

ABSTRAK

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PENGUNAAN APLIKASI MUSIK *STREAMING* RESSO ADOPSI *TECHNOLOGY ACCEPTANCE MODEL (TAM)*

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Riset *e-Conomy SEA 2021* menyatakan bahwa alasan konsumen menggunakan layanan *streaming* musik, yaitu layanan digital membuat aktivitas lebih mudah dan praktis, serta sudah menjadi bagian dari rutinitas konsumen. Resso merupakan aplikasi *streaming* musik terbaru yang resmi diluncurkan pada 2020 di tiga negara, yaitu India, Indonesia, dan Brasil. Tujuan penelitian ini adalah untuk mengetahui faktor-faktor yang mempengaruhi penggunaan aplikasi Resso dengan mengadopsi konsep *technology acceptance model (TAM)* yang terdiri dari *subjective norm*, *self-efficacy*, *perceived enjoyment*, *perceived ease of use*, *perceived usefulness*, *attitude towards using*, *behavioral intention to use*, dan *actual usage*. Penelitian dilakukan dengan pendekatan kuantitatif, dengan data primer yang didapatkan dari penyebaran kuesioner secara *online* kepada 271 responden pengguna aplikasi Resso di Indonesia. Teknik pengambilan sampel dalam penelitian ini adalah *purposive sampling*. Metode analisis data yang digunakan adalah *partial least squares (PLS)* dengan menggunakan *software* SmartPLS. Hasil penelitian ini menunjukkan bahwa dari sembilan hipotesis, hanya terdapat satu hipotesis yang ditolak, sementara hipotesis lainnya diterima. Hipotesis yang ditolak tersebut yaitu *subjective norm* yang terbukti tidak berpengaruh terhadap *perceived usefulness* pada penggunaan aplikasi Resso. Kemudian *behavioral intention to use* merupakan faktor tertinggi yang mempengaruhi penggunaan aplikasi Resso, yang ditunjukkan oleh pengaruhnya terhadap *actual usage* pada hipotesis kesembilan.

Kata Kunci: *Subjective Norm, Self-Efficacy, Perceived Enjoyment, Perceived Ease of Use, Perceived Usefulness, Attitude towards Using, Behavioral Intention to Use, Actual Usage*

ABSTRACT

ANALYSIS OF FACTORS AFFECTING THE USAGE OF MUSIC STREAMING RESSO APPLICATIONS BY ADOPTING THE TECHNOLOGY ACCEPTANCE MODEL (TAM)

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According to the e-Conomy SEA 2021 research, consumers use music streaming services because digital services make activities easier and more practical, and they have become part of consumers' routines. Resso is the most recent music streaming app, which was officially launched in 2020 in three countries, i.e., India, Indonesia, and Brazil. The purpose of this study was to determine the factors that influence the use of the Resso application by adopting the technology acceptance model (TAM) which consist of subjective norm, self-efficacy, perceived enjoyment, perceived ease of use, perceived usefulness, attitude towards using, behavioral intention to use, and actual usage. The study was conducted by using a quantitative approach, with primary data obtained from a distributed questionnaire via the internet to 271 respondents who used the Resso application in Indonesia. The sampling technique used in this research was purposive sampling. The analytical method used was partial least squares (PLS) using SmartPLS software. The results of this study indicated that, out of the nine hypotheses, there was only one hypothesis that was rejected, while the other hypotheses were accepted. The rejected hypothesis is the subjective norm that was proved to have no effect on the perceived usefulness of using the Resso application. Then, the behavioral intention to use is the highest factor that influences the use of the Resso application, as indicated by its influence on actual usage in the ninth hypothesis.

Keywords: Subjective Norm, Self-Efficacy, Perceived Enjoyment, Perceived Ease of Use, Perceived Usefulness, Attitude towards Using, Behavioral Intention to Use, Actual Usage