Online music business: The relationship between perceived benefit, perceived sacrifice, perceived value, and purchase intention

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Abstract

The development of information technology has changed the business model of firms in the industry that are in contact with technology. One of them is in the music industry, which currently has penetrated the online platform with a series of accompanying issues. This study uses a conceptual approach to Technology Acceptance Model to understand this relationship. Although in fact similar research has been carried out by a number of researchers, this topic remains an interesting object to study considering that technology acceptance cannot be separated from the environment in which consumers are located. This research was conducted with a quantitative approach to test the research hypotheses using data obtained from questionnaires distributed to 102 respondents spread across the Yogyakarta area. This study found that perceived usefulness and perceived price do not have a significant influence on perceived value. On the other hand, perceived playfulness and perceived ease of use have a significant influence on perceived value. This finding emphasizes that the online music business is more in touch with entertainment products. With respondents who are dominated by young people in a developing country, it is shown that pleasure is a highly prioritized part of overcoming other considerations, especially price and usability. Another finding is that the greater the perceived value of online music, the higher the intention in purchasing the product would be. This study adds to the literature and information about how consumers respond in different regions (Yogyakarta, Indonesia) as one the developing countries on the factors that affect the perceived value and purchase intention, thus it can be used to test the generality of the results of previous studies.

Introduction

Currently, there is a shift in people's consumption patterns from shopping for goods to holidays and entertainment. This shift in consumption patterns is done to show their self-actualization in the eyes of many people. However, this is not due to an increase in income. The condition is due to a shift in consumption patterns. "Leisure and the hedonic lifestyle have become their lifestyle," (Arissetio & Sanawiri, 2017). Music is one of the things that are actively consumed by society today. Music contains experiences where new consumers can give their judgment after they feel it (Im et al., 2018). Music became one of the objects of entertainment which then opened up opportunities to become a business. The music industry is one of the most promising industries. On the other hand, the availability of information technology and the internet has changed the business model of the music industry much differently from the previous model. Currently, these industrial products and services are no longer limited to being accessed through conventional channels (offline), but have developed towards a digital business model by utilizing internet technology (online). This is coupled with the emergence of various player and streaming applications that make many developers glance at this market (Dhetira, 2015). In this situation, the music industry is gaining...
promising momentum along with the high penetration of smartphones and the internet. Today, almost all Indonesian music lovers are starting to switch from conventional to digital (Ayyubi, 2016).

Looking at the conditions abroad, especially in developed countries as people in North America and Europe, the music business has experienced extraordinary developments. The data from Recording Industry Association of the United States in 2017 stated that this industry grew by 68% during the first semester (Fauzi, 2017). However, different situation occurs in the Asian region. This situation is at least illustrated by the results of the Synovate survey (2005) which provides an overview of the undeveloped on-line music business. The study stated that 70 percent of Asian people who have gadgets to play music and download music are reluctant to spend money to download songs/music. On the other hand, study conducted by Chu and Lu (2007) which examines the factors that influence consumer purchase intention in online music in Taiwan also strengthens the picture that this business model is a relatively new business model, so it is still an important issue in Asian countries.

In Indonesia, online music business is included in the new business category which started to show its existence started from five years ago. Even so, business in this industry is expected to become a trend following the high penetration of smartphone and internet that have achieved the number of 132.7 million active internet user. Currently, almost all Indonesian music lovers are starting to switch from conventional to digital, and this trend will continue for the next few years (Ayyubi, 2016). One of the main players in the online music business is JOOX, which entered Indonesia in 2015 following Spotify in 2008, as well as Deezer and iTunes, which entered Indonesia in 2012. Spotify is a Swedish company that provides the most flexible and accessible services via various versions. Spotify is already very popular in the world because it is able to provide 30 million songs that can be enjoyed for free while still providing premium services and making payments easy. In addition, Apple Music (iTunes) is also another player that has proven the completeness of its collections and the stability of its services. However, Apple Music is a paid service and is considered impractical (Guritno, 2018).

Table 1: Comparison of Online Music Service

| JOOX (Shenzhen, China) | Deezer (Paris, France) |
|-----------------------|-----------------------|
| 2015 Operating in Indonesia | 2012          |
| 4.6 Rating (Google Play) | 4.1           |
| More than 50 million downloads (Google Play) | More than 100 million |
| Up to 320 kbps Sound quality | Up to 1,411 kbps   |
| None Desktop application | Available         |
| Premium account Full access on all songs | Free account   |
| Mobile application Creating custom playlist | Web Mobile application |
| None | Creating collaborative playlist | Web |
| Mobile application Importing private songs file | Web Mobile application |
| Available Music video | None          |
| Available Video | None          |
| None Subscription fee for students | Available       |

As an industry that is still relatively new, it is reasonable to suspect that the business model in the industry is still in the process of being formed towards a position of balance. This means that there are still opportunities to formulate a business model that they should choose and run. This is in line with the understanding of the model which states that the business model is to describe the logic of value creation which refers to how organizations identify and generate value/benefit for consumers. This will then be illustrated in how the organization manages/designs components that include consumers, the value to be offered, the form of the organization, and the economic dimensions it manages (Fielt, 2013). The four components are the work of the organization that will change the abstract and impressionable understanding of the meaning of the business model to be more concrete. From the understanding of the business model, it can be seen that one of the components of concern in designing a business model is the consumer. That is, a business understanding of who and how the target consumers are positioned to be the main component in the formation of a business model which is later expected to fulfill its economic aspects. Focus on consumers requires businesses to fully understand the services that will be provided to them (Joha & Janssen, 2014). In this regard, the two authors identified 12 different factors that influence the formation of shared services, namely: law, consumer orientation, target segment, strategic importance, business orientation, governance, strategy, level of outsourcing, potential for integration, economic logic, and business values.

In relation to businesses that are closely related to the use of technology, namely online music, one model that is recognized as being able to predict consumer purchase intention is the Technology Acceptance Model (TAM) introduced by Davis (1989). TAM is a
model that is widely accepted by researchers in the field of information systems to predict consumer intention in purchasing technology products (Bounagui & Nel, 2009). In summary, this model explains that two important factors that greatly contribute to influencing consumers in using technology are the perceived ease of use and perceived usefulness. The first factor, perceived ease of use, describes how much effort must be expended for the use of the technology. While the second factor, perceived usefulness is defined as the extent to which the use of the technology in question is able to increase its users (Davis, 1989). However, this model has received criticism because it does not provide a space for discussion from the point of view of service provider organizations regarding information on how providers are trying to make their products acceptable to consumers. This consideration is considered an external consideration by the TAM model above which is not taken into consideration (Bounagui & Nel, 2009). Therefore, there are a number of researchers who then add external considerations in the TAM Model above, namely Bounagui & Nel (2009) and Chu & Lu, (2007).

The value-intention framework introduced by Dodds & Monroe (1985) is the next approach that has filled the void of the TAM model above. The importance of the role of consumers in the context of the business model above is in line with the concept of value and its relation to purchase intention introduced by marketing experts. In this case, Dodds & Monroe (1985) proposed a value-intention framework that discusses the relationship between price, quality and perceived value by consumers. And stated that perceived value is an important factor in the process of making purchasing decisions made by consumers. In addition, it is also emphasized that consumers will purchase products/services that provide high perceived value. As well as Zeithaml (1988), the two authors also agree that consumers will evaluate the purchase decision-making process about how much they get and how much they have to spend. This is in line with the Utility Theory which states that consumer purchase intention will increase when the consumer takes into account that the benefits, he receives are greater than the amount he has to pay to get the product (Dickson & Sawyer, 1990).

Thus, it is important for business people in the music industry to identify and take into account the factors that are considered important by consumers and the factors that are considered as costs/price (sacrifice) in purchasing music products, which in the end will affect their purchase intention (Chu & Lu, 2007; Huang et al., 2015; Weijters et al., 2014; Lin, 2013; Akinbode et al., 2010; Arora, 2018). At the same time, this information can help business people formulate how a business model should be run so that it can generate consumer motivation to purchase products (Kunaboot et al., 2015). In line with this, it is also mentioned that to become dominant in the digital industry, business actors must have content that is attractive to consumers (Ayyubi, 2016), especially content that meets their tastes.

As a business related to lifestyle and cultural products (Plowman & Goode, 2009; Im et al., 2018), the different environmental conditions between Indonesia and other countries can lead to different views from the public towards online music business products. line compared to consumers in other countries (Fielt, 2013; Park & Jun, 2003; Akinbode et al., 2010). Cesareo & Pastore (2014) noted in their research, on the topic of consumer attitudes and behavior related to online music, that their research has limitations due to the characteristics of the respondents who only come from one country.

In Indonesia, research on the topic of online music has been conducted by Arissetio & Sanawiri (2017) with respondents domiciled in Malang area, and Christopher & Indriana (2018) with respondents domiciled in the Jakarta area. The resulting conclusion turns out that there are several dimensions that are different from several studies that have been carried out abroad, some of which are Lin et al. (2013) and Chu & Lu (2007), both from Taiwan; Plowman & Goode (2009) from Australia, and Bounagui & Nel (2009) from South Africa. Even within that country, the research conducted in Jakarta and Malang has conclusions that are not entirely in line. Therefore, although several similar studies have been conducted in several countries (South Africa, Australia and Taiwan) by previous researchers (Bounagui & Nel, 2009; Plowman & Goode, 2009; Lin, Hsu & Chen, 2013; Chu & Lu., 2007), and some Indonesian researchers (Jakarta and Malang); The object of research that the researcher wants to do with the research area in Jogyakarta, Indonesia is still relevant to do.

In this regard, this article was written in order to obtain information about the influence of perceived usefulness, perceived playfulness, perceived price, and perceived ease of use on perceived value, as well as the influence of perceived value on purchase intention.

**Literature Review**

**The Relationship between Perceived Value and Purchase Intention**

Perceived value is defined as a consumer's overall assessment of the usefulness of a product or service based on the pertinent perception of what he receives and what he gives (Zeithaml, 1988). In other words, perceived value is a comparison (trade-off) between the benefits and costs that consumers perceive (perceived value and perceived cost) for a product or service (Lovelock, 2000). Han & Han (2001) argued that customer value is the key to success in internet business. Customer value is composed of content and situation. Content is the value that is generally found in the goods offered, while context is defined as the additional value obtained during the transaction and delivery process. Iacobucci & Ostroom (1995) and Jensen (1996) mentioned that in the service business, perceived value is a very important concept for understanding consumers (Ha & Jang, 2010). Moreover, previous studies have provided sufficient evidence to say that perceived value has a positive influence on willingness-to-purchase (Zeithaml, 1998; Sweeney et al., 1997; Dodds et al., 1991).
Research conducted in the last few years also concluded the same thing that perceived value is thought to be a more appropriate tool for predicting purchase intention than for predicting satisfaction and quality. Chen & Chen (2010) in their research found justification that perceived value has a direct or indirect influence (through the satisfaction variable) on purchase intention. Park & Lee (2011) proved in their research on value exploration on online game that integrated value, or perceived value, has a significant influence on purchase intention. The same thing was conveyed by other researchers, including: Akinbode et al. (2010), Arora (2018), Huang et al. (2015), Weijters et al. (2014), and Lin et al. (2013). From this explanation, the hypothesis is formulated as follows:

**H1:** Perceived value has a positive influence on purchase intention in online music business.

**The Relationship between Perceived Benefits (Perceived Usefulness and Perceived Playfulness) and Perceived Value**

Online music is not entirely seen as a pure product, but more as an online service (Lin et al., 2013). This means that it is a combination of products/services and services. The implication of this assertion is that quality is determined not only from the side of the product (expected outcome, music), but also by attributes or features that affect consumer experience (added value) in consuming online music products. Therefore, according to Lin et al. (2013), perceived value is realized by added value and expected outcome. In addition, Chu and Lu (2007) explained that perceived benefits are formed on two dimensions, namely: perceived usefulness and perceived playfulness. It is explained that perceived usefulness is the functional and convenience benefits of a product that are perceived by consumers. In the context of this study, perceived usefulness is intended as the level of consumer confidence that by listening to online music will satisfy the goal he is looking for. By listening to music online, consumers are not only looking for the experience of listening to a song, but also need certain functions (buttons/features) they are looking for. Therefore, the completeness of the benefits (function and convenience) will determine the amount of perceived value by consumers. According to Bauboniè & Gulevičiūtė (2015) this value is described as a factor of convenience and simplicity. In their research on online music, Bounagui & Nel (2009) concluded that the dimensions of entertainment (perceived enjoyment), dimensions of usefulness (perceived usefulness), and the factor of trust (perceived trust) have an influence on purchase intention with different levels of influence. In relation to perceived usefulness, in their research, they translate it that by purchasing music through online platform, consumers will improve the outcomes they get. This means that it should be suspected that the three dimensions have a place in the hearts of consumers (because they are considered to provide the value they are looking for).

According to Overby & Lee (2006), values that are considered important by consumers are grouped into utilitarian and hedonic values. Utilitarian values are meant as a comprehensive assessment of the functional benefits obtained as well as the sacrifices that must be made; while hedonic value is translated as a comprehensive assessment of the value of the experience they feel for the benefits and sacrifices. For consumers, the experience they are looking for is not just how the product meets their needs, but they are also looking for the entertainment experience. In their conclusion from their research, they say that the two values are the most important factors they take into account; although utilitarian values are considered more important than hedonic values. This is different from the findings of previous researchers who considered that the two values had the same significance. From this explanation, the hypothesis is formulated as follows:

**H2:** Perceived usefulness has a positive influence on perceived value in online music business.

**H3:** Perceived playfulness has a positive influence on perceived value in online music business.

**The Relationship between Perceived Sacrifice (Perceived Price and Perceived Ease of Use) and Perceived Value**

Chu and Lu (2007) defined perceived sacrifice as the feeling a person has regarding something that must be spent (sacrificed) to get a product/service or a combination of the two. It was also explained that related to online music, the sacrifice could be financial or non-financial. The form of non-financial sacrifices can be in the form of physical and non-physical (psychological) efforts that must be carried out which in both studies are called dimensions of perceived ease of use. Perceived ease of use is further defined as the level of confidence of online music consumers that when they listen to music through online platform, it does not require effort (effortless). Thus, when there is no need for effort to be expended in listening to online music, their assessment of online music will be higher. This is in line with the idea from Bounagui & Nel (2009) who describe perceived ease of use as minimal effort when consumers consume music through online platform. In addition, both of them use other variables to measure perceived sacrifice in non-financial forms, namely related to mastery of technical knowledge in the use of IT products. This implies that if someone does not have the required skills, then this will affect them in assessing the benefits of the product in question. Furthermore, in the conclusion of his research, Van der Heijden et al. (2003) wrote that perceived ease of use is a factor that will increase interest in IT products that are hedonic.

On the other hand, related to perceived price, it has long been known that for consumers who think rationally economically (financially), price is an important factor in the cost component (Zeithaml, 1988). This is confirmed by many subsequent studies which conclude that if the price (Chu & Lu, 2007; Arissetio & Sanawiri, 2017; Martins & Slongo, 2014), or economic considerations (Cesareo & Pastore, 2014), or cost considerations (Bounagui, & Nel, 2009; Lin et al., 2013) increases, it will have an impact on decreasing the value (benefit) perceived by consumers. That is, the consideration of price / cost is a key consideration for the formation of online consumer motivation. From this explanation, the hypothesis is formulated as follows:

**H4:** Perceived price has a positive influence on perceived value in online music business.
H5: Perceived ease of use has a positive influence on perceived value in online music business.

The research framework in this study is shown in Figure 1 as follows:

![Figure 1: Research Framework](image)

**Research and Methodology**

This research is quantitative research conducted to test the hypothesis that has been prepared (hypothesis-testing research) by basing it on the study of related concepts and theories and based on previous studies with the main priority on research with the object of research on online music. The research was conducted more as a replication study which was intended to prove the generalizability of the results obtained from previous studies by using different objects and respondents. Respondents in this case are JOOX customers as one of the online music providers in Indonesia who are domiciled in the Special Region of Jogjakarta.

The data was obtained by providing a list of questions to respondents through the internet (online questionnaire) using a Google Forms. The choice of this technique, lately, has been commonly used in social research, with considerations including: (a) the respondent is familiar with computer/internet technology and is familiar with various applications, and (b) it is cheaper, more practical, fast, convenient/easy, and wider in scope.

The questions were arranged according to the research variables with the main reference of research instrument adopted from Chu and Lu (2007). The questions are divided into two parts: the first part contains questions related to the background of the respondents, and the second part is related to the research variables. Questions are designed to obtain responses in the form of respondents' approval of each question. Measurements were made using a Likert scale with an explanation of 1 to state Strongly Disagree and 5 to state Strongly Agree. The following table is a brief list of questions posed to respondents. Before the questions are uploaded, offline tests have been carried out to ensure the validity and reliability of each question.

| Questionnaire Item               |
|----------------------------------|
| **Perceived Usefulness**         |
| KG1 I can decide which music I want to listen to online music in Joox       |
| KG2 I can get music information more easily on online music in Joox          |
| KG3 Joox online music site provides a wide variety of music                 |
| KG4 Overall, I think online music site in Joox is very useful                |
| **Perceived Playfulness**        |
| KS1 I enjoy music by listening to online music in Joox                        |
| KS2 Listening to online music in Joox makes me feel comfortable              |
| KS3 Listening to online music in Joox is fun                                |
| KS4 Overall, I think that online music in Joox is interesting                |
| **Perceived Price**              |
| HG1 I spent a lot of money to purchase songs on online music in Joox         |
| HG2 The price for online music in Joox is much more expensive than I expected|
| HG3 I expect to pay for songs in online music in Joox as I expect            |
In general, I feel like listen to online music in Joox spent a lot of money

**Perceived Ease of Use**

KM1 My interaction with online music site in Joox is clear and easy to understand
KM2 Learning how to listen to music on online music in Joox is easy for me
KM3 It will be easy for me to become proficient in listening to online music in Joox
KM4 In general, online music in Joox is easy to use

**Perceived Value**

PV1 Online music in Joox is very valuable to me
PV2 I think that online music in Joox is of great value
PV3 Online music in Joox is considered as a good purchase

**Purchase Intention**

PI1 My chances of purchasing online music in Joox is high
PI2 My willingness to purchase online music in Joox is very high
PI3 In the near future, I will consider purchasing online music in Joox

Source: Authors

The number of respondents with complete answers is 121 people. This number is above the minimum required number, which is 96 people according to the calculation using the formula approach (Sekaran & Bougie, 2016). Furthermore, to test the hypothesis, the incoming data is first tested for reliability and validity and then regression analysis is carried out using the SPSS version 25 program.

**Findings and Discussions**

**Respondents’ Characteristics**

Characteristics of respondents are based on four groupings, namely: gender, age, income and occupation. In summary, the results are as outlined in the following table:

| Variable | Category               | Frequency (N=121) | Percentage |
|----------|------------------------|-------------------|------------|
| Gender   | Male                   | 52                | 43.0       |
|          | Female                 | 69                | 57.0       |
| Age      | 15-20 years old        | 26                | 21.5       |
|          | 21-25 years old        | 94                | 77.7       |
|          | 26-30 years old        | 1                 | 0.8        |
| Income   | <500.000               | 14                | 11.6       |
|          | 500.000-1,000.000      | 20                | 16.5       |
|          | 1,000.000-1,500.000    | 65                | 53.7       |
|          | 2,500.000-5,000.000    | 18                | 14.9       |
|          | >5,000.000             | 4                 | 03.3       |
| Occupation | Private employees     | 4                 | 03.3       |
|          | Student                | 109               | 90.1       |
|          | Civil Servant/Army/Po lice | 3             | 02.5       |
|          | Entrepreneur           | 5                 | 04.1       |

**Validity Test**

Validity is a measurement tool used to determine the extent of the accuracy and accuracy of a measuring instrument in carrying out its size function (Azwar, 2000). In addition, validity can also be interpreted as a measure that shows that the variable being measured is really the variable that the researcher wants to study (Schindler, 2019). More concretely, Ghozali (2009) states that the validity test is used to measure the validity or validity of a questionnaire. A questionnaire valid if it is able to reveal something that will be measured by the questionnaire.

In the interest of knowing the value of the validity of the list of questions that have been prepared, the research utilizes the SPSS program. The final results of the calculation are as follows:
Table 4: Results of Validity Test

| Variable                  | Code | R count | R table | Conclusion |
|---------------------------|------|---------|---------|------------|
| Perceived Usefulness (PU) | PU1  | 0.786   | 0.1786  | Valid      |
|                           | PU2  | 0.794   | 0.1786  | Valid      |
|                           | PU3  | 0.733   | 0.1786  | Valid      |
|                           | PU4  | 0.759   | 0.1786  | Valid      |
| Perceived Playfulness (PL)| PL1  | 0.815   | 0.1786  | Valid      |
|                           | PL2  | 0.897   | 0.1786  | Valid      |
|                           | PL3  | 0.919   | 0.1786  | Valid      |
|                           | PL4  | 0.843   | 0.1786  | Valid      |
| Perceived Price (PR)      | PR1  | 0.513   | 0.1786  | Valid      |
|                           | PR2  | 0.645   | 0.1786  | Valid      |
|                           | PR3  | 0.694   | 0.1786  | Valid      |
|                           | PR4  | 0.769   | 0.1786  | Valid      |
| Perceived Ease of Use (PE)| PE1  | 0.798   | 0.1786  | Valid      |
|                           | PE2  | 0.825   | 0.1786  | Valid      |
|                           | PE3  | 0.838   | 0.1786  | Valid      |
|                           | PE4  | 0.791   | 0.1786  | Valid      |
| Perceived Value (PV)      | PV1  | 0.847   | 0.1786  | Valid      |
|                           | PV2  | 0.855   | 0.1786  | Valid      |
|                           | PV3  | 0.838   | 0.1786  | Valid      |
| Purchase Intention (PI)   | PI1  | 0.914   | 0.1786  | Valid      |
|                           | PI2  | 0.935   | 0.1786  | Valid      |
|                           | PI3  | 0.851   | 0.1786  | Valid      |

If the value of r count ≥ value of r table (2-sided test with a significance of 0.05) then the instrument or question items have a significant correlation with the total score, in other words it is considered empirically valid (Matondang, 2009). Therefore, by looking at the table of validity test results above, it can be concluded that all questions are valid, because all the r-count values for each question are greater than the r-table (0.1786).

Reliability Test

Reliability implies that the instruments used in research to obtain information used can be trusted as a data collection tool and are able to reveal actual information in the field (Schindler, 2019). Ghozali (2009) stated that reliability is a tool to measure a questionnaire which is an indicator of the construct. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable from time to time. Measurements that have high reliability are measurements that can produce reliable data.

Matondang (2009) stated that the interpretation of the reliability coefficient is a relative interpretation, meaning that there is no absolute limit indicating how many minimum coefficients must be achieved for a measurement to be reliable. By using the Cronbach's Alpha formula, the reliability test on the items of this research question produces the following information:

Table 5: Results of Reliability Test

| Variable             | Cronbach's Alpha | N of Items |
|----------------------|------------------|------------|
| Perceived Usefulness | .766             | 4          |
| Perceived Playfulness| .889             | 4          |
| Perceived Price      | .646             | 4          |
| Perceived Ease of Use| .646             | 4          |
| Perceived Value      | .646             | 4          |
| Purchase Intention   | .882             | 3          |

According to Ghozali (2009), an item is reliable if the Cronbach's alpha value is greater than 0.60. Therefore, referring to these values and by observing the table of values of the reliability test results, it can be concluded that all variables meet the reliable elements.

Variable Description

The explanation of the results of the descriptive analysis per variable is based on the following categories:
Table 6: Category of Descriptive Analysis

| Interval of Average Value | Category       |
|---------------------------|----------------|
| 1.00 s/d 1.80             | Strongly disagree |
| 1.81 s/d 2.61             | Disagree        |
| 2.62 s/d 3.42             | Slightly agree  |
| 3.43 s/d 4.23             | Agree           |
| 4.24 s/d 5.00             | Very agree      |

**Perceived Usefulness Variable**

Respondents' perception of the perceived usefulness variable is presented in the following table:

Table 7: Respondents’ Perception of Perceived Usefulness Variable

| Code | Questionnaire Item                                                                 | Average Value | Category |
|------|------------------------------------------------------------------------------------|---------------|----------|
| KG1  | I can decide which music I want to listen to online music in Joox                   | 4.12          | Agree    |
| KG2  | I can get music information more easily on online music in Joox                     | 3.90          | Agree    |
| KG3  | Joox online music site provides a wide variety of music                            | 4.02          | Agree    |
| KG4  | Overall, I think online music site in Joox is very useful                           | 4.07          | Agree    |
|      | Average                                                                           | 4.03          | Agree    |

In general, consumer responses to the various facilities offered by JOOX related to the benefits factor (perceived usefulness) received a positive response with an average score of 4.03 approaching the maximum score (5.00). This is understandable due to the various service features that are implanted in the product: song selection, including local songs, song selection settings (playlists), video availability, offline services, and can be enjoyed with various operating systems. This explanation also serves as a justification for the high score of the KG1 question (opportunity to choose a song), which is 4.12 the highest compared to the scores of other questions in the perceived ease of use variable. The lowest score lies in the question code KG2 (limited song information). Indeed, when compared to other players (eg Spotify, Deezer), the number of songs owned by JOOX is unknown.

**Perceived Playfulness Variable**

Respondents' perception of the perceived playfulness variable is presented in the following table:

Table 8: Respondents’ Perception of Perceived Playfulness Variable

| Code | Questionnaire Item                                                                 | Average Value | Category |
|------|------------------------------------------------------------------------------------|---------------|----------|
| KS1  | I enjoy music by listening to online music in Joox                                  | 3.97          | Agree    |
| KS2  | Listening to online music in Joox makes me feel comfortable                         | 3.89          | Agree    |
| KS3  | Listening to online music in Joox is fun                                           | 3.88          | Agree    |
| KS4  | Overall, I think that online music in Joox is interesting                            | 3.98          | Agree    |
|      | Average                                                                           | 3.93          | Agree    |

The average score of the perceived playfulness variable is 3.93 which is a positive response (agree category) with a relatively small difference in scores between questions. Indeed, compared to other business players (iTunes, Spotify), JOOX is relatively new to operating in Indonesia, so of course the market knowledge is still less good than the old players. On the other hand, because of newcomers, it can be assumed that consumer familiarity is still not optimal. Actually, the different services from each business actor are relatively the same. Although indeed, from the sound quality variable, JOOX is still lower than its closest player (in terms of the time of its entry to Indonesia), namely Deezer. This variable can also be the main consideration for consumers to measure the dimension of perceived playfulness.

**Perceived Price Variable**

Respondents' perception of the perceived price variable is presented in the following table:
Table 9: Respondents’ Perception of Perceived Price Variable

| Code | Questionnaire Item                                                                 | Average Value | Category         |
|------|-------------------------------------------------------------------------------------|---------------|------------------|
| HG1  | I spent a lot of money to purchase songs on online music in Joox                    | 2.79          | Slightly agree   |
| HG2  | The price for online music in Joox is much more expensive than I expected          | 3.48          | Agree            |
| HG3  | I expect to pay for songs in online music in Joox as I expect                       | 3.68          | Agree            |
| HG4  | In general, I feel like listen to online music in Joox spent a lot of money         | 3.24          | Slightly agree   |
|      | Average                                                                            | 3.29          | Slightly agree   |

The perceived price variable is one of the variables that represent the perceived sacrifice variable, namely the sacrifice perceived by consumers to consume online music. With four question items that were asked related to sacrifice in the form of price, the respondents’ answers gave an average score of 3.29, which is slightly above the average value. That is, consumers give a response that is not too good; they assume that there is a price sacrifice that must be paid is quite high/big. This is reflected by the relatively high score (3.48) of the questions related to price. They were disappointed with the price offered which turned out to be more expensive than they imagined. The characteristics of the respondents also support the quality of this response, because most of them are students with a small pocket money.

Perceived Ease of Use Variable

Respondents’ perception of the perceived ease of use variable is presented in the following table:

Table 10: Respondents’ Perception of Perceived Ease of Use Variable

| Code | Questionnaire Item                                                                 | Average Value | Category |
|------|-------------------------------------------------------------------------------------|---------------|----------|
| KM1  | My interaction with online music site in Joox is clear and easy to understand       | 3.80          | Agree    |
| KM2  | Learning how to listen to music on online music in Joox is easy for me              | 4.00          | Agree    |
| KM3  | It will be easy for me to become proficient in listening to online music in Joox    | 3.83          | Agree    |
| KM4  | In general, online music in Joox is easy to use                                     | 4.17          | Agree    |
|      | Average                                                                            | 3.95          | Agree    |

Respondents’ responses to statements related to the perceived ease of use variable showed a positive response (agree) with a score of 3.95. This is understandable considering that JOOX is a relatively new player so it comes with various features that pamper its users. Its inability to give a perfect score (5.0) is suspected because not all users are familiar with the features offered. This is revealed in scores related to the ease of learning further to arrive at an advanced level with a not-so-good score, which is 3.80, lower than the average score.

Perceived Value Variable

Respondents’ perception of the perceived value variable is presented in the following table:

Table 11: Respondents’ Perception of Perceived Value Variable

| Code | Questionnaire Item                                                                 | Average Value | Category      |
|------|-------------------------------------------------------------------------------------|---------------|---------------|
| PV1  | Online music in Joox is very valuable to me                                         | 3.35          | Slightly agree|
| PV2  | I think that online music in Joox is of great value                                  | 3.69          | Agree         |
| PV3  | Online music in Joox is considered as a good purchase                               | 3.47          | Agree         |
|      | Average                                                                            | 3.50          | Agree         |

The average score of perceived value perceived by users when enjoying online music is equal to the average value (3.50). Actually, this is a bit surprising because it was originally thought that with a product that is loaded with a touch of technology, it should offer a high perceived value by users. However, it did not happen because of the perception that the sacrifices that must be made by the user are also perceived to be high, so that the net value perceived by the user is not high enough. As indicated by the previous data,
the benefits score resulted in an average score of 4.03 for perceived ease of use, and an average score of 3.93 for perceived sacrifice. On the other hand, judging from the sacrificial value (sacrifice), users still need no small sacrifice, namely the price reaches a score of 3.29 (Very Cheap 1.0), and the level of perceived ease of use is only 3.95 (Very Easy, score 5.0).

**Purchase Intention Variable**

Respondents' perception of the purchase intention variable is presented in the following table:

| Code | Questionnaire Item                                      | Average Value | Category         |
|------|--------------------------------------------------------|---------------|------------------|
| PI1  | My chances of purchasing online music in Joox is high  | 2.56          | Disagree         |
| PI2  | My willingness to purchase online music in Joox is very high | 2.62          | Slightly agree   |
| PI3  | In the near future, I will consider purchasing online music in Joox | 2.93          | Slightly agree   |
| Average |                                                         | 2.70          | Slightly agree   |

Respondents' responses to statements related to purchase intention are reflected in the average score of 2.70 (below the average value) mentioned above. This means that they don't seem too interested in using the online music that JOOX offers. This is specifically indicated by the response to the statement point PI 1: My chances of purchasing Joox music online are high. It can be assumed that the perceived value has not been strong enough to generate their purchase intention. The behavior of this score against the previous scores is not in line with the findings produced by the study conducted by Chu and Lu (2007).

**Results of Hypothesis Test**

**Multiple Linear Regression Analysis**

In this study, the independent variables consist of: perceived usefulness (KG, usefulness), perceived playfulness (KS, playfulness), perceived price (HG, Price), and perceived sacrifice (KM, ease of use); while the dependent variable is perceived value (PI, perceived value).

After passing various tests, namely: normality test and classical assumption test (One-Sample Kolmogorov-Smirnov Test), with a value of 0.200 (greater than 0.05), Multicollinearity Test with a VIF value of less than 10 and a tolerance value of more than 0.10, and Heteroscedasticity Test, the results of multiple linear analysis produce the following numbers:

| Coefficients | Unstandardized Coefficients | Standardized Coefficients | T     | Sig.  |
|--------------|-----------------------------|---------------------------|-------|-------|
|              | B                           | Std. Error                | Beta  |       |
| 1 (Constant) | -0.211                      | 0.410                     | -0.515| 0.608 |
| KG           | 0.085                       | 0.118                     | 0.076 | 0.718 | 0.474 |
| KS           | 0.295                       | 0.108                     | 0.284 | 2.722 | 0.007 |
| HG           | 0.150                       | 0.083                     | 0.130 | 1.799 | 0.075 |
| KM           | 0.437                       | 0.108                     | 0.352 | 4.031 | 0.000 |

Based on the data in the table above, the regression equation can be written, namely:

\[ Y = -0.211 + 0.085X_1 + 0.295X_2 + 0.150X_3 + 0.437X_4 \]

With explanation: Y is the perceived value which is the dependent variable; X1 is usefulness with a coefficient value of 0.085; X2 is playfulness with a coefficient value of 0.295; X3 is the price with a coefficient value of 0.150; and X4 is the ease of use with a coefficient value of 0.437. A negative constant can be interpreted that with a certain value on the independent variable (X), the Perceived Value value will decrease by 0.211.

The explanation is as follows: Y is the perceived value which is the dependent variable; X1 is perceived usefulness with a coefficient value of 0.085; X2 is perceived playfulness with a coefficient value of 0.295; X3 is the perceived price with a coefficient value of 0.150; and X4 is the perceived ease of use with a coefficient value of 0.437. A negative constant can be interpreted that with a certain value on the independent variable (X), the value of perceived value will decrease by 0.211.

From the significance column in the table above, it can be concluded that there are two accepted hypotheses and two rejected hypotheses. Two that are accepted are that there is a significant relationship between perceived playfulness and perceived value, and perceived ease of use and perceived value, with numbers 0.007 < 0.050, and 0.000 < 0.050, respectively. Both show that the
significance value is less than 0.05; so that it meets the requirements for the acceptance of the hypothesis. While the two unproven hypotheses are significant correlations between perceived usefulness and perceived value, as well as perceived price and perceived value, with values 0.474 > 0.050, and 0.075 > 0.050, respectively. Both show that the significance value is greater than 0.05; so it does not meet the requirements for the acceptance of the hypothesis.

The contribution of the four independent variables to the perceived value is 44.1% as shown by the R Square value in the table below. This figure shows that there are other factors (outside the four variables mentioned above) of 55.9% that contribute to the perceived value.

**Table 14: R-Square Value**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|---|----------|-------------------|---------------------------|
| 1     | .664 | .441 | .422 | .52783 |

*a. Predictors: (Constant), KM, HG, KS, KG*

**Multiple Linear Regression Analysis**

In this case, the independent variable represents the Perceived Value; while the dependent variable represents Purchase Intention.

Based on the data that has been obtained, the regression model has met the classical assumption test, namely: normality test with a result of 0.92, greater than 0.05 so that it meets; multicollinearity test with a VIF value of less than 10 and a tolerance value of more than 0.10 so that it meets, as well as a heteroscedasticity test which shows that there is no data distribution pattern so that it meets. Furthermore, the multiple linear regression analysis test obtained the following results:

**Table 15: Results of Multiple Linear Regression Analysis**

| Coefficients*
Model | Unstandardized Coefficients | Standardized Coefficients | T  | Sig. |
|-------|-----------------------------|----------------------------|----|-----|
|       | B   | Std. Error | Beta |     |     |
| 1     | (Constant) | -.349 | .411 | -.850 | .397 |
| PV    | .872 | .115  | .570 | 7.572 | .000 |

*a. Dependent Variable: NM*

Based on the data in the table above, the regression equation can be written, namely:

Y = -0.349 + 0.872 X

With explanation: Y is the dependent variable, in this case is Purchase Intention, and X is the independent variable in this case is Perceived Value. The constant value is -0.349 and the X coefficient is 0.872. The negative sign on the constant value means that with a certain X value, the Y value decreases by 0.349. From this table it can also be explained that the hypothesis to be tested which says that there is a relationship between Perceived Value and Purchase Intention can be stated to be proven significantly, which is indicated by a significant number (0.00) smaller than 0.05.

Furthermore, the value of the contribution of perceived value to the value of purchase interest is shown in the table below, namely the R square value with a value of 32.5%. That is, the value of the contribution of perceived value to purchase interest is only 32.5%; while the remaining 67.5% resulted from factors other than the perceived value factor.

**Table 16: R-Square Value**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|---|----------|-------------------|---------------------------|
| 1     | .570 | .325 | .319 | .57256 |

*a. Predictors: (Constant), KM, HG, KS, KG*

**Discussion**

Data analysis was conducted to test the five hypotheses proposed, namely the relationship and level of significance (partially) between perceived usefulness, perceived playfulness, perceived price, and perceived ease of use on perceived value, as well as testing the
relationship and significance between perceived value and purchase intention. Two of these relationships do not show a significant relationship; while the other three correlations between the variables in question are proven to be significant.

**The Influence of Perceived Usefulness on Perceived Value**

In this study, the relationship between these two variables cannot be proven significantly (0.474 > 0.05). Apparently, consumers do not pay much attention and do not really care about the benefits offered by the product in question (JOOX online music). They only focus on the benefits that are obtained and that they already know, and are reluctant to find out more by studying other benefits that have been designed by the company to provide more convenience and benefits. JOOX has actually offered various benefits/usability, such as: Winamp service that makes it easy to change pages according to mood; a more complete song sharing service than others; video menu to cater for TV viewing culture; karaoke menus; and others. It is presumed that they are not very familiar and the offer and, at the same time, did not try to find out. It is also possible that from the eight factors that become the motivation, feature is on the 7th place (Weijters et al., 2014), which means that they do not become the first priority. It is also possible that if online music is placed to products that are closer to fun things (hedonic), usefulness has a significant influence on consumer perceived value (Sarkar, 2011). This is in line with the findings which say that for consumers who are more hedonic, namely those who think that shopping is an adventure activity, then usability/benefit is not a priority; for them what is important is enjoyment (Childers et al., 2001). Other studies (Ramayah & Ignatius, 2005; Lim & Dubinsky, 2004) showed that perceived usefulness has no significant influence on choices to shop online. This means that activities to find features that they are not familiar with through navigation services that have been prepared are not a top priority. Even Christopher & Indriana (2018) presented the opposite findings, namely the influence generated by perceived usefulness is negative and significant.

In the case of online music, the consumers are closer with those with hedonic orientation that put forward feelings of pleasure/enjoyment when using these products/services so that the system that is expected to be present is a system that presents pleasure. This is in line with what was found by Akinbode et al. (2010) that perceived utilitarian value does not have a significant influence on online shopping attitudes (shopping online attitude); in contrast to the perceived hedonic value which has a significant influence. In this study, the explanation above is evidenced by the acceptance of the third hypothesis, which explores the relationship between playfulness and perceived value, which is significantly proven to have a positive relationship.

On the other hand, the non-acceptance of the second hypothesis in this study differs from the findings of many previous studies, including: Chu and Lu (2007), Bounagui and Nel (2009), Arissetio & Sanawiri (2011), Martins & Slongo (2014), and Lin et al. (2013), as they all confirmed a positive and significant relationship between the two. The whole research takes the object of online/streaming music research. Elsewhere, there are more studies that find the relationship between these two variables, Davis (1989), Han & Han (2001), Childers et al. (2001), Swatman et al. (2006), Sarkar (2011), Kim et al. (2017), Akram et al. (2018), and Lee & Phau (2018), as well as Baubonienė & Gulevičiūtė (2015) who added an explanation that the perceived value results from the convenience and simplicity factors. Therefore, they agree that there is a relationship between perceived usefulness and perceived value.

**The Influence of Perceived Playfulness on Perceived Value**

The results of this study found very strong evidence that both have a significant positive influence (p < 0.05). Taking into account the issues raised on the playfulness factor in this study, namely enjoyment of listening to music, comfort, fun, and attractiveness, a strong suspicion leads to the belief that online music consumers are those who seek entertainment/enjoyment (Cesareo & Pastore, 2014). This is illustrated by the customer profile which is dominated by teenagers. The conclusion above is a logical conclusion, in addition to many previous studies that are in line with these conclusions. Some of them are Christopher & Indriana (2018), Arissetio & Sanawiri (2017), and Akinbode et al. (2010) which considered playfulness with audio quality and design convenience; Childers et al. (2001) which stated that hedonic motivation (motivation of pleasure, playfulness) has an influence on intention; Chu and Lu (2007) who noted that the relationship between these two variables has a stronger level of significance for those who are new potential (potential purchasers) compared to purchasers; and Bounagui and Nel (2009) and Plowman & Goode (2009) which stated that quality (music) has a significant influence only for music fanatics consumers interest in downloading (heavy downloaders). Another study that indirectly supports the conclusions of this study is research conducted by Arissetio and Sanawiri (2017) which found that the need to listen to music, music exploration, and flexibility in listening to music are a number of consumer motivations in buying online music products/services. The conclusions of many of these studies that take the object of online music/streaming are in line with the findings of many studies that examine online business in general, some of which are: Childers et al. (2001), Arora (2018), Akram et al. (2018), Kim et al. (2017), Bounagui and Nel (2009), Han & Han (2001), and Ramayah & Ignatius (2005).

**The Influence of Perceived Price on Perceived Value**

In the context of this study, price is defined as the cost that must be incurred to enjoy music online. As it is understood that the online music service providers, in this study is JOOX, offering free services (freemium) and paid services (premium). In the first service, customers are given a limited number of song choices and with ad interludes, while in premium services, the choice of songs is provided with more and with better quality.

From the hypothesis test conducted, the coefficient value is 0.150 with a significance number of 0.075, greater than 0.05; therefore the hypothesis is rejected. This means that the positive influence of price does not significantly contribute to the perceived value of
consumers. Previous research that is in line with these findings is a study conducted by Chistopher (2018) which did not find a significant influence between the two. Likewise, Lee & Phau (2018) identified that the cost variable has no influence on online streaming. This is because the main thing that consumers look for in online music is the fun factor, so price is not a major consideration in deciding to buy or not. Therefore, premium services (paid services) in the online music business are one of the packages offered with better service packages. Business people do this with the belief that consumers will view price along with service quality. In this study, the coefficient value for the price is positive; but the influence is not significant enough.

Compared to those who deny that there is a significant influence between price and perceived value, there are more studies that agree with a significantly more negative relationship, including Arissetio & Sanawiri (2017) who found that price is one of consumers' motivations in buying streaming music; Cesareo & Pastore (2014) who believed that it is a form of economic considerations; Lin et al. (2013) which placed costs and risks as determinants; and Plowman & Goode (2009), Bounagui & Nel (2009), and Chu (2017) who explained that price has a negative and significant relationship to the perceived value of consumers. Given this fact, then Swatman et al. (2006) suggested online retailers to formulate competitive prices. The same conclusion that price has a significant influence on online shopping interest was obtained by previous researchers, such as Arora (2018) and Biswas and Blair (1991).

The Influence of Perceived Ease of Use on Perceived Value

By referring to the indicators in this variable, namely: (1) The interaction is clear and easy to understand; (2) Easy to learn; (3) Easy to become proficient in listening to music; and (4) Easy to use; then it is not too difficult to understand the acceptance of the proposed research hypothesis, namely ease of use has a positive and significant effect on perceived value. That is, if online music providers add various services/features that make it easier, consumers will respond positively, adding to their perceived value. This explanation is supported by similar findings from a number of previous studies. Christopher & Indriana (2018) has a similar view by detailing it in terms of how much effort is expected to be spent, the conditions that facilitate convenience, and the costs incurred to conduct a search. Martins & Slongo (2014) associated this aspect to a person's habits in consuming certain products/services, the more in accordance with the habit, the more convenience it will feel. Besides this research, various studies that take online shopping objects find the same conclusion that convenience has a significant positive relationship (Sarkar, 2011; Childers et al. 2001; Akram et al., 2018; Kim et al., 2017; Han & Han)., 2001; Ramayah & Ignatius, 2005).

However, several studies have come to the opposite conclusion. They did not find a significant relationship between convenience and perceived value and/or interest. Chu and Lu (2007) explained that this is possible because the respondents used are so familiar with computer and internet technology that the convenience factor is not taken into consideration. On the other hand, Bounagui & Nel (2009) provided a different argument by finding that convenience is positively and significantly correlated with the usability variable; and not related to value. In a different context (online shopping), Davis (1989) considered that the ease of use is not parallel with usefulness in influencing value, so that although usefulness is related to perceived value, this is not the case with ease of use.

Overall, these four variables are indicators that contribute to the perceived value of 44.1% as shown by the value of R2. This figure also shows that the earned value is more determined by other variables as indicators, which is 55.9%. This is in line with the previous discussion which explained that two of the four indicator variables turned out to have an insignificant interaction with the perceived value.

The Influence of Perceived Value on Purchase Intention

From the results of simple linear regression analysis, it can be concluded that there is a significant positive relationship between perceived value and purchase intention, namely with a positive coefficient number of 0.872 and a significance value of 0.000 (p <0.05). As stated by Fishbein and Ajzen (1975), and Cronan & Al-Rafee (2008) that the relationship between attitudes, intention, and behavior can be explained that attitude is a good predictor of intention, then intention can be used as a predictor of behavior (Cesareo & Pastore, 2014). This research is in line with this opinion, namely the perceived value shows a significantly positive value, so it is not difficult then to suspect that with this positive value, of course, consumers will also manifest it in their willingness to make purchases of these online music products/services.

This explanation is proven by a number of previous studies. Huang et al. (2015) found evidence that personal worship, in this regard is the perceived value, has a relationship with purchase intention. Weijters et al. (2014) concluded that consumers' willingness to buy streaming music was preceded by their positive attitude/judgment towards legal products. Lin et al. (2013), Akinbode et al. (2010), and Arora (2018) also found similar results, although in the context of a more general object, namely online shopping. And as far as the reference used by the researcher in this study, the researcher did not find the opposite conclusion to the relationship above.

Conclusions

This study obtained answers to research questions consisting of: (a) the relationship between the predictor factors forming consumer perceived value, and (b) the relationship between perceived value and purchase intention to online music services. From the discussion that has been done above, it appears that the online music/streaming business has different characteristics from online businesses in general (non-music), especially in the factors that are of concern to consumers and at the same time as predictors that form perceived value by consumers. Therefore, it is important for business actors who provide online music services to pay close attention.
For consumers, consuming online music products is closer to an effort to fulfill the need for pleasure (hedonic motivation), which places shopping as an adventure (adventure, seeking experience) and is more emotional/sensational (Childers et al., 2001); so that rational considerations are very likely to be defeated by these emotional considerations. Perceived usefulness turns out to have an insignificant influence on perceived value, while on the other hand perceived playfulness has a significant influence on the creation of perceived value. This is evidence that suggests that for them (online music consumers) various functions that offer usability are meaningless if not at the same time provide a sense of pleasure. The various features offered, even though they have functional benefits as something of great value, will have no meaning if the benefits do not produce a sense of pleasure (enjoyment) for consumers. JOOX, in the context of this research, even though in some parts it does not offer as many services as its competitors, still dominates the market and is able to provide enjoyment to consumers even with limited services (e.g. the ability to share songs). Therefore, business actors must be able to properly identify features/things that are seen by consumers (target market) as a source of enjoyment as well as be able to build positioning with other actors (Tih & Ennis, 2006; Ganguly, 2010). Differences in consumer backgrounds (gender, age, culture/habits, experience/knowledge related to technology) are very likely to have different concerns about the pleasure they are looking for.

Some of these latter issues find evidence in this study. This study uses respondents who are dominated by young people (teenagers) who still place pleasure as something important, so price does not have a significant relationship. Once again for them what is important is the satisfaction of pleasure (favor). JOOX is not a price-competitive online music provider; their prices are competitive with those of competitors; but they are able to dominate the market. Still related to the characteristics of respondents who are dominated by young people with relatively good knowledge of information technology/internet, it turns out that the various facilities provided by JOOX have not been optimally appreciated by users. This means that the convenience that has been offered by service providers has not yet led to features that will give them pleasure. This is what makes their assessment of various indicators of perceived ease of use low. Therefore, service providers must continue to innovate business models by utilizing technology to provide various conveniences for users to enjoy the pleasures they seek (Akinbode et al., 2010; Martins & Slongo, 2014).

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The success that can be expected from online music service providers is when they are able to create high perceived value for the service products they produce. This is supported by the conclusion from this study that high perceived value (positive attitude) contributes to purchase intention. This has been supported by many previous studies that attitude is a good predictor of interest and subsequently interest is a good predictor of behavior.

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