

**PENGARUH *PERCEIVED EASE OF USE* DAN *PERCEIVED ENJOYMENT*
TERHADAP *CONTINUOUS USAGE INTENTION* APLIKASI SPOTIFY
(Studi Pada Pengguna Aplikasi Spotify di Jombang)**

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ABSTRAK

Penggunaan teknologi dan aplikasi digital semakin menjadi bagian penting dari kehidupan sehari-hari. Dunia digital sangat diandalkan dan memiliki berbagai fungsi, sebelum adanya era digital, orang biasanya mendengarkan musik dari CD, kaset atau radio. sebanyak 88% orang lebih memilih untuk menikmati musik secara online, sementara hanya 12% orang yang lebih memilih mendengarkan atau menikmati musik secara offline. Penelitian ini bertujuan untuk membuktikan adanya pengaruh *perceived ease of use* dan *perceived enjoyment* terhadap *continuous usage intention* aplikasi Spotify. Teknik pengambilan sampel yang digunakan adalah teknik *purposive sampling*. Metode penelitian yang digunakan adalah kuantitatif dengan menyebar kuisioner kepada 100 responden di kabupaten Jombang. Analisis data yang digunakan uji validitas, uji reliabilitas, uji regresi linier berganda, uji asumsi klasik dan uji hipotesis dengan bantuan SPSS 25 sebagai alat analisis. Hasil penelitian menunjukkan bahwa variabel *perceived ease of use* dan *perceived enjoyment* secara signifikan berpengaruh positif terhadap *continuous usage intention* aplikasi Spotify.

Kata kunci : *perceived ease of use, perceived enjoyment, continuous usage intention*

***THE INFLUENCE OF PERCEIVED EASE OF USE DAN PERCEIVED
ENJOYMENT TERHADAP CONTINUOUS USAGE INTENTION OF THE
SPOTIFY APPLICATION***

(Study of Spotify Application Users in Jombang)

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ABSTRACT

The use of technology and digital applications is increasingly becoming an important part of everyday life. The digital world is very reliable and has various functions. Before the digital era, people usually listened to music from CDs, cassettes or radio. as many as 88% of people prefer to enjoy music online, while only 12% of people prefer to listen to or enjoy music offline. This research aims to prove the influence of perceived ease of use and perceived enjoyment on continuous usage intention of the Spotify application. The sampling technique used was purposive sampling technique. The research method used was quantitative by distributing questionnaires to 100 respondents in Jombang district. Data analysis used validity testing, reliability testing, multiple linear regression testing, classical assumption testing and hypothesis testing with the help of SPSS 25 as an analysis tool. The research results show that the variables perceived ease of use and perceived enjoyment significantly have a positive effect on the continuous usage intention of the Spotify application.

Keywords: *perceived ease of use, perceived enjoyment, continuous usage intention*