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LAMPIRAN

Lampiran 1 Kuesioner

Bagian 1 – Perkenalan Diri

Perkenalkan saya Feby Cecillia Suwita

Saat ini saya sedang mengadakan penelitian tentang perilaku penggunaan Netflix.

Sehubungan dengan hal tersebut, saya memohon kesediaan saudara/i untuk mengisi kuisoner berikut ini.

Saya memerlukan responden dengan kriteria berikut:

1. Berlangganan aplikasi Netflix Original
2. Menggunakan aplikasi Netflix dalam 6 bulan terakhir

Dalam mengisi kuissoner ini hanya akan memakan waktu Anda 5-10 menit saja. Seluruh data yang digunakan dan dikumpulkan dalam kuissoner ini akan dijamin privasinya.

Dengan ini, saya memohon kesediaan Anda untuk meluangkan waktu mengisi kuesioner penelitian Tugas Akhir saya. Terima kasih!

Bagian 2 – Pertanyaan Filter

1. Apakah Anda berlangganan aplikasi Netflix Original?
 - a. Ya
 - b. Tidak
2. Apakah Anda menggunakan Netflix Original dalam 6 bulan terakhir?
 - a. Ya
 - b. Tidak

Bagian 3 – Demografi Responden

1. Jenis Kelamin
 - a. Perempuan
 - b. Laki-laki
2. Usia
 - a. 11 – 26 tahun (Gen Z)
 - b. 27 – 42 tahun (Milenial)
 - c. 43 – 58 tahun (Gen X)
3. Status Pekerjaan

- a. Pelajar/Mahasiswa
 - b. Pekerja Swasta
 - c. Pengusaha/Wiraswasta
 - d. PNS
 - e. Belum Bekerja
4. Penghasilan tiap bulan
- a. $\leq$ Rp 3.000.000
 - b. Rp 3.000.001 – Rp 6.000.000
 - c. Rp 6.000.001 – Rp 9.000.000
 - d. $\geq$ Rp 9.000.001

Bagian 4 – Pertanyaan Penelitian

A. Persepsi Kegunaan

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya bisa memilih konten apa saja yang saya ingin tonton di Netflix					

2.	Saya bisa mendapatkan informasi tontonan <i>streaming</i> dengan mudah di Netflix					
3.	Netflix menyajikan banyak variasi konten untuk ditonton					
4.	Secara keseluruhan, saya merasa Netflix merupakan aplikasi <i>streaming</i> tontonan					

	yang berguna					
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B. Kenyamanan

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Menonton Netflix dapat menghemat waktu dalam mencari tontonan					
2.	Saya merasa akan lebih nyaman jika menonton film/serial secara					

	<i>streaming</i> di Netflix					
3.	Saya bisa menonton kapan saja tanpa terikat jadwal di Netflix					
4.	Saya bisa menonton di mana saja tanpa terikat tempat di Netflix					

C. Kesenangan

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya dapat menonton					

	film/serial baru melalui Netflix					
2.	Saya merasa senang saat menemukan tontonan yang menarik di Netflix					
3.	Saya merasa semangat untuk menonton sebuah film/serial di Netflix setelah melihat cuplikan (trailer) atau rekomendasi					

D. Persepsi Kemudahan Pengguna

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Menonton film/serial di Netflix mudah dilakukan.					
2.	Saya merasa dimudahkan dalam mencari film/serial yang akan ditonton di Netflix					
3.	Secara keseluruhan, <i>streaming</i> film/serial di Netflix					

	mudah untuk digunakan					
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E. Persepsi Harga

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya banyak menghabiskan uang untuk berlangganan di Netflix.					
2.	Harga berlangganan Netflix lebih mahal dari yang saya kira					
3.	Saya membayar Netflix sesuai dengan					

	ekspektasi harga saya					
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F. Risiko Waktu

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya merasa sangat bingung saat mencari tontonan di Netflix					
2.	Saya merasa menonton di Netflix dapat membuang waktu saya					
3.	Saya merasa menunggu lama untuk memutar					

	film atau serial di Netflix					
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G. Persepsi Nilai

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Netflix sangat bernilai bagi saya					
2.	Saya merasa Netflix penting bagi saya					
3.	Menurut saya, berlangganan Netflix merupakan pembelian					

	yang bermanfaat					
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H. Niat Beli

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya memiliki keinginan tinggi untuk berlangganan Netflix					
2.	Keinginan saya untuk berlangganan Netflix sangat tinggi					
3.	Dalam waktu dekat, saya akan berlangganan Netflix					

I. Perilaku Pembelian

No.	Pertanyaan	Skala				
		STS	TS	N	S	SS
1.	Saya memiliki keinginan tinggi untuk berlangganan Netflix					
2.	Saya berlangganan Netflix secara rutin					
3.	Jika ingin menonton tontonan <i>streaming</i> , Netflix menjadi pilihan utama saya					



Lampiran 2 Kuesioner dalam Google Form



PENGARUH PERSEPSI NILAI TERHADAP PERILAKU PEMBELIAN KONSUMEN LAYANAN VIDEO ONLINE STREAMING STUDI PADA NETFLIX INDONESIA

Perkenalkan saya Feby Cecilia Suwita

Saat ini saya sedang mengadakan penelitian tentang perilaku penggunaan Netflix.

Sehubungan dengan hal tersebut, saya memohon kesediaan saudara/i untuk mengisi kuisoner berikut ini.

Saya memerlukan responden dengan kriteria berikut:

1. Berlangganan aplikasi Netflix Original
2. Menggunakan aplikasi Netflix dalam 6 bulan terakhir

Dalam mengisi kuisoner ini hanya akan memakan waktu Anda 5-10 menit saja. Seluruh data yang digunakan dan dikumpulkan dalam kuisoner ini akan dijamin privasinya.

Dengan ini, saya memohon kesediaan Anda untuk meluangkan waktu mengisi kuesioner penelitian Tugas Akhir saya. **Terima kasih!**

febycecilia03@gmail.com [Ganti akun](#)

Tidak dibagikan

Berikutnya

Kosongkan formulir

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PENGARUH PERSEPSI NILAI TERHADAP PERILAKU PEMBELIAN KONSUMEN LAYANAN VIDEO ONLINE STREAMING STUDI PADA NETFLIX INDONESIA

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Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Pertanyaan Filter

Apakah Anda berlangganan aplikasi Netflix Original? *

- ☐ Ya
☐ Tidak

Apakah Anda menggunakan Netflix Original dalam 6 bulan terakhir? *

- ☐ Ya
☐ Tidak

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Google Formulir

Kapan waktu Anda paling sering streaming Netflix? *

- ☐ Pagi Hari (06.00 - 10.00)
☐ Siang Hari (11.00 - 14.00)
☐ Sore Hari (15.00 - 18.00)
☐ Malam Hari (19.00 - 24.00)
☐ Dini Hari (01.00 - 05.00)

Tipe genre film/serial apa yang paling Anda gemari di Netflix? *

- ☐ Romance
☐ Comedy
☐ Sci-fi
☐ Horror
☐ Thriller
☐ Fantasy
☐ Mystery
☐ Drama
☐ Action

[Kembali](#)

[Berikutnya](#)

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**PENGARUH PERSEPSI NILAI TERHADAP
PERILAKU PEMBELIAN KONSUMEN
LAYANAN VIDEO ONLINE STREAMING
STUDI PADA NETFLIX INDONESIA**

fabysocillia03@gmail.com [Cantit akun](#)

Tidak dibagikan

* Menunjukkan pertanyaan yang wajib diisi

Demografi Responden

Seluruh jawaban akan dijaga privasinya dan hanya akan digunakan untuk keperluan penelitian.

Jenis Kelamin *

- ☐ Perempuan
☐ Laki-laki

Usia *

- ☐ 11 - 26 tahun (Gen Z)
☐ 27 - 42 tahun (Milenial)
☐ 43 - 58 tahun (Gen X)

Status Pekerjaan *

- ☐ Pelajar/Mahasiswa
☐ Pekerja Swasta
☐ Pengusaha/Wirawasta
☐ PNS
☐ Belum Bekerja

Penghasilan tiap bulan *

- ☐ <= Rp 3.000.000
☐ Rp 3.000.001 - Rp 6.000.000
☐ Rp 6.000.001 - Rp 9.000.000
☐ >= Rp 9.000.001



PENGARUH PERSEPSI NILAI TERHADAP PERILAKU PEMBELIAN KONSUMEN LAYANAN *VIDEO ONLINE STREAMING* STUDI PADA NETFLIX INDONESIA

* Menunjukkan pertanyaan yang wajib diisi

Persepsi Kegunaan

Saya bisa memilih konten apa saja yang saya ingin tonton di Netflix *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya bisa mendapatkan informasi tontonan streaming dengan mudah di Netflix *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Netflix menyajikan banyak variasi konten untuk ditonton *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Secara keseluruhan, saya merasa Netflix merupakan aplikasi streaming tontonan yang berguna *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

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* Menunjukkan pertanyaan yang wajib diisi

Kenyamanan

Menonton Netflix dapat menghemat waktu dalam mencari tontonan *

1 2 3 4 5
 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya merasa akan lebih nyaman jika menonton film/serial secara streaming di Netflix *

1 2 3 4 5
 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya bisa menonton kapan saja tanpa terikat jadwal di Netflix *

1 2 3 4 5
 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya bisa menonton di mana saja tanpa terikat tempat di Netflix *

1 2 3 4 5
 Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

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Kesenangan

Saya dapat menonton film/serial baru melalui Netflix *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya merasa senang saat menemukan tontonan yang menarik di Netflix *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya merasa semangat untuk menonton sebuah film/serial di Netflix setelah melihat cuplikan (trailer) atau rekomendasi *

1 2 3 4 5

Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

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* Menunjukkan pertanyaan yang wajib diisi

Persepsi Harga

Saya banyak menghabiskan uang untuk berlangganan di Netflix *

12345

Sangat Tidak SetujuSangat Setuju

Harga berlangganan Netflix lebih mahal dari yang saya kira *

12345

Sangat Tidak SetujuSangat Setuju

Saya membayar Netflix sesuai dengan ekspektasi harga saya *

12345

Sangat Tidak SetujuSangat Setuju

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Risiko Waktu

Saya merasa sangat bingung saat mencari tontonan di Netflix *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya merasa menonton di Netflix dapat membuang waktu saya *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya merasa menunggu lama untuk memutar film atau serial di Netflix *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

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• Menunjukkan pertanyaan yang wajib diisi

Persepsi Nilai

Netflix sangat bernilai bagi saya *

1 2 3 4 5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Saya merasa Netflix penting bagi saya *

1 2 3 4 5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Menurut saya, berlangganan Netflix merupakan pembelian yang bermanfaat *

1 2 3 4 5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

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* Menunjukkan pertanyaan yang wajib diisi

Niat Beli

Saya memiliki keinginan tinggi untuk berlangganan Netflix *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Keinginan saya untuk berlangganan Netflix sangat tinggi *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Dalam waktu dekat, saya akan berlangganan Netflix *

1

2

3

4

5

Sangat Tidak Setuju

☐

☐

☐

☐

☐

Sangat Setuju

Kembali

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* Menunjukkan pertanyaan yang wajib diisi

Perilaku Pembelian

Saya sudah berlangganan di Netflix *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Saya berlangganan Netflix secara rutin *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

Jika ingin menonton tontonan streaming, Netflix menjadi pilihan utama saya *

1 2 3 4 5
Sangat Tidak Setuju ☐ ☐ ☐ ☐ ☐ Sangat Setuju

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Terima Kasih (* * *) !!

Terima kasih sudah meluangkan waktu dalam mengisi kuissoner ini ^____^
Tuhan Yesus Memberkati ^Q^

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Lampiran 3 Hasil Uji Validitas dan Reliabilitas 50 Responden

	KENYAM...	KESENAN...	NIAT BELI	PERILAK...	PERSEPSI...	PERSEPSI...	PERSEPSI...	PERSEPSI...	RISIKO W...
X1.1						0.859			
X1.2						0.782			
X1.3						0.886			
X1.4						0.899			
X2.1	0.732								
X2.2	0.825								
X2.3	0.818								
X2.4	0.844								
X3.1		0.791							
X3.2		0.869							
X3.3		0.893							
X4.1							0.845		
X4.2							0.894		
X4.3							0.839		
X5.1					0.876				
X5.2					0.811				
X5.3					0.779				
X6.1									0.895
X6.2									0.777
X6.3									0.953
X7.1								0.861	
X7.2								0.888	
X7.3								0.821	
X8.1			0.936						
X8.2			0.910						
X8.3			0.875						
Y1				0.729					
Y2				0.901					
Y3				0.744					

	Cronbach...	rho_A	Composi...	Average ...
KENYAM...	0.820	0.825	0.881	0.650
KESENAN...	0.812	0.832	0.888	0.726
NIAT BELI	0.892	0.892	0.933	0.823
PERILAKU...	0.711	0.766	0.836	0.633
PERSEPSI...	0.763	0.773	0.863	0.677
PERSEPSI...	0.880	0.894	0.917	0.736
PERSEPSI...	0.835	0.898	0.895	0.740
PERSEPSI...	0.819	0.823	0.892	0.734
RISIKO W...	0.866	1.042	0.909	0.771

Lampiran 4 Hasil Olah Data Smart-PLS

	KN	KS	NB	PH	PK	PKG	PN	PP	RW
KN1	0.754								
KN2	0.873								
KN3	0.780								
KN4	0.857								
KS1		0.742							
KS2		0.829							
KS3		0.858							
NB1			0.771						
NB2			0.870						
NB3			0.761						
PH1				0.924					
PH2				0.799					
PH3				0.849					
PK1					0.817				
PK2					0.775				
PK3					0.833				
PK4					0.838				
PKG1						0.831			

PKG2							0.882		
PKG3							0.878		
PN1							0.852		
PN2							0.871		
PN3							0.738		
PP1								0.751	
PP2								0.905	
PP3								0.930	
RW1									0.874
RW2									0.895
RW3									0.927

	Cronbach...	rho_A	Composi...	Average ...
KN	0.833	0.832	0.889	0.668
KS	0.740	0.753	0.852	0.658
NB	0.732	0.794	0.844	0.643
PH	0.821	0.834	0.893	0.737
PK	0.834	0.840	0.889	0.666
PKG	0.835	0.858	0.898	0.747
PN	0.761	0.784	0.862	0.677
PP	0.831	0.875	0.899	0.749
RW	0.883	0.939	0.926	0.808

	R Square	R Square ...
NB	0.763	0.762
PN	0.795	0.790
PP	0.738	0.737

	KN	KS	NB	PH	PK	PKG	PN	PP	RW
KN							0.013		
KS							0.199		
NB								2.820	
PH							0.034		
PK							0.002		
PKG							0.126		
PN		3.213							
PP									
RW							0.037		

	Original ...	Sample ...	Standard ...	T Statistic...	P Values
KN -> PN	0.132	0.121	0.097	1.354	0.176
KS -> PN	0.549	0.534	0.096	5.697	0.000
NB -> PP	0.859	0.862	0.012	70.124	0.000
PH -> PN	-0.162	-0.162	0.063	2.580	0.010
PK -> PN	-0.059	-0.037	0.107	0.557	0.578
PKG -> PN	0.395	0.400	0.084	4.676	0.000
PN -> NB	0.873	0.874	0.013	69.646	0.000
RW -> PN	0.100	0.100	0.032	3.156	0.002

	KN	KS	NB	PH	PK	PKG	PN	PP	RW
KN1	0.754	0.677	0.655	0.751	0.730	0.611	0.670	0.710	0.408
KN2	0.873	0.707	0.692	0.536	0.838	0.672	0.581	0.517	0.338
KN3	0.780	0.617	0.694	0.516	0.630	0.605	0.616	0.579	0.334
KN4	0.857	0.686	0.717	0.530	0.774	0.682	0.628	0.515	0.305
KS1	0.709	0.742	0.666	0.799	0.686	0.878	0.602	0.526	0.356
KS2	0.635	0.829	0.758	0.587	0.678	0.563	0.726	0.905	0.327
KS3	0.678	0.858	0.668	0.538	0.789	0.717	0.767	0.588	0.338
NB1	0.657	0.609	0.771	0.523	0.587	0.613	0.584	0.517	0.308
NB2	0.661	0.771	0.870	0.673	0.627	0.658	0.852	0.930	0.388
NB3	0.759	0.663	0.761	0.503	0.746	0.658	0.605	0.506	0.309
PH1	0.657	0.724	0.604	0.924	0.688	0.755	0.642	0.685	0.388
PH2	0.565	0.536	0.563	0.799	0.510	0.499	0.517	0.751	0.448
PH3	0.632	0.714	0.682	0.849	0.581	0.882	0.626	0.572	0.397
PK1	0.667	0.781	0.657	0.522	0.817	0.691	0.750	0.583	0.291
PK2	0.672	0.686	0.593	0.712	0.775	0.567	0.624	0.673	0.338
PK3	0.786	0.695	0.668	0.500	0.833	0.644	0.576	0.506	0.299
PK4	0.873	0.707	0.692	0.536	0.838	0.672	0.581	0.517	0.338
PKG1	0.689	0.779	0.696	0.583	0.749	0.831	0.871	0.608	0.383
PKG2	0.632	0.714	0.682	0.849	0.581	0.882	0.626	0.572	0.397
PKG3	0.709	0.742	0.666	0.799	0.686	0.878	0.602	0.526	0.356
PN1	0.661	0.771	0.870	0.673	0.627	0.658	0.852	0.930	0.388
PN2	0.689	0.779	0.696	0.583	0.749	0.831	0.871	0.608	0.383
PN3	0.531	0.560	0.555	0.437	0.552	0.563	0.738	0.440	0.368
PP1	0.565	0.536	0.563	0.799	0.510	0.499	0.517	0.751	0.448
PP2	0.635	0.829	0.758	0.587	0.678	0.563	0.726	0.905	0.327
PP3	0.661	0.771	0.870	0.673	0.627	0.658	0.852	0.930	0.388
RW1	0.345	0.302	0.308	0.408	0.311	0.305	0.369	0.383	0.874
RW2	0.292	0.278	0.295	0.330	0.236	0.318	0.318	0.309	0.895
RW3	0.472	0.491	0.490	0.504	0.447	0.516	0.509	0.455	0.927

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2	2	4	4	2	4	4	4	4	4	2	2	4	4	4	4	4	4	2	3	2	4	4	4	4	4	4	4	4	4
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2	5	2	2	2	5	2	2	2	2	4	2	2	2	2	5	5	2	5	1	1	4	2	2	4	2	5	4	4	4
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5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Online music business: The relationship between perceived benefit, perceived sacrifice, perceived value, and purchase intention

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ABSTRACT

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The development of information technology has changed the business model of firms in the industry that are in contact with technology. One of them is in the music industry, which currently has penetrated the online platform with a series of accompanying issues. This study uses a conceptual approach to Technology Acceptance Model to understand this relationship. Although in fact similar research has been carried out by a number of researchers, this topic remains an interesting object to study considering that technology acceptance cannot be separated from the environment in which consumers are located. This research was conducted with a quantitative approach to test the research hypotheses using data obtained from questionnaires distributed to 102 respondents spread across the Yogyakarta area. This study found that perceived usefulness and perceived price do not have a significant influence on perceived value. On the other hand, perceived playfulness and perceived ease of use have a significant influence on perceived value. This finding emphasizes that the online music business is more in touch with entertainment products. With respondents who are dominated by young people in a developing country, it is shown that pleasure is a highly prioritized part of overcoming other considerations, especially price and usability. Another finding is that the greater the perceived value of online music, the higher the intention in purchasing the product would be. This study adds to the literature and information about how consumers respond in different regions (Yogyakarta, Indonesia) as one the developing countries on the factors that affect the perceived value and purchase intention, thus it can be used to test the generality of the results of previous studies.

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Introduction

Currently, there is a shift in people's consumption patterns from shopping for goods to holidays and entertainment. This shift in consumption patterns is done to show their self-actualization in the eyes of many people. However, this is not due to an increase in income. The condition is due to a shift in consumption patterns. "Leisure and the hedonic lifestyle have become their lifestyle," (Arissetio &

Sanawiri, 2017). Music is one of the things that are actively consumed by society today. Music contains experiences where new consumers can give their judgment after they feel it (Im et al., 2018). Music became one of the objects of entertainment which then opened up opportunities to become a business.

The music industry is one of the most promising industries. On the other hand, the availability of information technology and the internet has changed the business model of the music industry much differently from the previous model. Currently, these industrial products and services are no longer limited to being accessed through conventional channels (offline), but have developed towards a digital business model by utilizing internet technology (online). This is coupled with the emergence of various player and streaming applications that make many developers glance at this market (Dhetira, 2015). In this situation, the music industry is gaining

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promising momentum along with the high penetration of smartphones and the internet. Today, almost all Indonesian music lovers are starting to switch from conventional to digital (Ayyubi, 2016).

Looking at the conditions abroad, especially in developed countries as people in North America and Europe, the music business has experienced extraordinary developments. The data from Recording Industry Association of the United States in 2017 stated that this industry grew by 68% during the first semester (Fauzi, 2017). However, different situation occurs in the Asian region. This situation is at least illustrated by the results of the Synovate survey (2005) which provides an overview of the undeveloped on-line music business. The study stated that 70 percent of Asian people who have gadgets to play music and download music are reluctant to spend money to download songs/music. On the other hand, study conducted by Chu and Lu (2007) which examines the factors that influence consumer purchase intention in online music in Taiwan also strengthens the picture that this business model is a relatively new business model, so it is still an important issue in Asian countries.

In Indonesia, online music business is included in the new business category which started to show its existence started from five years ago. Even so, business in this industry is expected to become a trend following the high penetration of smartphone and internet that have achieved the number of 132,7 million active internet user. Currently, almost all Indonesian music lovers are starting to switch from conventional to digital, and this trend will continue for the next few years (Ayyubi, 2016). One of the main players in the online music business is JOOX, which entered Indonesia in 2015 following Spotify in 2008, as well as Deezer and iTunes, which entered Indonesia in 2012. Spotify is a Swedish company that provides the most flexible and accessible services via various versions. Spotify is already very popular in the world because it is able to provide 30 million songs that can be enjoyed for free while still providing premium services and making payments easy. In addition, Apple Music (iTunes) is also another player that has proven the completeness of its collections and the stability of its services. However, Apple Music is a paid service and is considered impractical (Guritno, 2018).

Table 1: Comparison of Online Music Service

JOOX	and	DEEZER
2015	Operating in Indonesia	2012
Shenzen, China	Origin	Paris, France

4.6	Rating (Google Play)*	4.1
More than 50 million	Number of downloads (Google Play)	More than 100 million
Up to 320 kbps	Sound quality	Up to 1.411 kbps
Premium account	Offline Mode	Premium account
None	Desktop application	Available
Premium account	Full access on all songs	Free account Premium account
Mobile application	Creating custom playlist	Web Mobile application
None	Creating collaborative playlist	Web
Mobile application	Importing private songs file	Web Mobile application
Available	Music video	None
Available	Video	None
None	Subscription fee for students	Available

As an industry that is still relatively new, it is reasonable to suspect that the business model in the industry is still in the process of being formed towards a position of balance. This means that there are still opportunities to formulate a business model that they should choose and run. This is in line with the understanding of the model which states that the business model is to describe the logic of value creation which refers to how organizations identify and generate value/benefit for consumers. This will then be illustrated in how the organization manages/designs components that include consumers, the value to be offered, the form of the organization, and the economic dimensions it manages (Fielt, 2013). The four components are the work of the organization that will change the abstract and impressionable understanding of the meaning of the business model to be more concrete. From the understanding of the business model, it can be seen that one of the components of concern in designing a business model is the consumer. That is, a business understanding of who and how the target consumers are positioned to be the main component in the formation of a business model which is later expected to fulfill its economic aspects. Focus on consumers requires businesses to fully understand the services that will be provided to them (Joha & Janssen, 2014). In this regard, the two authors identified 12 different factors that influence the formation of shared services, namely: law, consumer orientation, target segment, strategic importance, business orientation, governance, strategy, level of outsourcing, potential for integration, economic logic, and business values.

In relation to businesses that are closely related to the use of technology, namely online music, one model that is recognized as being able to predict consumer purchase intention is the Technology Acceptance Model (TAM) introduced by Davis (1989). TAM is a model that is widely accepted by researchers in the field of information systems to predict consumer intention in purchasing technology products (Bounagui & Nel, 2009). In summary, this model explains that two important factors that greatly contribute to influencing consumers in using technology are the perceived ease of use and perceived usefulness. The first factor, perceived ease of use, describes how much effort must be expended for the use of the technology. While the second factor, perceived usefulness is defined as the extent to which the use of the technology in question is able to increase its users (Davis, 1989).

However, this model has received criticism because it does not provide a space for discussion from the point of view of service provider organizations regarding information on how providers are trying to make their products acceptable to consumers. This consideration is considered an external consideration by the TAM model above which is not taken into consideration (Bounagui & Nel, 2009). Therefore, there are a number of researchers who then add external considerations in the TAM Model above, namely Bounagui & Nel (2009) and Chu & Lu, (2007).

The value-intention framework introduced by Dodds & Monroe (1985) is the next approach that has filled the void of the TAM model above. The importance of the role of consumers in the context of the business model above is in line with the concept of value and its relation to purchase intention introduced by marketing experts. In this case, Dodds & Monroe (1985) proposed a valueintention framework that discusses the relationship between price, quality and perceived value by consumers. and stated that perceived value is an important factor in the process of making purchasing decisions made by consumers. In addition, it is also emphasized that consumers will purchase products/services that provide high perceived value. As well as Zeithaml (1988), the two authors also agree that consumers will evaluate the purchase decision-making process about how much they get and how much they have to spend. This is in line with the Utility Theory which states that consumer purchase intention will increase when the consumer takes into account that the benefits, he receives are greater than the amount he has to pay to get the product (Dickson & Sawyer, 1990).

Thus, it is important for business people in the music industry to identify and take into account the factors that are considered important by consumers and the factors that are considered as costs/price (sacrifice) in purchasing music products, which in the end will affect their purchase intention (Chu & Lu, 2007; Huang et al., 2015; Weijters et al., 2014; Lin, 2013; Akinbode et al., 2010; Arora, 2018). At the same time, this information can help business people formulate how a business model should be run so that it can generate consumer motivation to purchase products (Kunaboot et al., 2015). In line with this, it is also mentioned that to become dominant in the digital industry, business actors must have content that is attractive to consumers (Ayyubi, 2016), especially content that meets their tastes.

As a business related to lifestyle and cultural products (Plowman & Goode, 2009; Im et al., 2018), the different environmental conditions between Indonesia and other countries can lead to different views from the public towards online music business products. line compared to consumers in other countries (Fieft, 2013; Park & Jun, 2003; Akinbode et al., 2010). Cesareo & Pastore (2014) noted in their research, on the topic of consumer attitudes and behavior related to online music, that their research has limitations due to the characteristics of the respondents who only come from one country.

In Indonesia, research on the topic of online music has been conducted by Arissetio & Sanawiri (2017) with respondents domiciled in Malang area, and Christopher & Indriana (2018) with respondents domiciled in the Jakarta area. The resulting conclusion turns out that there are several dimensions that are different from several studies that have been carried out abroad, some of which are Lin et al. (2013) and Chu & Lu (2007), both from Taiwan; Plowman & Goode (2009) from Australia, and Bounagui & Nel (2009) from South Africa. Even within that country, the research conducted in Jakarta and Malang has conclusions that are not entirely in line. Therefore, although several similar studies have been conducted in several countries (South Africa, Australia and Taiwan) by previous researchers (Bounagui & Nel, 2009; Plowman & Goode, 2009; Lin, Hsu & Chen, 2013; Chu & Lu , 2007), and some Indonesian researchers (Jakarta and Malang); The object of research that the researcher wants to do with the research area in Jogjakarta, Indonesia is still relevant to do.

In this regard, this article was written in order to obtain information about the influence of perceived usefulness, perceived playfulness, perceived price, and perceived ease of use on perceived value, as well as the influence of perceived value on purchase intention.

Literature Review

The Relationship between Perceived Value and Purchase Intention

Perceived value is defined as a consumer's overall assessment of the usefulness of a product or service based on the pertinent perception of what he receives and what he gives (Zeithaml, 1988). In other words, perceived value is a comparison (trade-off) between the benefits and costs that consumers perceive (perceived value and perceived cost) for a product or service (Lovelock, 2000). Han & Han (2001) argued that customer value is the key to success in internet business. Customer value is composed of content and situation. Content is the value that is generally found in the goods offered, while context is defined as the additional value obtained during the transaction and delivery process. Iacobucci & Ostrom (1995) and Jensen (1996) mentioned that in the service business, perceived value is a very important concept for understanding consumers (Ha & Jang, 2010). Moreover, previous studies have provided sufficient evidence to say that perceived value has a positive influence on willingness-to-purchase (Zeithaml, 1998; Sweeney et al., 1997; Dodds et al., 1991).

Research conducted in the last few years also concluded the same thing that perceived value is thought to be a more appropriate tool for predicting purchase intention than for predicting satisfaction and quality. Chen & Chen (2010) in their research found justification that perceived value has a direct or indirect influence (through the satisfaction variable) on purchase intention. Park & Lee (2011) proved in their research on value exploration on online game that integrated value, or perceived value, has a significant influence on purchase intention. The same thing was conveyed by other researchers, including: Akinbode et al. (2010), Arora (2018), Huang et al. (2015), Weijters et al. (2014), and Lin et al. (2013). From this explanation, the hypothesis is formulated as follows:

H1: Perceived value has a positive influence on purchase intention in online music business

The Relationship between Perceived Benefits (Perceived Usefulness and Perceived Playfulness) and Perceived Value

Online music is not entirely seen as a pure product, but more as an online service (Lin et al., 2013). This means that it is a combination of products/goods and services. The implication of this assertion is that quality is determined not only from the side of the product (expected outcome, music), but also by attributes or features that affect consumer experience (added value) in consuming online music products. Therefore, according to Lin et al. (2013), perceived value is realized by added value and expected outcome. In addition, Chu and Lu (2007) explained that perceived benefits are formed on two dimensions, namely: perceived usefulness and perceived playfulness. It is explained that perceived usefulness is the functional and convenience benefits of a product that are perceived by consumers. In the context of this study, perceived usefulness is intended as the level of consumer confidence that listening to online music will satisfy the goal he is looking for. By listening to music online, consumers are not only looking for the experience of listening to a song, but also need certain functions (buttons/features) they are looking for. Therefore, the completeness of the benefits (function and convenience) will determine the amount of perceived value by consumers. According to Baubonienė &

Gulevičiūtė (2015) this value is described as a factor of convenience and simplicity. In their research on online music, Bounagui & Nel (2009) concluded that the dimensions of entertainment (perceived

enjoyment), dimensions of usefulness (perceived usefulness), and the factor of trust (perceived trust) have an influence on purchase intention with different levels of influence. In relation to perceived usefulness, in their research, they translate it that by purchasing music through online platform, consumers will improve the outcomes they get. This means that it should be suspected that the three dimensions have a place in the hearts of consumers (because they are considered to provide the value they are looking for).

According to Overby & Lee (2006), values that are considered important by consumers are grouped into utilitarian and hedonic values. Utilitarian values are meant as a comprehensive assessment of the functional benefits obtained as well as the sacrifices that must be made; while hedonic value is translated as a comprehensive assessment of the value of the experience they feel for the benefits and sacrifices. For consumers, the experience they are looking for is not just how the product meets their needs, but they are also looking for the entertainment experience. In their conclusion from their research, they say that the two values are the most important factors they take into account; although utilitarian values are considered more important than hedonic values. This is different from the findings of previous researchers who considered that the two values had the same significance. From this explanation, the hypothesis is formulated as follows:

H2: Perceived usefulness has a positive influence on perceived value in online music business.

H3: Perceived playfulness has a positive influence on perceived value in online music business.

The Relationship between Perceived Sacrifice (Perceived Price and Perceived Ease of Use) and Perceived Value

Chu and Lu (2007) defined perceived sacrifice as the feeling a person has regarding something that must be spent (sacrificed) to get a product/service or a combination of the two. It was also explained that related to online music, the sacrifice could be financial or non-financial. The form of non-financial sacrifices can be in the form of physical and non-physical (psychological) efforts that must be carried out which in both studies are called dimensions of perceived ease of use. Perceived ease of use is further defined as the level of confidence of online music consumers that when they listen to music through online platform, it does not require effort (effortless). Thus, when there is no need for effort to be expended in listening to online music, their assessment of online music will be higher. This is in line with the idea from Bounagui and Nel (2009) who describe perceived ease of use as minimal effort when consumers consume music through online platform. In addition, both of them use other variables to measure perceived sacrifice in non-financial forms, namely related to mastery of technical knowledge in the use of IT products. This implies that if someone does not have the required skills, then this will affect them in assessing the benefits of the product in question. Furthermore, in the conclusion of his research, Van der Heijden et al. (2003) wrote that perceived ease of use is a factor that will increase interest in IT products that are hedonic.

On the other hand, related to perceived price, it has long been known that for consumers who think rationally economically (financially), price is an important factor in the cost component (Zeithaml, 1988). This is confirmed by many subsequent studies which conclude that if the price (Chu & Lu, 2007; Arissetio & Sanawiri, 2017; Martins & Slongo, 2014), or economic considerations (Cesareo & Pastore, 2014), or cost considerations (Bounagui, & Nel, 2009; Lin et al., 2013) increases, it will have an impact on decreasing the value (benefit) perceived by consumers. That is, the consideration of price / cost is a key consideration for the formation of online consumer motivation. From this explanation, the hypothesis is formulated as follows:

H4: Perceived price has a positive influence on perceived value in online music business.

H5: Perceived ease of use has a positive influence on perceived value in online music business.

The research framework in this study is shown in Figure 1 as follows:

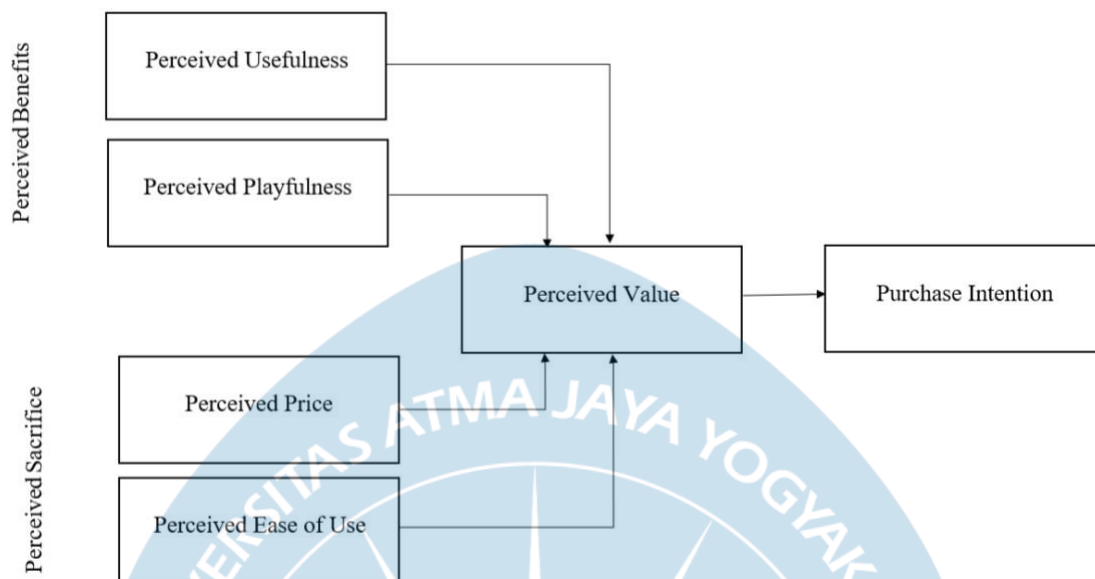


Figure 1: Research Framework

Research and Methodology

This research is quantitative research conducted to test the hypothesis that has been prepared (hypothesis-testing research) by basing it on the study of related concepts and theories and based on previous studies with the main priority on research with the object of research on online music. The research was conducted more as a replication study which was intended to prove the generalizability of the results obtained from previous studies by using different objects and respondents. Respondents in this case are JOOX customers as one of the online music providers in Indonesia who are domiciled in the Special Region of Jogjakarta.

The data was obtained by providing a list of questions to respondents through the internet (online questionnaire) using a Google Forms. The choice of this technique, lately, has been commonly used in social research, with considerations including: (a) the respondent is familiar with computer/internet technology and is familiar with various applications, and (b) it is cheaper, more practical, fast, convenient/easy, and wider in scope.

The questions were arranged according to the research variables with the main reference of research instrument adopted from Chu and Lu (2007). The questions are divided into two parts: the first part contains questions related to the background of the respondents, and the second part is related to the research variables. Questions are designed to obtain responses in the form of respondents' approval of each question. Measurements were made using a Likert scale with an explanation of 1 to state Strongly Disagree and 5 to state Strongly Agree. The following table is a brief list of questions posed to respondents. Before the questions are uploaded, offline tests have been carried out to ensure the validity and reliability of each question.

Table 2: Questionnaire Item

Perceived Usefulness

KG1 I can decide which music I want to listen to online music in Joox

KG2 I can get music information more easily on online music in Joox

KG3 Joox online music site provides a wide variety of music

KG4 Overall, I think online music site in Joox is very useful

–Perceived Playfulness

KS1 I enjoy music by listening to online music in Joox

KS2 Listening to online music in Joox makes me feel comfortable

KS3 Listening to online music in Joox is fun

KS4 Overall, I think that online music in Joox is interesting

–Perceived Price

HG1 I spent a lot of money to purchase songs on online music in Joox

HG2 The price for online music in Joox is much more expensive than I expected

HG3 I expect to pay for songs in online music in Joox as I expect

Table Cont'd

HG4 In general, I feel like listen to online music in Joox spent a lot of money

–Perceived Ease of Use

KM1 My interaction with online music site in Joox is clear and easy to understand

KM2 Learning how to listen to music on online music in Joox is easy for me

KM3 It will be easy for me to become proficient in listening to online music in Joox

KM4 In general, online music in Joox is easy to use

–Perceived Value

PV1 Online music in Joox is very valuable to me

PV2 I think that online music in Joox is of great value

PV3 Online music in Joox is considered as a good purchase

Purchase Intention

PI1 My chances of purchasing online music in Joox is high

PI2 My willingness to purchase online music in Joox is very high

PI3 In the near future, I will consider purchasing online music in Joox

Source: Authors

The number of respondents with complete answers is 121 people. This number is above the minimum required number, which is 96 people according to the calculation using the formula approach (Sekaran & Bougie, 2016). Furthermore, to test the hypothesis, the incoming data is first tested for reliability and validity and then regression analysis is carried out using the SPSS version 25 program. **Findings and Discussions**

Respondents' Characteristics

Characteristics of respondents are based on four groupings, namely: gender, age, income and occupation. In summary, the results are as outlined in the following table:

Table 3: Respondents' Characteristics

Variable	Category	Frequency (N=121)	Percentage
Gender	Male	52	43,0

	Female	69	57,0
Age	15-20 years old	26	21,5
	21-25 years old	94	77,7
	26-30 years old	1	0,8
Income	<500.	14	11,6
	500.000-1.000.000	20	16,5
	1.000.000-1.500.000	65	53,7
	2.500.000-5.000.000	18	14,9
	>5.000.000	4	03,3
Occupation	Private employees	4	03,3
	Student	109	90,1
	Civil Servant/Army/Police	3	02,5
	Entrepreneur	5	04,1

Validity Test

Validity is a measurement tool used to determine the extent of the accuracy and accuracy of a measuring instrument in carrying out its size function (Azwar, 2000). In addition, validity can also be interpreted as a measure that shows that the variable being measured is really the variable that the researcher wants to study (Schindler, 2019). More concretely, Ghazali (2009) states that the validity test is used to measure the validity or validity of a questionnaire. A questionnaire valid if it is able to reveal something that will be measured by the questionnaire.

In the interest of knowing the value of the validity of the list of questions that have been prepared, the research utilizes the SPSS program. The final results of the calculation are as follows:

Table 4: Results of Validity Test

Variable	Code	R count	R table	Conclusion
Perceived Usefulness (PU)	PU1	0,786	0,1786	Valid
	PU2	0,794	0,1786	Valid
	PU3	0,733	0,1786	Valid
	PU4	0,759	0,1786	Valid
Perceived Playfulness (PL)	PL1	0,815	0,1786	Valid
	PL2	0,897	0,1786	Valid
	PL3	0,919	0,1786	Valid
	PL4	0,843	0,1786	Valid
Perceived Price (PR)	PR1	0,513	0,1786	Valid
	PR2	0,645	0,1786	Valid
	PR3	0,694	0,1786	Valid
	PR4	0,769	0,1786	Valid

Perceived Ease of Use (PE)	PE1	0,798	0,1786	Valid
	PE2	0,825	0,1786	Valid
	PE3	0,838	0,1786	Valid
	PE4	0,791	0,1786	Valid
Perceived Value (PV)	PV1	0,847	0,1786	Valid
	PV2	0,855	0,1786	Valid
	PV3	0,838	0,1786	Valid
Purchase Intention (PI)	PI1	0,914	0,1786	Valid
	PI2	0,935	0,1786	Valid
	PI3	0,851	0,1786	Valid

If the value of $r_{count} \geq$ value of r_{table} (2-sided test with a significance of 0.05) then the instrument or question items have a significant correlation with the total score, in other words it is considered empirically valid (Matondang, 2009). Therefore, by looking at the table of validity test results above, it can be concluded that all questions are valid, because all the t-count values for each question are greater than the t-table (0, 1786).

Reliability Test

Reliability implies that the instruments used in research to obtain information used can be trusted as a data collection tool and are able to reveal actual information in the field (Schindler, 2019). Ghazali (2009) stated that reliability is a tool to measure a questionnaire which is an indicator of the construct. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable from time to time. Measurements that have high reliability are measurements that can produce reliable data.

Matondang (2009) stated that the interpretation of the reliability coefficient is a relative interpretation, meaning that there is no absolute limit indicating how many minimum coefficients must be achieved for a measurement to be reliable. By using the Cronbach's Alpha formula, the reliability test on the items of this research question produces the following information:

Table 5: Results of Reliability Test

Variable	Cronbach's Alpha	N of Items
Perceived Usefulness	,766	4
Perceived Playfulness	,889	4
Perceived Price	,646	4
Perceived Ease of Use	,646	4
Perceived Value	,646	4
Purchase Intention	,882	3

According to Ghazali (2009), an item is reliable if the Cronbach's alpha value is greater than 0.60. Therefore, referring to these values and by observing the table of values of the reliability test results, it can be concluded that all variables meet the reliable elements.

Variable Description

The explanation of the results of the descriptive analysis per variable is based on the following categories:

Table 6: Category of Descriptive Analysis

Interval of Average Value	Category
1,00 s/d 1,80	Strongly disagree
1,81 s/d 2,61	Disagree
2,62 s/d 3,42	Slightly agree
3,43 s/d 4,23	Agree
4,24 s/d 5,00	Very agree

Perceived Usefulness Variable

Respondents' perception of the perceived usefulness variable is presented in the following table:

Table 7: Respondents' Perception of Perceived Usefulness Variable

Code	Questionnaire Item	Average Value	Category
Perceived Usefulness Variable			
KG1	I can decide which music I want to listen to online music in Joox	4,12	Agree
KG2	I can get music information more easily on online music in Joox	3,90	Agree
KG3	Joox online music site provides a wide variety of music	4,02	Agree
KG4	Overall, I think online music site in Joox is very useful	4,07	Agree
	Average	4,03	Agree

In general, consumer responses to the various facilities offered by JOOX related to the benefits factor (perceived usefulness) received a positive response with an average score of 4.03 approaching the maximum score (5.00). This is understandable due to the various service features that are implanted in the product: song selection, including local songs, song selection settings (playlists), video availability, offline services, and can be enjoyed with various operating systems. This explanation also serves as a justification for the high score of the KG1 question (opportunity to choose a song), which is 4.12 the highest compared to the scores of other questions in the perceived ease of use variable. The lowest score lies in the question code KG2 (limited song information). Indeed, when compared to other players (eg Spotify, Deezer), the number of songs owned by JOOX is unknown.

Perceived Playfulness Variable

Respondents' perception of the perceived playfulness variable is presented in the following table:

Table 8: Respondents' Perception of Perceived Playfulness Variable

Code	Questionnaire Item	Average Value	Category
Perceived Playfulness Variable			
KS1	I enjoy music by listening to online music in Joox	3,97	Agree

KS2	Listening to online music in Joox makes me feel comfortable	3,89	Agree
KS3	Listening to online music in Joox is fun	3,88	Agree
KS4	Overall, I think that online music in Joox is interesting	3,98	Agree
	Average	3,93	Agree

The average score of the perceived playfulness variable is 3.93 which is a positive response (agree category) with a relatively small difference in scores between questions. Indeed, compared to other business players (iTunes, Spotify), JOOX is relatively new to operating in Indonesia, so of course the market knowledge is still less good than the old players. On the other hand, because of newcomers, it can be assumed that consumer familiarity is still not optimal. Actually, the different services from each business actor are relatively the same. Although indeed, from the sound quality variable, JOOX is still lower than its closest player (in terms of the time of its entry to Indonesia), namely Deezer. This variable can also be the main consideration for consumers to measure the dimension of perceived playfulness.

Perceived Price Variable

Respondents' perception of the perceived price variable is presented in the following table:

Table 9: Respondents' Perception of Perceived Price Variable

Code	Questionnaire Item	Average Value	Category
Perceived Price Variable			
HG1	I spent a lot of money to purchase songs on online music in Joox	2,79	Slightly agree
HG2	The price for online music in Joox is much more expensive than I expected	3,48	Agree
HG3	I expect to pay for songs in online music in Joox as I expect	3,68	Agree
HG4	In general, I feel like listen to online music in Joox spent a lot of money	3,24	Slightly agree
	Average	3,29	Slightly agree

The perceived price variable is one of the variables that represent the perceived sacrifice variable, namely the sacrifice perceived by consumers to consume online music. With four question items that were asked related to sacrifice in the form of price, the respondents' answers gave an average score of 3.29, which is slightly above the average value. That is, consumers give a response that is not too good; they assume that there is a price sacrifice that must be paid is quite high/big. This is reflected by the relatively high score (3.48) of the questions related to price. They were disappointed with the

price offered which turned out to be more expensive than they imagined. The characteristics of the respondents also support the quality of this response, because most of them are students with a small pocket money.

Perceived Ease of Use Variable

Respondents' perception of the perceived ease of use variable is presented in the following table:

Table 10: Respondents' Perception of Perceived Ease of Use Variable

Code	Questionnaire Item	Average Value	Category
Perceived Ease of Use Variable			
KM1	My interaction with online music site in Joox is clear and easy to understand	3,80	Agree
KM2	Learning how to listen to music on online music in Joox is easy for me	4,00	Agree
KM3	It will be easy for me to become proficient in listening to online music in Joox	3,83	Agree
KM4	In general, online music in Joox is easy to use	4,17	Agree
	Average	3,95	Agree

Respondents' responses to statements related to the perceived ease of use variable showed a positive response (agree) with a score of 3.95. This is understandable considering that JOOX is a relatively new player so it comes with various features that pamper its users. Its inability to give a perfect score (5.0) is suspected because not all users are familiar with the features offered. This is revealed in scores related to the ease of learning further to arrive at an advanced level with a not-so-good score, which is 3.80, lower than the average score.

Perceived Value Variable

Respondents' perception of the perceived value variable is presented in the following table:

Table 11: Respondents' Perception of Perceived Value Variable

Code	Questionnaire Item	Average Value	Category
Perceived Value Variable			
PV1	Online music in Joox is very valuable to me	3,35	Slightly agree
PV2	I think that online music in Joox is of great value	3,69	Agree
PV3	Online music in Joox is considered as a good purchase	3,47	Agree
	Average	3,50	Agree

The average score of perceived value perceived by users when enjoying online music is equal to the average value (3.50). Actually, this is a bit surprising because it was originally thought that with a product that is loaded with a touch of technology, it should offer a high perceived value by users. However, it did not happen because of the perception that the sacrifices that must be made by the user are also perceived to be high, so that the net value perceived by the user is not high enough. As indicated by the previous data, the benefits score resulted in an average score of 4.03 for perceived ease of use, and an average score of 3.93 for per. On the other hand, judging from the sacrificial

value (sacrifice), users still need no small sacrifice, namely the price reaches a score of 3.29 (Very Cheap 1.0), and the level of perceived ease of use is only 3.95 (Very Easy, score 5.0).

Purchase Intention Variable

Respondents' perception of the purchase intention variable is presented in the following table:

Table 12: Respondents' Perception of Purchase Intention Variable

Code Questionnaire Item		Average Value	Category
Perceived Purchase Intention Variable			
PI1	My chances of purchasing online music in Joox is high	2,56	Disagree
PI2	My willingness to purchase online music in Joox is very high	2,62	Slightly agree
PI3	In the near future, I will consider purchasing online music in Joox	2,93	Slightly agree
Average		2,70	Slightly agree

Respondents' responses to statements related to purchase intention are reflected in the average score of 2.70 (below the average value) mentioned above. This means that they don't seem too interested in using the online music that JOOX offers. This is specifically indicated by the response to the statement point PI 1: My chances of purchasing Joox music online are high. It can be assumed that the perceived value has not been strong enough to generate their purchase intention. The behavior of this score against the previous scores is not in line with the findings produced by the study conducted by Chu and Lu (2007).

Results of Hypothesis Test

Multiple Linear Regression Analysis

In this study, the independent variables consist of: perceived usefulness (KG, usefulness), perceived playfulness (KS, playfulness), perceived price (HG, Price), and perceived sacrifice (KM, ease of use); while the dependent variable is perceived value (PI, perceived value).

After passing various tests, namely: normality test and classical assumption test (One-Sample Kolmogorov-Smirnov Test), with a value of 0.200 (greater than 0.05), Multicollinearity Test with a VIF value of less than 10 and a tolerance value of more than 0,10, and Heteroscedasticity Test, the results of multiple linear analysis produce the following numbers:

Table 13: Multiple Linear Regression Analysis

Coefficient ^a		Unstandardized		Standardized	T	Sig
Model		B	Std. Error	Beta		
1	(Constant)	-,211	,410		-,515	,608
	KG	,085	,118	,076	,718	,474
	KS	,295	,108	,284	2,722	,007
	HG	,150	,083	,130	1,799	,075
	KM	,437	,108	,352	4,031	,000

**a. Dependent
Variable: PV**

Based on the data in the table above, the regression equation can be written, namely:

$$Y = -0,211 + 0,085X_1 + 0,295X_2 + 0,150X_3 + 0,437X_4$$

With explanation: Y is the perceived value which is the dependent variable; X1 is usefulness with a coefficient value of 0.085; X2 is Playfulness with a coefficient value of 0.295; X3 is the price with a coefficient value of 0.150; and X4 is the ease of use with a coefficient value of 0.437. A negative constant can be interpreted that with a certain value on the independent variable (X), the Perceived Value value will decrease by 0.211.

The explanation is as follows: Y is the perceived value which is the dependent variable; X1 is perceived usefulness with a coefficient value of 0.085; X2 is perceived playfulness with a coefficient value of 0.295; X3 is the perceived price with a coefficient value of 0.150; and X4 is the perceived ease of use with a coefficient value of 0.437. A negative constant can be interpreted that with a certain value on the independent variable (X), the value of perceived value will decrease by 0.211.

From the significance column in the table above, it can be concluded that there are two accepted hypotheses and two rejected hypotheses. Two that are accepted are that there is a significant relationship between perceived playfulness and perceived value, and perceived ease of use and perceived value, with numbers $0.007 < 0.050$, and $0.000 < 0.050$, respectively. Both show that the significance value is less than 0.05; so that it meets the requirements for the acceptance of the hypothesis. While the two unproven hypotheses are significant correlations between perceived usefulness and perceived value, as well as perceived price and perceived value, with values $0.474 > 0.050$, and $0.075 > 0.050$, respectively. Both show that the significance value is greater than 0.05; so it does not meet the requirements for the acceptance of the hypothesis.

The contribution of the four independent variables to the perceived value is 44.1% as shown by the R Square value in the table below. This figure shows that there are other factors (outside the four variables mentioned above) of 55.9% that contribute to the perceived value.

Table 14: R-Square Value

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,664	,441	,422	,52783

a. Predictors: (Constant), KM, HG, KS, KG

Multiple Linear Regression Analysis

In this case, the independent variable represents the Perceived Value; while the dependent variable represents Purchase Intention.

Based on the data that has been obtained, the regression model has met the classical assumption test, namely: normality test with a result of 0.92, greater than 0.05 so that it meets; multicollinearity test with a VIF value of less than 10 and a tolerance value of more than 0.10 so that it meets, as well as a heteroscedasticity test which shows that there is no data distribution pattern so that it meets.

Furthermore, the multiple linear regression analysis test obtained the following results:

Table 15: Results of Multiple Linear Regression Analysis

Coefficient Mode		Unstandardized nt		Standardized Coefficient	T	Sig
		B	Std. Error	Beta		
1	(Constant)	-,349	,411		-,850	,397
	PV	,872	,115	,570	7,572	,000
a. Dependent Variable: NM						

Based on the data in the table above, the regression equation can be written, namely:

$$Y = -0,349 + 0,872 X$$

With explanation: Y is the dependent variable, in this case is Purchase Intention, and X is the independent variable in this case is Perceived Value. The constant value is -0.349 and the X coefficient is 0.872. The negative sign on the constant value means that with a certain X value, the Y value decreases by 0.349. From this table it can also be explained that the hypothesis to be tested which says that there is a relationship between Perceived Value and Purchase Intention can be stated to be proven significantly, which is indicated by a significant number (0.00) smaller than 0.05.

Furthermore, the value of the contribution of perceived value to the value of purchase interest is shown in the table below, namely the R square value with a value of 32.5%. That is, the value of the contribution of perceived value to purchase interest is only 32.5%; while the remaining 67.5% resulted from factors other than the perceived value factor.

Table 16: R-Square Value

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,570	,325	,319	,57256
a. Predictors: (Constant), KM, HG, KS, KG				

Discussion

Data analysis was conducted to test the five hypotheses proposed, namely the relationship and level of significance (partially) between perceived usefulness, perceived playfulness, perceived price, and perceived ease of use on perceived value, as well as testing the relationship and significance between perceived value and purchase intention. Two of these relationship does not show a significant relationship; while the other three correlations between the variables in question are proven to be significant.

The Influence of Perceived Usefulness on Perceived Value

In this study, the relationship between these two variables cannot be proven significantly ($0.474 > 0.05$). Apparently, consumers do not pay much attention and do not really care about the benefits offered by the product in question (JOOX online music). They only focus on the benefits that are

obtained and that they already know, and are reluctant to find out more by studying other benefits that have been designed by the company to provide more convenience and benefits. JOOX has actually offered various benefits/usability, such as: Winamp service that makes it easy to change pages according to mood; a more complete song sharing service than others; video menu to cater for TV viewing culture; karaoke menus; and others. It is presumed that they are not very familiar and the offer and, at the same time, did not try to find out. It is also possible that from the eight factors that become the motivation, feature is on the 7th place (Weijters et al., 2014), which means that they do not become the first priority. It is also possible that if online music is placed to products that are closer to fun things (hedonic), usefulness has a insignificant influence on consumer perceived value (Sarkar, 2011). This is in line with the findings which say that for consumers who are more hedonic, namely those who think that shopping is an adventure activity, then usability/benefit is not a priority; for them what is important is enjoyment (Childers et al., 2001). Other studies (Ramayah & Ignatius, 2005; Lim & Dubinsky, 2004) showed that perceived usefulness has no significant influence on choices to shop online. This means that activities to find features that they are not familiar with through navigation services that have been prepared are not a top priority. Even Christopher & Indriana (2018) presented the opposite findings, namely the influence generated by perceived usefulness is negative and significant.

In the case of online music, the consumers are closer with those with hedonic orientation that put forward feelings of pleasure/enjoyment when using these products/services so that the system that is expected to be present is a system that presents pleasure. This is in line with what was found by Akinbode et al. (2010) that perceived utilitarian value does not have a significant influence on online shopping attitudes (shopping online attitude); in contrast to the perceived hedonic value which has a significant influence. In this study, the explanation above is evidenced by the acceptance of the third hypothesis, which explores the relationship between playfulness and perceived value, which is significantly proven to have a positive relationship.

On the other hand, the non-acceptance of the second hypothesis in this study differs from the findings of many previous studies, including: Chu and Lu (2007), Bounagui and Nel (2009), Arissetio & Sanawiri (2011), Martins & Slongo (2014), and Lin et al. (2013), as they all confirmed a positive and significant relationship between the two. The whole research takes the object of online/streaming music research. Elsewhere, there are more studies that find the relationship between these two variables, Davis (1989), Han & Han (2001), Childers et al. (2001), Swatman et al. (2006), Sarkar (2011), Kim et al. (2017), Akram et al. (2018), and

Lee & Phau (2018), as well as Baubonienė & Gulevičiūtė (2015) who added an explanation that the perceived value results from the convenience and simplicity factors. Therefore, they agree that there is a relationship between perceived usefulness and perceived value.

The Influence of Perceived Playfulness on Perceived Value

The results of this study found very strong evidence that both have a significant positive influence ($p < 0.05$). Taking into account the issues raised on the playfulness factor in this study, namely enjoyment of listening to music, comfort, fun, and attractiveness, a strong suspicion leads to the belief that online music consumers are those who seek entertainment/enjoyment (Cesareo & Pastore, 2014). This is illustrated by the consumer profile which is dominated by teenagers. The conclusion above is a logical conclusion, in addition to many previous studies that are in line with these conclusions. Some of them are Christopher & Indriana (2018), Arissetio & Sanawiri (2017), and Akinbode et al. (2010) which considered playfulness with audio quality and design convenience; Childers et al. (2001) which stated that hedonic motivation (motivation of pleasure, playfulness) has

an influence on intention; Chu and Lu (2007) who noted that the relationship between these two variables has a stronger level of significance for those who are new potential (potential purchasers) compared to purchaser; and Bounagui and Nel (2009) and Plowman & Goode (2009) which stated that quality (music) has a significant influence only for music fanatics consumers on interest in downloading (heavy downloaders). Another study that indirectly supports the conclusions of this study is research conducted by Arissetio and Sanawiri (2017) which found that the need to listen to music, music exploration, and flexibility in listening to music are a number of consumer motivations in buying online music products/services. The conclusions of many of these studies that take the object of online music/streaming are in line with the findings of many studies that examine online business in general, some of which are: Childers et al. (2001), Arora (2018), Akram et al. (2018), Kim et al. (2017), Bounagui and Nel (2009), Han & Han (2001), and Ramayah & Ignatius (2005).

The Influence of Perceived Price on Perceived Value

In the context of this study, price is defined as the cost that must be incurred to enjoy music online. As it is understood that the online music service providers, in this study is JOOX, offering free services (freemium) and paid services (premium). In the first service, customers are given a limited number of song choices and with ad interludes, while in premium services, the choice of songs is provided with more and with better quality.

From the hypothesis test conducted, the coefficient value is 0.150 with a significance number of 0.075, greater than 0.05; therefore the hypothesis is rejected. This means that the positive influence of price does not significantly contribute to the perceived value of consumers. Previous research that is in line with these findings is a study conducted by Chistopher (2018) which did not find a significant influence between the two. Likewise, Lee & Phau (2018) identified that the cost variable has no influence on online streaming. This is because the main thing that consumers look for in online music is the fun factor, so price is not a major consideration in deciding to buy or not. Therefore, premium services (paid services) in the online music business are one of the packages offered with better service packages. Business people do this with the belief that consumers will view price along with service quality. In this study, the coefficient value for the price is positive; but the influence is not significant enough.

Compared to those who deny that there is a significant influence between price and perceived value, there are more studies that agree with a significantly more negative relationship, including Arissetio & Sanawiri (2017) who found that price is one of consumers' motivations in buying streaming music; Cesareo & Pastore (2014) who believed that it is a form of economic considerations; Lin et al. (2013) which placed costs and risks as determinants; and Plowman & Goode (2009), Bounagui & Nel (2009), and Chu (2017) who explained that price has a negative and significant relationship to the perceived value of consumers. Given this fact, then Swatman et al. (2006) suggested online retailers to formulate competitive prices. The same conclusion that price has a significant influence on online shopping interest was obtained by previous researchers, such as Arora (2018) and Biswas and Blair (1991).

The Influence of Perceived Ease of Use on Perceived Value

By referring to the indicators in this variable, namely: (1) The interaction is clear and easy to understand; (2) Easy to learn; (3) Easy to become proficient in listening to music; and (4) Easy to use; then it is not too difficult to understand the acceptance of the proposed research hypothesis, namely ease of use has a positive and significant effect on perceived value. That is, if online music providers add various services/features that make it easier, consumers will respond positively, adding to their perceived value. This explanation is supported by similar findings from a number of previous

studies. Christopher & Indriana (2018) has a similar view by detailing it in terms of how much effort is expected to be spent, the conditions that facilitate convenience, and the costs incurred to conduct a search. Martins & Slongo (2014) associated this aspect to a person's habits in consuming certain products/services, the more in accordance with the habit, the more convenience it will feel. Besides this research, various studies that take online shopping objects find the same conclusion that convenience has a significant positive relationship (Sarkar, 2011; Childers et al. 2001; Akram et al., 2018; Kim et al., 2017; Han & Han). , 2001; Ramayah & Ignatius, 2005).

However, several studies have come to the opposite conclusion. They did not find a significant relationship between convenience and perceived value and/or interest. Chu and Lu (2007) explained that this is possible because the respondents used are so familiar with computer and internet technology that the convenience factor is not taken into consideration. On the other hand, Bounagui & Nel (2009) provided a different argument by finding that convenience is positively and significantly correlated with the usability variable; and not related to value. In a different context (online shopping), Davis (1989) considered that the ease of use is not parallel with usefulness in influencing value, so that although usefulness is related to perceived value, this is not the case with ease of use.

Overall, these four variables are indicators that contribute to the perceived value of 44.1% as shown by the value of R². This figure also shows that the earned value is more determined by other variables as indicators, which is 55.9%. This is in line with the previous discussion which explained that two of the four indicator variables turned out to have an insignificant interaction with the perceived value.

The Influence of Perceived Value on Purchase Intention

From the results of simple linear regression analysis, it can be concluded that there is a significant positive relationship between perceived value and purchase intention, namely with a positive coefficient number of 0.872 and a significance value of 0.000 ($p < 0.05$). As stated by Fishbein and Ajzen (1975), and Cronan & Al-Rafee (2008) that the relationship between attitudes, intention, and behavior can be explained that attitude is a good predictor of intention, then intention can be used as a predictor of behavior (Cesareo & Pastore, 2014). This research is in line with this opinion, namely the perceived value shows a significantly positive value, so it is not difficult then to suspect that with this positive value, of course, consumers will also manifest it in their willingness to make purchases of these online music products/services.

This explanation is proven by a number of previous studies. Huang et al. (2015) found evidence that personal worship, in this regard is the perceived value, has a relationship with purchase intention. Weijters et al. (2014) concluded that consumers' willingness to buy streaming music was preceded by their positive attitude/judgment towards legal products. Lin et al. (2013), Akinbode et al. (2010), and Arora (2018) also found similar results, although in the context of a more general object, namely online shopping. And as far as the reference used by the researcher in this study, the researcher did not find the opposite conclusion to the relationship above.

Conclusions

This study obtained answers to research questions consisting of: (a) the relationship between the predictor factors forming consumer perceived value, and (b) the relationship between perceived value and purchase intention to online music services. From the discussion that has been done above, it appears that the online music/streaming business has different characteristics from online businesses in general (non-music), especially in the factors that are of concern to consumers and at

the same time as predictors that form perceived value by consumers. Therefore, it is important for business actors who provide online music services to pay close attention.

For consumers, consuming online music products is closer to an effort to fulfill the need for pleasure (hedonic motivation), which places shopping as an adventure (adventure, seeking experience) and is more emotional/sensational (Childers et al., 2001); so that rational considerations are very likely to be defeated by these emotional considerations. Perceived usefulness turns out to have an insignificant influence on perceived value, while on the other hand perceived playfulness has a significant influence on the creation of perceived value. This is evidence that suggests that for them (online music consumers) various functions that offer usability are meaningless if not at the same time provide a sense of pleasure. The various features offered, even though they have functional benefits as something of great value, will have no meaning if the benefits do not produce a sense of pleasure (enjoyment) for consumers. JOOX, in the context of this research, even though in some parts it does not offer as many services as its competitors, still dominates the market and is able to provide enjoyment to consumers even with limited services (e.g. the ability to share songs). Therefore, business actors must be able to properly identify features/things that are seen by consumers (target market) as a source of enjoyment as well as be able to build positioning with other actors (Tih & Ennis, 2006; Ganguly, 2010). Differences in consumer backgrounds (gender, age, culture/habits, experience/knowledge related to technology) are very likely to have different concerns about the pleasure they are looking for.

Some of these latter issues find evidence in this study. This study uses respondents who are dominated by young people (teenagers) who still place pleasure as something important, so price does not have a significant relationship. Once again for them what is important is the satisfaction of pleasure (favor). JOOX is not a price-competitive online music provider; their prices are competitive with those of competitors; but they are able to dominate the market. Still related to the characteristics of respondents who are dominated by young people with relatively good knowledge of information technology/internet, it turns out that the various facilities provided by JOOX have not been optimally appreciated by users. This means that the convenience that has been offered by service providers has not yet led to features that will give them pleasure. This is what makes their assessment of various indicators of perceived ease of use low. Therefore, service providers must continue to innovate business models by utilizing technology to provide various conveniences for users to enjoy the pleasures they seek (Akinbode et al., 2010; Martins & Slongo, 2014).

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The success that can be expected from online music service providers is when they are able to create high perceived value for the service products they produce. This is supported by the conclusion from

this study that high perceived value (positive attitude) contributes to purchase intention. This has been supported by many previous studies that attitude is a good predictor of interest and subsequently interest is a good predictor of behavior.

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The Role of Perceived Benefits and Perceived Risks Towards the Consumers' Purchase Intention Via ECommerce: An Evidence From Indonesia

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Abstract— The advancement of buying and selling technology has changed consumer behavior in the world of commerce. The modern purchasing process has made the consumers' purchases became more efficient, hasslefree and easy. However, technology in online purchases is inseparable from the risks that might occur behind the transaction, but it develops more benefits to online consumers. The risks and benefits at the same time might look contradict but marketing experts believed that these two could potentially increase consumers' intention to purchase any online products. The purpose of this study is to look at the effect of perceptions of consumer benefits consisting of price discounts, comfort, convenience, and enjoyment as well as consumer risk percentages consisting of financial risk, product risk and time risk towards online purchase intentions. This study is quantitative in nature and involves 286 respondents who were accidentally recruited to be part of the investigation. Data collected were analyzed using SPSS and multiple regression analysis was conducted to see the relationship between the identified variables. The results showed that price discounts, comfort, and enjoyment had a positive influence on online purchase intentions. Surprisingly, convenience and financial risk did not affect online purchase intentions while product risk and price risk had a negative influence on online purchase intentions. This research is important as an input for online sellers to increase sales turnover by offering and convincing consumers' perceptions particularly on the benefits obtained by consumers from the purchase and minimize the perception of risk that may hinder them from making a purchase. Furthermore, this research will be able to enrich the existing works of literature on online purchase intention.

Keywords: *convenience, discount, ease, enjoyment, financial risk, product risk, and time risk.*

1. INTRODUCTION

Technological developments in the industrial era 4.0 have driven changes in various aspects of human life, including in the world economy. Technology has changed people's behavior, both in terms of producers and consumers. Entrepreneurs compete and try to meet the needs of consumers by providing a high level of customer satisfaction. Technology emerged by encouraging e-service. E-service according to Hsin Chang, et al. (2009: 425) are the online services that support consumers to buy effectively and efficiently. Consumers do not need much time to go to the store. E-service can provide online services wherever and whenever consumers make transactions.

Hillman and Neustaedter (2017) stated that consumers care more about shopping online than with physical stores. The existence of e-service has changed the behavior of consumers' community from physical activities to online activities. At present, e-service has had a significant influence on Indonesia's economic growth. The development of e-commerce in Indonesia shows growth from year to year. The British Research Institute Merchant Machine n 2018 mentioned that e-commerce is slicing the country with the fastest-growing e-commerce in the world, showing that Indonesia is the fastest growing country with 78 percent growth followed by Mexico with a growth rate of 59 percent and the Philippines with 51 percent. From the results of research conducted by the Indonesian Internet Service Providers Association (APJII), in 2018, internet users in Indonesia increased by 10.12 percent to 64.8 percent from 264 million people, this shows that as many as 171.17 million internet users in Indonesia and this numbers are predicted to continue to grow. The large use of the Internet, which reaches more than half the population in Indonesia, has changed the behavior of Indonesian people from conventional shopping to online shopping (e-commerce). According to Laudon and Traver (2013), e-commerce is a commercial transaction between organizations and individuals digitally. In online shopping, consumers only need mobile electronic devices or internet-connected computers. In shopping, using e-commerce offers ease and efficiency of time (Kim and Lee, 2014). Shopping with mobile phones and computers connected to the internet enables consumers to explore and search for what they want, convenience to carry on anywhere and anytime (Bendary and Al-Sahouly, 2018). It is also found that the perceived benefits of online shopping affect the consumer's intention and this consumer perceives the benefits of information related to the advantages of adopting e-commerce and the perception of consumers towards profits is the most important thing in online trading (Delafrrooz et al., 2011).

However, not all technologies can support e-commerce in Indonesia, several obstacles and risks hinder the development of e-commerce in Indonesia. Some obstacles that occur are the weak internet connection in the country. The internet connection in Indonesia is the weakest in Southeast Asia (Global Speed Test Index, 2019). Survey results of the Global Speed Test Index in January 2019 found that the level of internet connection in Indonesia is the lowest compared to other countries in Southeast Asia with an average download speed of 10.62 Mbps, this lags far behind other countries and even Singapore reaches 54.96 Mbps. Internet connection speed is important in online trading (Shankar, et al 2002). Furthermore, the level of transaction risk is higher because of the use of networks in online purchases (Shankar, et al 2002; Yang, et al. 2011). Besides, Indonesia's geography which consists of islands spread over more than 17,000 with great distances, poor infrastructure that contributed to supply chain obstacles which become one of the main obstacles for e-commerce business. This is the main challenge for electronic and online retailers to distribute goods throughout the country. Stone & Gronhaug (1993) claimed that perceived risk is the most significant factor influencing purchase intentions. Research conducted by Tanadi et al., (2015) that investigates perceived risk and perceived benefits show that all dimensions of perceived factors are important aspects for determining e-commerce adoption behavior. There is a change in customer behavior by

offering benefits and risks. Thus, from the study of theories and problems that exist, this study is to determine the effect of perceived consumer benefits consisted of price discounts, comfort, convenience, and enjoyment as well as risk perceptions consisted of financial risk, product risk and time risk towards online purchase intentions.

2. LITERATURE REVIEW

2.1 Purchase Intention

In the world of marketing, it is very important to know the motives and intentions of consumers. Many studies have concluded that intention is a strong prediction for actual behavior (Putit and Johan, 2015). The intention is an aspect of psychology for someone who has a considerable influence on behavior. Intention to motivate someone to do something. A person in making a product purchase is strongly influenced by its intentions. In ecommerce, online purchase intention is the intention of consumers to purchase online (Salisbury et al., 2001). Pavlou (2003) observes purchase intentions as a more appropriate measure of intentions of consumer behavior so that entrepreneurs try to analyze consumer intentions to become a reference as material to determine market strategies. Someone in making online purchases is based on the perception of the benefits of transactions and the risks of online purchases (Teo and Liu, 2007).

2.2 Perceived Benefit and Intention

The perception of profit is very important for consumers, especially consumers who are still novice buyers. Holbrook (2005) defines the value of consumer perception is important for understanding intentions. Consumers will do the transaction because of the perception that they will get the benefits as they expected from the online transaction. Some of the perceptions that consumers expect, such as discounts and quantity of goods (Lai and Zhuang, 2006). In general, people will be more interested in receiving higher discounts than products that do not provide discounts. Biswas and Blair (1991) conclude that price discounts can affect consumers' spending intentions. Alford (2002) added that the value of prices becomes an evaluation of consumers while expressing a desire to buy. In online purchases, consumers are given a lot of choices by sellers with various types of packages and prices, people hook on making online purchases due to cheaper than making purchases in stores because, in online purchases, goods are mostly distributed directly from agents or producers, not through retail merchants. Thus, consumers can cut the usual distribution cost. From the above theoretical study, the following hypothesis is obtained:

H¹: There is an influence of price discounts on online purchase intention.

In the millennial era, almost 70 percent of human life activities cannot be separated from digital devices (Li et al., 2006). Digital existence makes it convenient for consumers. However, digitization can have a negative influence on some people, as they tend to have a decrease in a social sense because of decreased interaction between people. Changes in community behavior can not be separated from one's feelings and emotions. They feel comfortable with digital services rather than having to interact with others. In e-commerce, consumers are given various choices and offers, they do not need to bid because prices are certain and listed with various price choices. The difference between online shopping can provide convenience, and the benefits to be gained (Liu et al., 2013). If

consumers feel comfortable in their transactions, the more likely they are to shop online (Li et al., 2006). Therefore, based on the above discussion, the following theoretical hypothesis is made:

H²: There is an influence of convenience on online purchase intention.

Humans basically interested to be in the easy and hassle-free activity. Today's customers want to find everything that can make their lives easier and more efficient, like the use of technology to be free from difficulties (Ali Zaidi, Gondal, & Yasmin, 2014). Technology provides a variety of services that support human activities. According to Chahal (2013), ease of shopping is related to how easy or difficult someone is to do shopping. Forsythe, et al. (2006) said that the ease is which some people avoid going to stores to shop. Consumers do not have to go out to the store to spend time and money. All transaction can be replaced by the ease of using technology. Therefore, based on the above discussion, the following theoretical hypothesis is developed:

H³: There is an influence of ease on online purchase intention.

Daily habits cannot be separated from digital as digital devices able to create pleasure for people (Wang et al., 2013). Pleasure is a good feeling and enjoyment that arises from within a person (Im and Ha, 2011). Enjoyment can influence consumer psychology which can further influence consumer intentions. Research Im and Ha (2011) enjoyment is the feeling of consumers when visiting the sale website which able to increase consumer purchase intentions. Supported by research by Wang et al., (2013), the pleasure felt by consumers can influence their online purchasing intentions. Sinha (2003) found that about 40 percent of Indian buyers are buyers who consider shopping as entertainment. Therefore, based on the above discussion, the following theoretical hypothesis is constructed:

H⁴: There is an influence of enjoyment on online purchase intention.

2.3 Perceived Risk and Intention

In general, people argue that electronic commerce is riskier than traditional trade (Tan and Thoen, 2001). In online trading, transactions are carried out abstractly (Kim, 2005). (Kim, 2005) also found that security aspects in the purchase positively influence purchase intention, especially in the online transaction. Another dimension is the risk behind the online purchase which consumers worried about becomes a victim of fraud (Martin, 2005). Some online consumers are concern about shipping and returns (Cho, 2004). Stone and Gronhaug (1993) found that perceived risk is the most significant factor influencing purchase intentions and it is believed that risk perception can reduce the willingness of consumers to buy online (Barnes, 2007). Some consumers suffer monetary losses from buying when the product is obtained through online (Featherman and Pavlou, 2003). Popli and Mishra (2015) confirmed that financial risks are to include other possible costs into products purchased online, so consumers must pay more for the products they buy. Masoud (2013) discussed the possible financial loss that might occur through online purchases such as credit card fraud is greater. Pallab (1996) claimed that the internet has a low level of security. The insecurity of using credit cards for online payment is a barrier to buy products online (Maignan and Luke, 1997). Some scientific articles (Anderson et al., 2008; Douglass, 2009) found that online consumers continue to

lose money and experience potential financial fraud. The following hypothesis is developed based on the prior discussion above:

H⁵: There is an influence of financial risk on online purchase intention.

In online trading, consumers do not know the physical form of the products they buy. So consumers find it difficult to evaluate and inspect those products (Forsythe and Shi, 2003; Almousa, 2011; Dai et al., 2014; Masoud, 2013). Research from Teo (2002), found that about 25 percent of consumers worry about the quality of the product they are going to buy through the website. Consumers worry if the product does not match what they expect. According to Popli and Mishra (2015), shopping online is exposed to fraud as the consumers are having the poor opportunity to do the physical inspection on the quality of the products. Buying online will make buyers only depend on the availability of limited information and images displayed on the seller's website (Jarvenpaa, Noam, and Lauri, 1999). Risks occur when a product does not match what is expected (Bhatnagar, Misra, and Rao, 2000). Product risk can also occur when the process of sending associated goods is damaged or lost and the risk of seller send the product to the wrong receiver (Zhang, Tan, Xu, and Tan, 2012). It is difficult for consumers to evaluate and test products through virtual stores (Brown and Rice, 2001). According to the above theoretical discussions, the following hypothesis is developed:

H⁶: There is an influence of product risk on online purchase intention.

Time risk will also hinder consumers' purchase intentions to buy online because it requires a lot of time to carefully choose a suitable web seller (Forsythe and Shi, 2003; Forsythe et al., 2006). This requires a lot of time for consumers to determine, search, browse, buy, and wait for the product to arrive in the hands of consumers (Hsiao, 2009; Hassan et al., 2006). Time risk is one of the factors that influence consumer buying behavior via the internet (Zhang et al., 2012; Ye, 2004). Time risks can include sending orders and delay in getting the product (Forsythe et al., 2006). According to Griffin & Viehland (2010), time risk refers to the time needed by consumers to buy products. According to Broekhuizen & Jager (2004), if the risk perceived by consumers is higher, then it causes them to spend more time and effort to make decisions. Based on Featherman & Pavlou (2003), they define time risk as a condition in which consumers lose time to make decisions. The following hypothesis is developed based on the prior discussion above:

H⁷: There is an influence of time risk on online purchase intention.

3.0 METHODOLOGY

3.1 Research Designs, Sampling and Data Collection

This study used a quantitative approach because it covers a large area. This research was conducted in Indonesia from May to November 2019, with a sample of 300 respondents who were recruited through non-probability sampling, namely accidental sampling. All of them are online consumers aged between 15 years to 35 years who had been and have experience in online shopping. This age range is considered the most active user in using the internet in Indonesia. 286 responses were

collected and valid for further data analyses. The overall response rate is quite high which is 95.33 percent. The questionnaires were distributed online using Google form. In this study, there are seven (7) independent variables, which predicted to have effects on the online purchase intention (dependent variable). All variables in this study were measured using a Likert scale with intervals of 1-5 ranging from 1 represents very weak to 5 represents very strong. In order to get a good set of the questionnaire before it is given to the respondents, the researchers conducted the validity test and the reliability test. The validity test is important to see the validity of the question items in the questionnaire, according to Sugiono (2013) a questionnaire is said to be valid if the value of r is more than 0.3 ($r > 0.3$). While the reliability test is crucial to see the reliability and consistency of the questionnaire given to respondents. The good value of a reliable questionnaire should reach the Cronbach alpha more than 0.6 ($\alpha > 0.6$). All the collected data were analyzed using multiple regression analysis using the help of SPSS 22 software. Good regression analysis is expected to meet the requirements of several classic assumption tests. In this study, there are 3 classic assumption tests, namely: normality, multicollinearity test, and heteroscedasticity test.

3.2 Research Framework

The conceptual framework in this study is expected to be able to provide an overview and lead to the assumptions of the variables studied. Judging from the relationship between variables, seven (7) variables are positioned as independent variables, namely price, comfort, convenience, enjoyment, financial risk, time risk, and product risk, against e-commerce (online) purchase intention which is positioned as a dependent variable. The conceptual framework model can be seen in Figure 1 below:

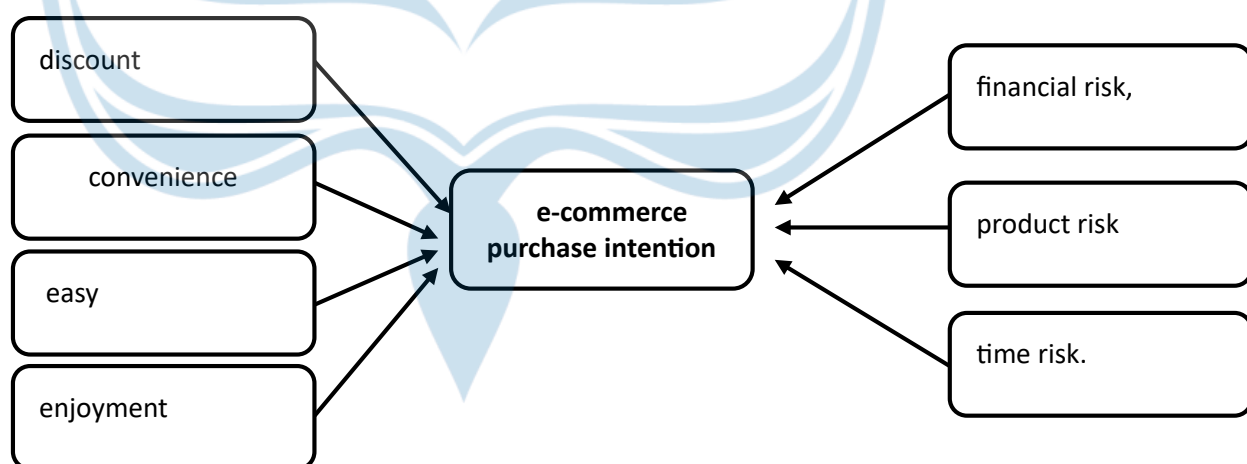


Figure 1 Conceptual framework

4.0 RESEARCH RESULT

4.1 Measurement, Validity and Reliability

The price discount is measured by 3 statements developed by previous researchers. 2 items of statement were adopted from McKenney (2004) and 1 item of statement was adopted from Sinha (2003). The convenience variable is measured by 4 items statements. 2 items of the statement were

adopted from McKinney (2004), 1 item statement from Li et al., (2006) and 1 item statement from Forsythe, S., et al., (2006). Ease variable was measured using 4 items statement adopted from Forsythe et al., (2006). The enjoyment variable uses 4 statement items adopted from Forsythe et al., (2006). Financial risk variables are measured by 5 statement items with 2 statement items adopted from Stone and Gronhaug (1993), 1 statement item using Kuhlmeier and Knight (2005) and 1 statement item developed by Forsythe et al., (2006). Product risk variables were measured by 5 statement items, with 2 statement items using Forsythe and Shi (2003), 1 statement item using Tan (2000) and 1 statement item using Forsythe et al., (2006). The time risk variable is measured by 5 statement items with 2 question items developed by Stone and Gronhaug (1993), 1 statement item adopted from Forsythe and Shi (2003) and 1 statement item developed by Forsythe et al., (2006), while for online purchase intentions, all the 3 statements were adopted from the items developed by Chen, (2013). The summary of the items and measurements for this research can be seen in table 1:

Table 1. Statement of the questionnaire.

Perceived Benefit Consumer	r- value	Reference
Price discount		
1. I often buy discounted products	0.662	McKinney (2004)
2. To get an economical product worth the extra effort needed	0.517	
3. bought online because the price was low		
Convenience	0.718	Sinha (2003)
1. Online shopping can save time bargaining by myself		McKinney (2004)
2. Shopping online can save time comparing products	0.736	
3. I think it would be more convenient if the product I want to buy online	0.833	
	0.705	
4. Don't be shy if you don't buy	0.597	Forsythe et al., (2006)
Easy	0.865	Forsythe et al., (2006)
1. Can shop inside at home	0.715	
2. I don't have to leave home	0.833	
3. Can shop whenever I want	0.643	
4. Can save efforts visiting the store		
Enjoyment		
1. To try new experiences	0.605	Forsythe et al., (2006)
2. It's nice to receive a package	0.689	
3. Can buy based on encouragement in responding to advertisements	0.699	
4. Can design and choose many products	0.841	
Perceived risk consumer	r- value	Reference

Financial risk		
1. Can't trust online companies	0.622	Stone &
2. My personal information may not be stored	0.699	Grønhaug
3. I cannot get what I buy	0.696	(1993)
4. It is possible that my credit card is not safe	0.653	Kuhlmeier &
5. The possibility of getting an excess bill	0.585	Knight (2005)
Product risk		Forsythe et al.,
1. Cannot check the product to be purchased	0.618	(2006)
2. Large and small size becomes a problem	0.680	Forsythe & Shi
3. Maybe not get the product	0.470	(2003)
4. I worried whether the product will be as good as advertised	0.852	Tan (2000)
5. I worried that the product cannot reach expectations	0.751	Forsythe et al.,
Time risk		(2006)
1. Too complicated to order a product	0.805	Stone &
2. Product images are taking too long to appear on the site	0.839	Grønhaug
3. I afraid that I will buy the product for too long	0.780	(1993)
4. The online purchasing process is too complicated	0.923	Forsythe & Shi
5. Must wait for the goods to be sent	0.842	(2003)
		Forsythe et al.
		(2006)
E-commerce (Online) purchase intention	r- value	Reference
1. I prefer to buy products online	0.810	Chen (2013)
2. Buying products online is interesting to me	0.850	
3. It is a good idea to buy products online	0.774	

From the results of the analysis in table 1, each statement item has a validity value more than ($>$) 0.3, so it can be concluded that each statement item chosen meets the validity requirements. So that it can be said that the statement item questionnaire performance in this study meets the requirements and made the questionnaire as a valid questionnaire. Furthermore, the reliability of the questionnaire can be seen in table 2:

Table 2. Reliability tests

Variable	Cronbach Alpha value
Price discount	0,783
Convenience	0,862
Easy	0,890
Enjoyment	0,859
Financial risk	0,842
Product risk	0,855
Time risk	0,938

Online purchase intention	0,903
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From Table 2, it can be concluded that each variable in this study is reliable due to alpha values greater than 0.6 ($\alpha > 0.6$). Thus, all statements in the questionnaire are reliable and consistent for further analyses.

On the other hand, the descriptive analysis of respondents is shown in table 3. From table 3. It can be seen in the online purchase intention of 286 respondents consisted of 189 respondents who are female and the remaining 97 respondents are male. This shows that in this study most respondents were women and this result is in line with the findings reported by the Indonesian Internet Service Providers Association (APJII), in 2018 that most online users in Indonesia are female. The average age of many respondents between the ages of 15 years to 30 years. Again, as reported by APJII (2018) online users in Indonesia aged between 15 to 30 years old. The findings also reported that clothes or apparels are the most chosen product in online purchases. Respondents were found to engage with online shopping transactions as frequently as once a month.

Table 3. Description of respondents

Gender	male	97
	female	189
Age	15 years - 20 years	124
	21 years - 25 years	89
	26 years - 30 years	57
	31 years - 35 years	16
Frequently purchased products	Clothes	125
	Cosmetics	68
	Slippers	14
	Kitchen needs	7
	Work/college needs	30
	Electronic	42
Purchase in 1 month	1 time	146
	2-3 times	98
	4-5 times	24
	6-7 times	6
	7 times more	12

4.2 Classic assumption test

The classic assumption test is performed to meet the requirements of good regression analysis, in this study the classic assumption test consists of 3 tests, namely:

4.2.1 Normality test

A normality test is performed to see whether all the independent variables and the dependent variable have a normal distribution or not. Good regression analysis is if a study has a normally distributed residual value. The normality test can be seen in the normal p test plot in Figure 4

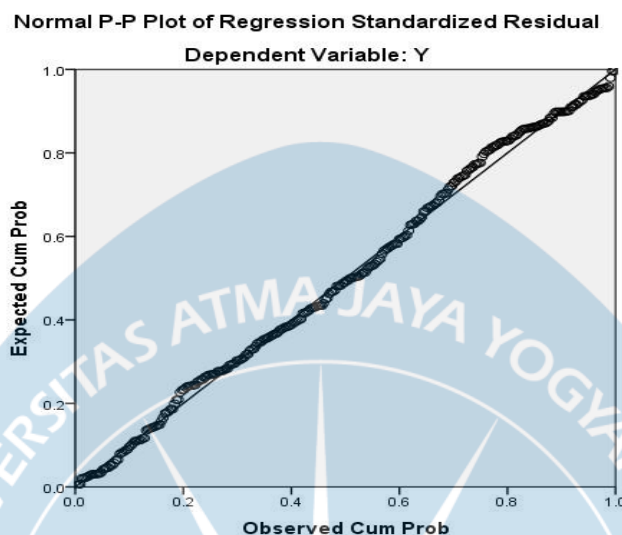


Figure 2. Test for normality

In order to see whether the data in the study are normal or not, then the data is seen in the normal PP of Standardized Residual plot of regression from the SPSS analysis results by looking at the points following the diagonal line. From the results of the SPSS analysis, it is found that the data spread around the line and follows the direction of the line. Thus it can be concluded that the data is normally distributed.

4.2.2 Heterodecedasticidas Test

The Heterodecedasticidas Test is a regression test to see whether there is an unequal variance from the residuals of observation with other observations. To see whether Heterodkedastisidas occurs or cannot be seen with the spread of points on the scatters-pot if the points spread above and below zero then it can be said to be free of Heterodcedastisidas and if it does not spread and form patterns then Heterodcedasticidas occurs. The result of the Heterodecedastic test can be seen in Figure 3. From Figure 3 below, it can be concluded that there is no clear picture of the pattern, and the points spread above and below the number 0 on the Y-axis. Thus, then there is no heteroscedasticity issue here. A good regression model is heteroscedasticity free.

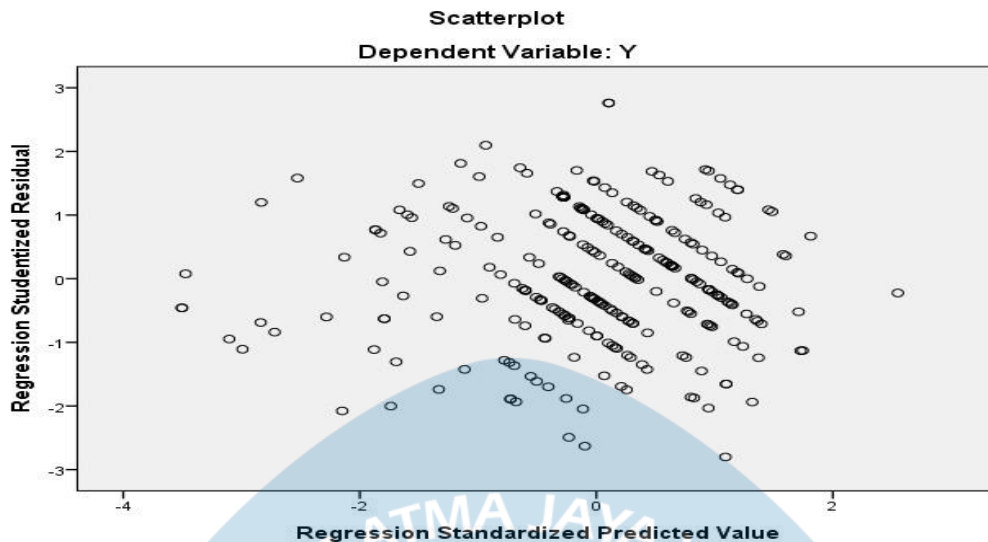


Figure 3. Scatter plot

4.2.3 Multicollinearity test

Multicollinearity test is a regression test to see whether there is an unusual correlation between independent variables in a regression model. The result of the multicollinearity test can be seen in table 4. **Table 4. Multicollonier tests**

Variable	Tolerance	VIF
Price discount	0.495	2.020
Convenience	0.377	2.651
Easy	0.262	3.815
Enjoyment	0.246	4.060
Financial risk	0.471	2.122
Product risk	0.449	2.226
Time risk	0.589	1.699

The symptoms of multicollinearity can be detected from the magnitude of the VIF (Variance Inflation Factor) and tolerance through the SPSS program. If the analysis results obtained a tolerance value bigger than 0.10 (Tolerance > 0.10) and if the VIF value is less than 10 (VIF <10), it can be assumed that there is no multicollinearity occurs. From the results of SPSS data processing in this study, all VIF values for independent variables are less than 10 (VIF <10) and the Tolerance value is bigger than 0.10 (tolerance > 0.10). Thus, this indicates that the independent variables in this study are free from multicollinearity problems and good for further analyses.

4.3 Regression analysis

In this study, regression analysis was used to get test the significant level and the power of the independent variables to influence the dependent variable. The results of the regression analysis can be seen in table 5. From the regression analysis in table 5, it is found that the significant coefficient of the price discount with $0.00 < 0.05$ and a β value of 0.216 shows that the price discount has a significant effect on online purchase intentions.

Furthermore, a significant coefficient value of convenience is $0.00 < 0.05$ and a β value of 0.374 means that convenience significantly influences the online purchase intention. The ease variable obtains a significance value of $0.161 > 0.05$ and a β value of 0.106, this indicates that ease does not influence online purchase intention.

Enjoyment has a significant value of $0.006 < 0.05$ and a β value of 0.217 means that the enjoyment variable significantly affected the online purchase intention. The financial risk has a significant value of $0.053 > 0.05$ and a β value of 0.109. This indicates that financial risk does not influence online purchase intention.

The product risk has a significant value of $0.034 < 0.05$ and a β value of -0.123 indicates that the product risk has a significant negative effect on online purchase intention. Finally, the time risk has a significant value of 0.00

< 0.05 with a β value of 0.184. This indicates that the time risk is significantly negative towards online purchase intention.

Table 5. Regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.487	.206		2.362	.019
Price discount	.225	.057	.216	3.943	.000
Convenience	.386	.065	.374	5.943	.000
Easy	.109	.078	.106	1.405	.161
Enjoyment	.230	.082	.217	2.794	.006
Financial risk	.113	.058	.109	1.946	.053
Product risk	-.135	.063	-.123	-2.136	.034
Time risk	-.177	.048	-.184	-3.658	.000

5.0 DISCUSSION

The results of the study indicate that price perception (discount) significantly influences online purchase intentions. Thus, H^1 is supported. This finding is supported by research conducted by Biswas and Blair (1991) which states that price discounts can affect consumer confidence which can further affect their online shopping intentions. They added that the greater the price discount given to online consumers, the greater will be their intention to purchase online. Price exchange is one of the

evaluations of consumers while expressing a desire to buy (Alford, 2002). Consumers will make a purchase because they have the perception that they will get benefit from the transactions made, one of which is a discount based on the time and quantity of goods the bought (Lai and Zhuang, 2006). Consumers assume that with the discount given on online offers, they will get cheaper prices. The convenience variable also influences purchase intentions. Thus, H^2 is supported. This means that if the level of consumer comfort increases, it will also increase their online purchase intentions. This result is supported by research conducted by Shu-Hung and Bayarsaikhan (2012) which states that the ease and convenience of shopping have a direct influence on online purchase intentions. The intention of consumers in purchasing a product will always be related to the comforts and benefits to be obtained (Liu et al, 2013). Consumers will feel comfortable making online purchases because it is hassle-free and available wherever and whenever they want.

Surprisingly, the results of this study indicate that the ease variable does not affect online purchase intention. Thus, H^3 is rejected. This shows that the ease during performing online purchases does not have a real impact on online purchase intentions. This result is contradicted with the finding found by Forsythe et al., (2006) which states that the convenience of shopping has a greater influence on online purchase intention. This finding can also be caused by the low level of internet speed in Indonesia which is still inferior to other countries in Southeast Asia (Global Speed Test Index, 2019). In addition to that, online purchases do offer a variety of conveniences, but the level of risk of shopping online is also increasingly higher and made consumers do not trust online shopping (Yang et al, 2011). The enjoyment variable has a significant influence on online shopping intentions. This finding shows that if the level of enjoyment obtained by consumers is increasing then and has an impact on increasing consumer purchase intentions. Therefore, the H^4 is supported. This result is supported by research conducted by Sinha (2003) which states that around 40 percent of consumers in India are buyers who consider shopping as entertainment. This proves that shopping online has its level of enjoyment for consumers. Consumers feel happy when searching for and choosing products that are widely offered with various types of goods. The entertainment they received from the video display and attractive advertisements in the online platform will also lead to their interest to purchase online (Ahmad et al, 2019; Izian et al., 2020; Idris et al., 2020). Consumers feel greater pleasure when receiving goods purchased online. It seems a great victory for their personal achievement. The results of the above study also indicate that the financial risk variable does not influence online purchase intentions. Thus, the H^5 is not supported. This does not support research conducted by Buttner and Gortiz (2008) which states that if consumers have trusted e-commerce, then it is because they assumed that the risk will be lower. Consumers have the potential for long-term financial fraud if violations are committed by e-commerce (Anderson et al., 2008; Douglass, 2009). Financial risks that have the potential to harm consumers include the disclosure of consumers' personal information or fraud through the use of consumers' credit cards (Pallab, 1996). In online shopping in Indonesia, the government takes part in maintaining secure transactions by controlling and monitoring any online transaction that might cause consumer mischief. Moreover, the product risk variable has a significant but negative effect on online purchase intentions. Therefore, the H^6 is supported. This result indicates that if the product risk increases it will have an impact on decreasing online purchase intentions and vice versa (if the product risk gets smaller it will increase consumer purchase intentions). In doing online shopping, buyers rely on information and images available limitedly on the website as a product that cannot be touched (Jarvenpaa, Noam and Lauri, 1999). Thus, often the actual quality of the product is not following the product description, so this can influence the interest of consumers in online purchases.

Product risk shows the failure of the product to meet what consumers want (Zheng et al, 2012). The most obvious risk is the size, colors, features, and quality of the product, especially in clothing and apparel products. Consumers cannot try goods according to their body size prior to purchase because online products are intangible. In addition to that, time risk also shows a significant but negative effect on online purchase intentions. Therefore, the H⁷ is supported. This study supports research conducted by Broekhuizen and Jager (2004), which states that if the risk perceived by consumers is too high, then consumers will spend more time making decisions. On the other hand, time risk also related to the experience of consumers who feel disturbed by the delay in online product delivery (Forsythe et al., 2006). Most consumers feel uncomfortable with the time risk arising in online purchases (Griffin and Viehland, 2010). This is caused by the fact that Indonesia has more than 17,000 scattered islands and the distribution of products can cause long shipping times.

6.0 IMPLICATION

The growth of SMEs in Indonesia as an important sector is undeniable. This is because it is a supporter of national income. SMEs' sectors contributed to 60 percent of Indonesia's national economic growth. From the results that have been reported by the Ministry of Cooperatives and Small and Medium Enterprises (SMEs), as many as 3.79 million of 59.2 million micro small and medium businesses utilize online transactions in their business and operations. This is around 8 percent of the total number of SMEs in Indonesia. In order to increase economic growth, the government must support SMEs to invest in online sales considering that Indonesia has the biggest market for the consumer of online purchasing in South East Asia (APJII, 2018). The supports and assistance from the government will nourish the online market simultaneously increase national economic growth. The success of online sellers is gained when sellers can create satisfaction for consumers. Oliver (1997) stated that a seller requires the concept of satisfaction as an evaluation of sales. In an online environment, consumers tend to reduce risk by choosing trustworthy sellers or brands they know (Chen and He, 2003). They also try to avoid any possible risks, the lower the level of trust and the higher the need to control transactions (Olivero and Lunt, 2004). This is because of the nature of shopping online which relates to risk and trust. Trust and risk play an important role in influencing online transactions (Pavlou, 2003). If consumers trust e-commerce, the perceived risk will be lower and we expect an influence on the relationship with e-commerce adoption. create confidence in consumers and the government supervises and makes laws on electronic activities to minimize the risks that occur.

7.0 CONCLUSION AND RECOMMENDATION FOR FUTURE RESEARCH

Online consumers are basically motivated by the perception of the benefits they will receive from the online seller. Consumers strive to be efficient and effective in every activity included in the purchase decision. Consumers also compare how much they trust in benefits/profits with the risk obtained in online purchases. In this study, price discounts, comfort, and enjoyment have a positive effect on online purchase intentions. discounted prices of comfort and enjoyment can influence the emotional buyer to make online purchases. while financial convenience and risk do not have a significant impact on purchase intentions but product risk and time can have a significant negative effect on online purchase intentions. Therefore, when a consumer can be convinced by their perceived

perceptions and minimizing existing risk, online sales will also increase as their intention to engage with online purchase is increased. It is recommended for future researchers to extend this study by applying advance quantitative analyses to prove the relationship between the variables and at the same time to see the fitness of the proposed framework. Smart-PLS will work on these. Furthermore, it is great if future researchers could adopt the framework and extend the samples by incorporating other range of consumers age such as those who beyond 30 years old to see the similarities and differences of online purchase intention patterns across age. Future researchers also could conduct a comparative study to see the differences in online purchase intention between male and female online consumers. The findings will be interesting. On top of that, this study also could be applied by other researchers in other regions or countries. By incorporating larger samples and populations, the researchers could see the pattern of online purchase intention among international consumers. All the above suggestions will be made the disciplines of online purchase behavior and online marketing colorful and definitely they could enrich the existing works of literature simultaneously give insights to researchers, academicians as well as online sellers on the antecedents of online purchase intention.

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