of Use, Perceived Usefulness, Ritualized Use, and Instrumental Use towards Intention to Use on Online Music Streaming Spotify among Gen Z and Millennials

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Abstrak

Saat ini, keberadaan teknologi mempunyai peran yang krusial di masyarakat. Hal tersebut ditandai dengan adanya pertumbuhan smartphone secara pesat di Indonesia dengan menciptakan berbagai layanan. Salah satu layanan yang ditawarkan kepada para pengguna yaitu teknologi online music streaming Spotify, sebuah layanan musik digital yang memberikan beragam akses ke jutaan lagu dan konten dari kreator di seluruh dunia. Studi ini menggunakan dua konstruk besar yaitu TAM (technology acceptance model dan UGT (uses and gratification theory) untuk mengidentifikasi berbagai faktor dalam penerimaan teknologi dan motivasi individu dalam menggunakan teknologi. Tujuan penelitian ini adalah untuk memahami bagaimana pengaruh perceived ease of use, perceived usefulness, ritualized use, dan instrumental use terhadap intention to use pada penggunaan aplikasi. Selain itu, penelitian ini bertujuan untuk memahami pengaruh variabel perceived usefulness dalam memediasi pengaruh perceived ease of use terhadap intention to use pada Aplikasi online music streaming Spotify. Desain penelitian ini menggunakan konklusif deskriptif dengan metode kuantitatif dan menyebarkan self-administered questionnaire. Terdapat 250 responden berusia 18-40 tahun di Indonesia yang merupakan pengguna aplikasi online streaming music Spotify dalam tiga bulan terakhir yang berpartisipasi dalam penelitian. Data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dan diolah dengan software SPSS serta SmartPLS. Hasil penelitian menunjukkan bahwa perceived ease of use, perceived usefulness, dan ritualized use memiliki pengaruh terhadap intention to use. Selain itu, perceived usefulness berpengaruh positif dan signifikan dalam memediasi pengaruh perceived ease of use terhadap intention to use pada Aplikasi online music streaming Spotify.

..... Currently, the existence of technology has a crucial role in society. This is marked by the rapid growth of smartphones in Indonesia within creating various services. One of the services offered to users is Spotify's online music streaming technology, a digital music service that provides various access to millions of songs and content from creators around the world. This study builds on the TAM (technology acceptance model) & UGT (uses and gratification theory) to identify various factors in the technological acceptance and individual's motivation to use technology. This purpose of the study is to understand the influence of perceived ease of use, perceived usefulness, ritualized use, and instrumental use towards intention to use the application. Also, this study aims to understand the effect of the perceived usefulness variable in mediating the relationship between perceived ease of use and intention to use on Spotify online music streaming. The design of this study used a descriptive conclusion with quantitative methods and distributed a self-administered questionnaire. There were 250 respondents aged 18-40 years in Indonesia who are users of the online music streaming application Spotify in the last three months who participated in the study. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) and processed with SPSS

and SmartPLS software. The results showed that perceived ease of use, perceived usefulness, and ritualized use had an influence on intention to use.