ABSTRAK

Alfath Fatiha Jihad Daulay. NIM: 7223250019. Pengaruh Iklan dan *Perceived Value* terhadap Minat Berlangganan Layanan *Streaming* Musik Spotify (Studi Kasus pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Negeri Medan).

Penelitian ini bertujuan untuk menginvestigasi pengaruh Iklan dan *Perceived Value* terhadap Minat Berlangganan layanan *streaming* musik Spotify Premium, dengan fokus pada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Negeri Medan. Metode penelitian menggunakan kuantitatif asosiatif dengan teknik *purposive sampling* terhadap 96 responden. Data dianalisis yang digunakan Adalah dengan pendekatan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa Iklan berpengaruh positif dan signifikan terhadap Minat Berlangganan, dengan koefisien jalur $\beta = 0{,}212$, nilai t-statistik $2{,}300 > 1{,}96$, dan signifikansi $0{,}021 < 0{,}05$. Selain itu, *Perceived Value* juga berpengaruh positif dan signifikan terhadap Minat Berlangganan, dibuktikan dengan koefisien jalur $\beta = 0{,}607$, t-statistik $6{,}215 > 1{,}96$, dan signifikansi $0{,}000 < 0{,}05$, sekaligus menjadi prediktor dominan dalam model ini. Secara simultan, Iklan dan *Perceived Value* berpengaruh signifikan terhadap Minat Berlangganan Spotify Premium, dengan nilai R^2 *Adjusted* sebesar 0,596 (mampu menjelaskan 59,6% varians) dan signifikansi F sebesar $0{,}000 < 0{,}05$.

Kata Kunci: Iklan*, Perceived Value,* Minat Berlangganan, Spotify Premium

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ABSTRACT

Alfath Fatiha Jihad Daulay. NIM: 7223250019. The Effect of *Advertising* and *Perceived Value* on Subscription Intention toward the Spotify Music *Streaming* Service (A Case Study of Students of the Faculty of Economics and Business, Universitas Negeri Medan).

This study aims to investigate the effect of *Advertising* and *Perceived Value* on Subscription Intention toward the Spotify Premium music *streaming* service, focusing on students of the Faculty of Economics and Business, Universitas Negeri Medan. The research method is quantitative asosiative with a purposive sampling technique involving 96 respondents. Data were analyzed using the *Partial Least Squares Structural Equation Modeling* (PLS-SEM) approach with the assistance of SmartPLS software. The results show that *Advertising* has a positive and significant effect on Subscription Intention, with a path coefficient of $\beta = 0.212$, a t-statistic of $2.300 > 1.96$, and a significance value of $0.021 < 0.05$. In addition, *Perceived Value* also has a positive and significant effect on Subscription Intention, evidenced by a path coefficient of $\beta = 0.607$, a t-statistic of $6.215 > 1.96$, and a significance value of $0.000 < 0.05$, making it the dominant predictor in this model. Simultaneously, *Advertising* and *Perceived Value* have a significant effect on Subscription Intention toward Spotify Premium, with an R^2 Adjusted value of 0.596 (explaining 59,6% of the variance) and an F significance value of $0.000 < 0.05$.

Keywords: *Audio ads, Perceived Value, Subscription Intention*, *Spotify Premium*

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