

**MODEL *CONTINUANCE PURCHASE*
DIGITAL MUSIC STREAMING SERVICES
DI INDONESIA**

DISERTASI

Diajukan untuk Memenuhi Syarat Memperoleh
Gelar Doktor Manajemen Pada Program Studi Doktor Manajemen
Konsentrasi Manajemen Pemasaran



**Oleh:
Fajar Ramadhan
NIM 1907134**

**PROGRAM STUDI DOKTOR MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
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HALAMAN PENGESAHAN

Fajar Ramadhan

***MODEL CONTINUANCE PURCHASE
DIGITAL MUSIC STREAMING SERVICES
DI INDONESIA***

Disetujui dan disahkan oleh panitia disertasi:

Promotor



Prof. Dr. Agus Rahayu, M.P.
NIP. 196206071987031002

Ko Promotor



Dr. Chairul Furqon, S.Sos., MM
NIP. 197206152003121009

Anggota Promotor



Dr. H. Mokh. Adib Sultan, ST., MT
NIP. 198103102009121002

Mengetahui,
Ketua Program Studi Doktor Manajemen



Dr. Maya Sari, SE.MM
NIP. 197107052002012001

PERNYATAAN KEASLIAN DISERTASI DAN BEBAS PLAGIARISME

Saya yang bertanda tangan di bawah ini:

Nama : Fajar Ramadhan
Tempat dan Tanggal Lahir : Karawang, 06 Juni 1986
Program Studi : Doktor Manajemen
NIM : 1907134

Dengan ini saya menyatakan bahwa Disertasi dengan judul "**MODEL CONTINUANCE PURCHASE DIGITAL MUSIC STREAMING SERVICES DI INDONESIA**" ini beserta seluruh isinya adalah benar-benar karya saya sendiri.

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Bandung, Januari 2023

Yang membuat pernyataan,



Fajar Ramadhan
NIM 1907134

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ABSTRAK

Fajar Ramadhan (1907134), "Model *Continuance purchase* Digital Music *Streaming Services* Di Indonesia". Disertasi Doktor Manajemen Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia, dibawah bimbingan Prof. Dr. H. Agus Rahayu, M.P., Dr. Chairul Furqon, S.Sos.,M.M., dan Dr. H Mokh Adib Sultan S.T.,M.M .

Penelitian ini dilakukan berdasarkan fenomena peningkatan penggunaan digital music *streaming services*, namun sebaran pengguna digital music *streaming services* masih belum seimbang dan optimal, dimana pengguna terbesar ada pada kelompok generasi millennial. Model penelitian dibentuk dari sintesa literatur-literatur penelitian terdahulu dengan menggunakan bibliometrik analisis dan *systematic literature review*. Tujuan yang ingin dicapai adalah bagaimana hubungan saling keterkaitan antara *performance expectancy*, *perceived ease of use*, *price value*, *social influence*, *personalization*, *service experience*, *continuance intention* terhadap *continuance intention digital music streaming services* di Indonesia. Penelitian ini menggunakan *digital music streaming services* sebagai unit analisis dengan teknik *systematic random sampling* dari 235 responden pelanggan premium.

Penelitian ini merupakan penelitian verifikatif dengan eksplanasi survei dan teknik analisis deskriptif dan inferensial. Analisa data menggunakan Structural Equation Model (SEM) melalui Software SmartPLS 3. Penelitian ini menemukan bahwa integrasi model TAM, DOI dan UTAUT sangat baik dan kuat dan menjelaskan *continuance purchase* sebesar 63,9 %. Hasil analisis deskriptif menunjukkan bahwa variabel *service experience*, *perceived ease of use*, *price value*, *social influence*, *personalization*, *service experience*, *continuance intention* dan *continuance purchase* terukur dalam kategori sangat tinggi.

Hasil penelitian ini menunjukkan bahwa tidak semua variabel berpengaruh positif dan signifikan terhadap *continuance purchase digital music streaming services*. Novelty dari penelitian ini menghasilkan model baru adopsi teknologi *digital music streaming services* dengan melihat faktor pendorong dan faktor penghambat dengan *service experience* dan *continuance intention* sebagai variabel mediasi. Berdasarkan output uji pengaruh tidak langsung model ini memiliki *part mediation*, dengan kata lain, variabel bebas secara langsung dapat mempengaruhi variabel terikat tanpa adanya intervensi dari variabel mediator.

Keywords: *Service experience, Perceived ease of use, Price value, Social influence, Personalization, Service experience, Continuance intention, Continuance purchase, Digital Music Streaming Services*

ABSTRACT

Fajar Ramadhan (1907134), “*Continuance purchase Model for Digital Music Streaming Services in Indonesia*”. Doctoral dissertation in Management, Faculty of Economics and Business Education, Universitas Pendidikan Indonesia, under the guidance of Prof. Dr. H. Agus Rahayu, M.P., Dr. Chairul Furqon, S. Sos., M.M., and Dr. H Mokh Adib Sultan S.T.,M.M .

This research was conducted based on the phenomenon of increasing use of digital music streaming services, but the distribution of users of digital music streaming services is still not balanced and optimal, where the largest users are in the millennial generation group. The research model was formed from a synthesis of previous research literature using bibliometric analysis and systematic literature review. The goal to be achieved is how the interrelationships between performance expectancy, perceived ease of use, price value, social influence, personalization, service experience, continuance intention on the continuance intention of digital music streaming services in Indonesia. This study uses digital music streaming services as the unit of analysis with a systematic random sampling technique from 235 premium customer respondents.

This research is verification research with survey explanation and descriptive and inferential analysis techniques. Data analysis used the Structural Equation Model (SEM) through SmartPLS 3 Software. This study found that the integration of the TAM, DOI and UTAUT models was very good and strong and explained a continuance purchase of 63.9%. The results of the descriptive analysis show that the variables service experience, perceived ease of use, price value, social influence, personalization, service experience, continuance intention and continuance purchase are measurable in the very high category.

The results of this study indicate that not all variables have a positive and significant effect on the continuation of purchasing digital music streaming services. The novelty of this study resulted in a new model of adoption of digital music streaming service technology by looking at the driving factors and inhibiting factors with service experience and intention to continue as mediating variables. Based on the output effect test, this model does not directly have a mediation part, in other words, the independent variables can directly affect the variable attachment without the intervention of the mediator variable.

Keywords: Service experience, Perceived ease of use, Price value, Social influence, Personalization, Service experience, Continuance intention, Continuance purchase, Digital Music Streaming Services.

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