

ABSTRACT

This study aims to examine the effect of emotional value, social value, perceived price, and perceived ease of use on purchase intention in paid applications. This is based on the inconsistency of previous studies on consumer perceived value of purchase intention in paid applications. The object of this research is the Spotify music streaming app, the goal is to find out the factors that influence the interest in purchasing premium services on the Spotify app.

The population in this study is a student of Faculty of Economics and Business Diponegoro University batch 2013 in Semarang City. Sampling technique used in this research is probability sampling with 110 respondents (who have never purchase to premium service from application Spotify). The data analysis method used is multiple regression analysis. The results showed that the variable of emotional value, social value, perceived price and perceived ease of use have positive and significant effect to the purchase intention premium service on paid application.

Keywords: Emotional value, social value, perceived price, perceived easo of use