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THE POWER OF DMSS FOR MILLENNIALS IN SURABAYA - HOW DMSS SECURITY RISK, TRUST, AND ENJOYMENT SHAPED ATTITUDE AND BEHAVIOR TO USE?

STEPHANIE RAHARJO

Department of Marketing Program
Faculty of Economics
Universitas Kristen Petra
Email: m36414056@jhon.petra.ac.id

RITZKY KARINA BRAHMANA

Department of Marketing Program
Faculty of Economics
Universitas Kristen Petra
Email: kikybrahmana@gmail.com

ABSTRACT

Technology changed many aspects in human live. Especially how people want to enjoy and experience the musics. The eras' of Cassettes and CDs already left behind. Nowadays, it swiftd from those to Digital Music Streaming Service (DMSS) for enjoying their favorite musics. Although many still use flash disks or memory cards, yet many people preferred to use DMSS since its conveniently to use, save more spaces, tools, and you can find any music worldwide. There is no boundaries and easy to carry everywhere since it is an application in the smartphone. Based on Statista (2017), Indonesian smartphone users approximately reach 62,69 millions users in 2017 and it shown significantly high that approximately 39 millions users of DMSS in 2017. DMSS also offered that user can classify the genre and playlist as they want. There are so many DMSS provider, but this research chose Spotify, iTunes, and Joox as the object due to the users in Indonesia are fond with those. This research chose Surabaya because it is the second largest city in Indonesia with the higher Internet users that reached 32% of the total population (Kominfo, 2013). This research aims to see the perceived security risk, trust and enjoyment that the users experience and how those will influence their attitude and behavior to use of DMSS. The questionnaire used Likert scale 1-5 and chose purposive sampling with 100 respondents. Datas' were collected from Millennials who are living in Surabaya and analyzed with SEM-Smart PLS. The result showed people's perceived of technology affected attitude and influence their preference to perform behavior.

Keyword : Security Risk, Trust, Perceived Enjoyment.