

DAFTAR PUSTAKA

- Achjari, D. (2004). Partial least squares: Another method of structural equation modeling analysis. *Jurnal Ekonomi dan Bisnis Indonesia*, 19(3), 338–348
- Ashilah, F. D., Efendi, N. H., Havara, Y. F., Handayani, P. W., & Harahap, N. C. (2025). An analysis of factors impacting users' choice of freemium or premium services in a mobile-assisted language learning app. *Electronic Journal of e-Learning*, 23(1), 66–80. <https://doi.org/10.34190/ejel.23.1.3894>
- Barclay, D., Higgins, C., & Thompson, R. (1995). The partial least squares (PLS) approach to causal modeling: Personal computer adoption and use as an illustration. *Technology Studies*, 2(2), 285–309.
- Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25(3), 351–370. <https://doi.org/10.2307/3250921>
- Chin, W. W. (1998). Commentary: Issues and Opinion on Structural Equation Modeling. *MIS Quarterly*, 22(1), vii–xvi. <https://doi.org/10.2307/3250921>
- Chu, C., & Lu, H. (2007). Factors influencing online music purchase intention in Taiwan. *Internet Research*, 17(2), 139–155. <https://doi.org/10.1108/10662240710737004>
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>
- Dodds, W. B., & Monroe, K. B. (1985). The effect of brand and price information on subjective product evaluations. *Advances in Consumer Research*, 12, 87–90
- Dodds, W.B., Monroe, K.B. and Grewal, D. (1991), “Effects of price, brand, and store information on buyers’ product evaluations”, *Journal of Marketing Research*, Vol. 28, pp. 307-19
- Duarte, F. (2025). Music streaming services stats (2025). *Exploding Topics*. <https://explodingtopics.com/blog/music-streaming-stats>
- Fernandes, T., & Guerra, J. (2019). Drivers and deterrents of music streaming services purchase intention. *International Journal of Electronic Business*. Advance online publication. <https://doi.org/10.1504/IJEB.2019.099061>
- Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.2307/3151312>

- Garson, G. D. (2016). *Partial least squares: Regression*. G. David Garson and Statistical Associates Publishing
- George, D., & Mallery, P. (2003). *SPSS for Windows Step by Step: A Simple Guide and Reference (4th ed.)*. Allyn & Bacon
- Hair, J F, W C Black, B J Babin, and R E Anderson. 2019. *Multivariate Data Analysis*. Cengage. <https://books.google.co.id/books?id=0R9ZswEACAAJ>
- Hair, Joseph F., G. Tomas M. Hult, Christian M. Ringle, and Marko. Sarstedt. 2017. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage.
- Halmenschlager, C., & Waelbroeck, P. (2014). *Fighting Free with Free: Freemium vs. Piracy*. SSRN Electronic Journal. <https://doi.org/10.2139/ssrn.2475641>
- Hamari, J., Hanner, N., & Koivisto, J. (2019). "Why pay premium in freemium services?" A study on perceived value, continued use and purchase intentions in free-to-play games. *International Journal of Information Management*, 102040. <https://doi.org/10.1016/j.ijinfomgt.2019.102040>
- Hsu, C. E., Raj, Y. S., & Sandy, B. (2021). Music streaming characteristics and consumption emotion as determinants of consumer satisfaction and purchase intention. *Contemporary Management Research*, 17(3), 157-188. <https://doi.org/10.7903/cmr.20647>
- Hsu, C.-L., & Lin, J. C.-C. (2015). What drives purchase intention for paid mobile apps? – An expectation confirmation model with perceived value. *Electronic Commerce Research and Applications*, 14(1), 46–57. <https://doi.org/10.1016/j.elerap.2014.11.003>
- International Federation of the Phonographic Industry. (2024). *Global Music Report 2024: State of the industry (Premium edition)*. IFPI. https://www.ifpi.org/wp-content/uploads/2024/04/GMR_2024_State_of_the_Industry.pdf
- Karahanna, E. and Straub, E.W. (1999), "The psychological origins of perceived usefulness and ease-of-use", *Information & Management*, Vol. 35 No. 4, pp. 237-250. [https://doi.org/10.1016/S0378-7206\(98\)00096-2](https://doi.org/10.1016/S0378-7206(98)00096-2)
- Keil, M., Beranek, P.M. and Konsynski, B.R. (1995), "Usefulness and ease of use: field study evidence regarding task considerations", *Decision Support Systems*, Vol. 13 No. 1, pp. 75-91. [https://doi.org/10.1016/0167-9236\(94\)E0032-M](https://doi.org/10.1016/0167-9236(94)E0032-M)
- KeyboardKraze. (2024). *Music streaming statistics*. <https://keyboardkraze.io/music-streaming-statistics/>
- Khong, T. A. T. (2019). *Customer perceived value in freemium business model: Case study: Spotify in Finnish and Vietnamese markets [Master's thesis, University of Vaasa]*. <https://osuva.uwasa.fi/handle/10024/8571>

- Kim, S., Choi, M. J., & Choi, J. S. (2019). Empirical study on the factors affecting individuals' switching intention to augmented/virtual reality content services based on push-pull-mooring theory. *Information*, 11(1), 25. <https://doi.org/10.3390/info11010025>
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing approach* (5th ed.). Pearson
- Mäntymäki, M., Islam, A. K. M. N., & Benbasat, I. (2019). What drives subscribing to premium in freemium services? A consumer value-based view of differences between upgrading to and staying with premium. *Information Systems Journal*. <https://doi.org/10.1111/isj.12262>
- Niemand, T., Mai, R., & Kraus, S. (2019). The zero-price effect in freemium business models: The moderating effects of free mentality and price-quality inference. *Psychology & Marketing*. <https://doi.org/10.1002/mar.21211>
- Oliver, R.L. (2010). *Satisfaction: A Behavioral Perspective on the Consumer: A Behavioral Perspective on the Consumer* (2nd ed.). Routledge. <https://doi.org/10.4324/9781315700892>
- Phan Trong, N., & Vo Thi Ngoc, T. (2024). Freemium users' push-pull motivation and willingness to pay for conversion intent from free to premium. *Journal of Distribution Science*, 22(11), 27–38. <https://doi.org/10.15722/jds.22.11.202411.27>
- Populix. (2024, 17 January). Penggunaan aplikasi streaming musik berdasarkan hasil survei. Info Populix. <https://info.populix.co/articles/aplikasi-streaming-musik/>
- PR Newswire. (2024, May 16). Colling Media Snapshot Survey reveals how the rise of free TV streaming subscriptions can be a game changer for marketers. <https://www.prnewswire.com/news-releases/colling-media-snapshot-survey-reveals-how-the-rise-of-free-tv-streaming-subscriptions-can-be-a-game-changer-for-marketers-302048822.html>
- Pratiwi, A. C., & Dwiyanto, B. M. (2019). Pengaruh perceived value terhadap purchase intention digital music streaming services dengan satisfaction sebagai variabel intervening. *Diponegoro Journal of Management*, 9(1), 1-11.
- Priori Data. (2025). Spotify Stats | Users, Revenue & Demographics 2025. Priori Data. Diakses dari <https://prioridata.com/data/spotify-stats/>
- Saborido, R., Khomh, F., Antoniol, G., & Guéhéneuc, Y.-G. (2017). Comprehension of ads-supported and paid Android applications: Are they different? In 2017 IEEE/ACM 25th International Conference on Program Comprehension (ICPC) (pp. 143–153). IEEE. <https://doi.org/10.1109/ICPC.2017.25>
- Sae-tae, K., & Wang, Q. (2024). Satisfied but no payment: The impact of perceived value on continuance intention and purchase intention in music streaming

- services. *Telematics and Informatics Reports*, 16, 100179. <https://doi.org/10.1016/j.teler.2024.100179>
- Sawitri, S., & Al Hasin. (2022). Online music business: The relationship between perceived benefit, perceived sacrifice, perceived value, and purchase intention. *International Journal of Research in Business and Social Science*, 11(5), 111-126. <https://doi.org/10.20525/ijrbs.v11i5.1900>
- Sekaran, Uma, and R Bougie. 2016. *Research Methods For Business: A Skill Building Approach*. Wiley. <https://books.google.co.id/books?id=Ko6bCgAAQBAJ>
- Sekaran, Uma. 2003. *Research Methods for Business: A Skill Building Approach*. United States of America: John Wiley & Sons.
- SoundOn Global. (n.d.). Best music streaming services: Free. <https://www.soundon.global/forum/best-music-streaming-services-free?lang=id>
- Spotify. (2025, April 29). Spotify reports first quarter 2025 earnings. Spotify Newsroom. <https://newsroom.spotify.com/2025-04-29/spotify-reports-first-quarter-2025-earnings/>
- Statista Research Department. (n.d.). Music streaming market revenue in Indonesia from 2018 to 2028 [Forecast]. Statista. Retrieved May 12, 2025, from <https://www.statista.com/forecasts/1343452/music-streaming-market-revenue-indonesia>
- Statista Research Department. (n.d.). Number of music streaming users in Indonesia from 2018 to 2028 [Forecast]. Statista. Retrieved May 12, 2025, from <https://www.statista.com/forecasts/1343455/indonesia-number-of-music-streaming-users>
- Sugiarti, U. (2024, 26 September). Spotify jadi aplikasi streaming musik pilihan masyarakat Indonesia. GoodStats. <https://goodstats.id/article/spotify-jadi-aplikasi-streaming-musik-pilihan-masyarakat-indonesia-H5BKU>
- Suryawirawan, O. A., & Suhermin, S. (2022). Service quality, satisfaction, continuous usage intention, and purchase intention toward freemium applications: The moderating effect of perceived value. <https://doi.org/10.21009/JRMSI.011.1.04>
- Tsai, L. L. (2023). A deeper understanding of switching intention and the perceptions of non-subscribers. *Information Technology & People*, 36(2), 785–807. <https://doi.org/10.1108/ITP-04-2021-0255>
- Van der Heijden. (2004). User Acceptance of Hedonic Information Systems. *MIS Quarterly*, 28(4), 695. <https://doi.org/10.2307/25148660>
- Venkatesh, V. (2000). Determinants of perceived ease of use: Integrating control, intrinsic motivation, and emotion into the technology acceptance model.

Information Systems Research, 11(4), 342–365.
<https://doi.org/10.1287/isre.11.4.342.11872>

Wagner, T. M., Benlian, A., & Hess, T. (2014). Converting freemium customers from free to premium—the role of the perceived premium fit in the case of music as a service. *Electronic Markets*, 24(4), 259–268. <https://doi.org/10.1007/s12525-014-0168-4>

Wang, Y.-Y., Lin, H.-H., Wang, Y.-S., Shih, Y.-W., & Wang, S.-T. (2018). What drives users' intentions to purchase a GPS navigation app: The moderating role of perceived availability of free substitutes. *Internet Research*, 28(1), 251–274. <https://doi.org/10.1108/INTR-11-2016-0348>

WinSavvy. (2024, June 14). Are freemium models a trap? Conversion stats say it all. https://www.winsavvy.com/are-freemium-models-a-trap-conversion-stats-say-it-all/?utm_source=chatgpt.com

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.1177/002224298805200302>