

ABSTRACT

Short-form video platforms have become a primary channel for music discovery, yet it remains unclear whether such discovery drives the intention to stream the discovered songs and through which mechanism this occurs. This research analyzes the influence of music discovery through short-form video platforms and perceived authenticity of User-Generated Content on the intention to stream discovered songs, with perceived enjoyment as the mediating variable.

The sample was determined using a nonprobability sampling technique with a purposive sampling approach and consists of 187 respondents in Indonesia who use short-form video platforms and music streaming services. The data were collected through questionnaires and analyzed using PLS-SEM with the SmartPLS 4 program.

The results indicate that music discovery through short-form video platforms and perceived authenticity of User-Generated Content have a positive and significant effect on perceived enjoyment, while perceived authenticity and perceived enjoyment also significantly affect the intention to stream discovered songs. Perceived enjoyment mediates these relationships, yet music discovery has no significant direct effect on streaming intention. Theoretically, these findings reinforce the Stimulus-Organism-Response framework in a digital music context, showing that discovery on short-form video works through an affective process. Practically, music digital marketers are advised to curate enjoyable song segments and encourage authentic-feeling User-Generated Content, and future research may measure actual streaming behavior and apply a longitudinal design.

Keywords: consumer behaviour, perceived enjoyment, music discovery, streaming intention, PLS-SEM, music industry

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