

**ANALISIS PENGARUH *PERCEIVED RELATIVE ADVANTAGE* DAN  
*PERCEIVED EASE OF USE* TERHADAP *PURCHASE INTENTION*  
LAYANAN PREMIUM SPOTIFY MELALUI *ATTITUDE TOWARDS*  
*ARTIFICIAL INTELLIGENCE***

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**Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh *perceived relative advantage* dan *perceived ease of use* terhadap *purchase intention* layanan premium Spotify melalui *attitude towards artificial intelligence*. Metode pengambilan sampel pada penelitian ini adalah *probability sampling* sejumlah 150 responden yang merupakan masyarakat Daerah Istimewa Yogyakarta dengan rentang usia 18-40 tahun serta aktif menggunakan aplikasi Spotify. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Berdasarkan hasil uji t diketahui bahwa *perceived relative advantage* berpengaruh secara positif dan signifikan terhadap *purchase intention*. Namun, untuk *perceived ease of use* tidak berpengaruh secara langsung terhadap *purchase intention*. Dari hasil perhitungan analisis jalur dan *sobel test*, pengaruh *perceived relative advantage* terhadap *purchase intention* melalui *attitude towards artificial intelligence* memiliki pengaruh tidak langsung sebesar  $0,181405 >$  pengaruh langsung sebesar  $0,150$  maka *attitude towards artificial intelligence* diterima sebagai variabel mediasi. Untuk pengaruh *perceived ease of use* terhadap *purchase intention* melalui *attitude towards artificial intelligence* memiliki pengaruh tidak langsung sebesar  $0,15403 >$  pengaruh langsung sebesar  $0,096$  maka *attitude towards artificial intelligence* memediasi secara sempurna pengaruh *perceived ease of use* terhadap *purchase intention*.

**Kata Kunci:** *Perceived Relative Advantage, Perceived Ease of Use, Attitude towards Artificial Intelligence, dan Purchase Intention.*

**THE ANALYSIS OF THE EFFECT OF PERCEIVED RELATIVE  
ADVANTAGE AND PERCEIVED EASE OF USE ON PURCHASE  
INTENTION OF SPOTIFY PREMIUM SERVICES THROUGH ATTITUDE  
TOWARDS ARTIFICIAL INTELLIGENCE**

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**Abstract**

*This research aims to analyze the effect of perceived relative advantage and perceived ease of use on the purchase intention of Spotify premium services through attitude towards artificial intelligence. This study used a probability sampling method with 150 respondents. The respondents were the people of the Special Region of Yogyakarta aged 18-40 years old who actively used the Spotify application. The primary data were collected through a questionnaire that had been tested for validity and reliability. The t-test results showed that the perceived relative advantage had a positive and significant effect on purchase intention. Nevertheless, perceived ease of use did not directly affect the purchase intention. From the calculation results of path analysis and multiple tests, the effect of perceived relative advantage on purchase intention through attitude towards artificial intelligence had an indirect impact of 0.181405 > direct effect of 0.150. Attitude towards artificial intelligence was accepted as a mediating variable. On the other hand, the impact of perceived ease of use on purchase intention through attitude towards artificial intelligence had an indirect effect of 0.15403 > direct effect of 0.096, attitude towards artificial intelligence mediated the impact of perceived ease of use on purchase intention ideally.*

**Keywords:** *Perceived Relative Advantage, Perceived Ease of Use, Attitude towards Artificial Intelligence, and Purchase Intention.*