

ABSTRACT

The role of price in attracting consumer interest is very important. In addition, the role of brand image is also very important because it contributes to consumers in choosing the desired brand. A positive brand image also affects the company in building a positive corporate image, and vice versa. The number of Spotify Premium users is lower compared to Spotify Freemium. In addition, based on a pre-survey conducted by researchers, there are still many users of other music streaming services who think the Spotify brand is still not good in their view. From this statement, this research was conducted with the aim of knowing the effect of price on the interest in subscribing to Spotify premium among students in Indonesia and the influence of brand image on the interest in subscribing to Spotify premium among students in Indonesia. The variables in this study are Price (X_1), Brand Image (X_2) and Intention to Subscribe (Y).

The data collection method in this study was carried out by distributing questionnaires to 385 student respondents using Spotify in Indonesia. The questionnaire distributed has several statements with a Likert scale. In explaining the research results, the data analysis technique used is descriptive analysis and multiple linear regression analysis.

The results of this study indicate that price and brand image partially and simultaneously affect the interest in subscribing to Spotify among students in Indonesia.

Keywords: *Price, Brand Image, Intention to Subscribe, Spotify, Spotify Premium.*