

# Analisis Faktor Anteseden dari Continuance Intention dan Subscription Intention Pengguna Music Streaming Services: Studi Technology Affordance pada Aplikasi Spotify = Antecedent Factors Analysis of Music Streaming Services Users Continuance Intention and Subscription Intention: Technology Affordance Study on Spotify

Alaydrus, Fatih Ismail, author

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## Abstrak

Pesatnya perkembangan layanan streaming musik atau Music Streaming Services (MSS) membentuk kenormalan baru dalam cara kita menikmati musik. Spotify telah memimpin pangsa pasar MSS di dunia walau kompetisi semakin kuat dalam memenuhi kebutuhan pengguna. Kebutuhan tersebut berkaitan erat dengan technology affordance atau apa yang layanan dapat penuhi sesuai persepsi dan tujuan penggunanya. Dengan memahami aspek technology affordance dari layanannya, Spotify dan penyedia MSS mampu menemukan solusi untuk meningkatkan retensi penggunanya serta pendapatannya keseluruhan. Penelitian yang dijalankan memiliki tujuan untuk mengetahui faktor-faktor terkait technology affordance dari layanan MSS serta pengaruhnya terhadap niat pengguna untuk tetap menggunakan dan berlangganan layanan premium dari MSS, khususnya Spotify. Penelitian mengidentifikasi technology affordance dari MSS melalui pendekatan grounded theory. Terdapat empat faktor utama technology affordance dari MSS, yaitu exploration, listening control, playlisting, serta social connectivity. Penelitian dilanjutkan dengan mengintegrasikan temuan tersebut dengan expectation-confirmation model (ECM) dan melakukan analisis kuantitatif menggunakan PLS-SEM pada 321 pengguna Spotify. Didapatkan bahwa subscription intention pengguna dipengaruhi oleh continuance intention. Selanjutnya, continuance intention dipengaruhi oleh perceived usefulness serta satisfaction dimana kedua hal tersebut dipengaruhi oleh confirmation. Terakhir, perceived usefulness dipengaruhi oleh seluruh aspek technology affordance dari MSS dimana dua faktor affordance dengan pengaruh terbesar yaitu exploration affordance dan listening control affordance. Penelitian ini mampu dikembangkan lebih lanjut dan mampu menjadi saran praktis bagi penyedia layanan MSS dalam mengembangkan layanan yang berfokus pada pengguna.

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The rapid growth of music streaming services (MSS) has shaped the new normal of how we listen to music. Spotify has been leading the global MSS market in terms of market share, even though the competition is getting tougher in fulfilling the user's needs. User's needs are heavily linked to technology affordance, which concerns what a service could afford based on the user's perception and goals. By understanding the technology affordance of their service, Spotify and other MSS providers can formulate a solution that could boost user retention and their overall revenue. The study aims to identify the technology affordance of MSS and how it affects the user's continuance intention and subscription intention, especially on Spotify. The study identified MSS technology affordances through grounded theory approaches. There are four key technology affordances of MSS: exploration, listening control, playlisting, and social connectivity. The study continued with the integration of MSS technology affordances with expectation-confirmation model (ECM). It was found that subscription intention is influenced by continuance intention, continuance intention is influenced by perceived usefulness and satisfaction, in which these two factors are influenced by

confirmation. Lastly, perceived usefulness was influenced by all of the identified MSS technology affordances, in which two factors with the greatest influence were exploration affordance and listening control affordance. The study findings could be developed for future research and stand as suggestions for MSS providers to develop user-centered services.