

ABSTRAK

**PENGARUH *PERCEIVED VALUE* DAN *ATTITUDE* TERHADAP
PURCHASE DECISION DENGAN *PURCHASE INTENTION* SEBAGAI
VARIABEL MEDIASI**

Studi pada Generasi Z pengguna layanan *streaming* musik Spotify premium di
DIY

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Penelitian ini bertujuan untuk mengetahui : (1) pengaruh *perceived value* terhadap *purchase decision* pada layanan *streaming* musik spotify premium, (2) pengaruh *attitude* terhadap *purchase decision* pada layanan *streaming* musik spotify premium, (3) pengaruh *perceived value* terhadap *purchase decision* pada layanan *streaming* musik spotify premium melalui *purchase intention* sebagai variabel mediasi, (4) pengaruh *attitude* terhadap *purchase decision* pada layanan *streaming* musik spotify premium melalui *purchase intention* sebagai variabel mediasi. Teknik pengambilan sampel menggunakan *purposive sampling*, Data diperoleh dengan membagikan kuisioner kepada 100 responden. Teknik analisis data yang digunakan *Partial Least Square* dan menggunakan Smart PLS 3.0. Hasil yang diperoleh menunjukkan bahwa : (1) *perceived value* berpengaruh terhadap *purchase decision* pada layanan *streaming* musik spotify premium, (2) *attitude* berpengaruh terhadap *purchase decision* pada layanan *streaming* musik spotify premium, (3) *perceived value* berpengaruh terhadap *purchase decision* pada layanan *streaming* musik spotify premium melalui *purchase intention* sebagai variabel mediasi, (4) *attitude* berpengaruh terhadap *purchase decision* pada layanan *streaming* musik spotify premium melalui *purchase intention* sebagai variabel mediasi.

Kata kunci : *perceived value*, *attitude*, *purchase intention*, *purchase decision*

ABSTRACT

**THE INFLUENCE OF PERCEIVED VALUE AND ATTITUDE ON
PURCHASE DECISION WITH PURCHASE INTENTION AS A
MEDIATING VARIABLE**

***Study on Generation Z users of the premium Spotify music streaming service in
DIY***

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This study aims to determine: (1) the effect of perceived value on purchase decisions on spotify premium music streaming services, (2) the effect of attitude on purchase decisions on spotify premium music streaming services, (3) the effect of perceived value on purchase decisions on music streaming services Spotify premium through purchase intention as a mediating variable, (4) the effect of attitude on purchase decisions on music streaming services Spotify premium through purchase intention as a mediating variable. The sampling technique used purposive sampling. Data were obtained by distributing questionnaires to 100 respondents. The data analysis technique used is Partial Least Square and Smart PLS 3.0. The results obtained show that: (1) perceived value influences purchase decisions on Spotify premium music streaming services, (2) attitude influences purchase decisions on Spotify premium music streaming services, (3) perceived value influences purchase decisions on music streaming services Spotify premium through purchase intention as a mediating variable, (4) attitude influences purchase decisions on Spotify premium music streaming services through purchase intention as a mediating variable.

Keywords : perceived value, attitude, purchase intention, purchase decision