ABSTRACT

In online marketing implementation, understanding consumer behavior is useful tools. Especially on new service of subscription based music service (SBMS) such as : Spotify, Joox, Amazon music. Marketer must know the real factors that impact on intention to subscribe SBMS. On this paper, Author use Spotify as research object with 351 respondents in Surabaya and Jakarta. To find the real factors that impact on intention to subscribe, Author consider attitude toward piracy, trust, and perceived risk. On this paper,. Author finished field study, literature study and hypothesis test. Field study has been done with survey to populer SBMS. Research analysis use structural equation modeling (SEM) to answer hypothesis. Based on result SEM analysis, Author find that attitude toward piracy, trust, perceived risk. Website brand has great impact on trust and perceived risk. For next research, author recommend to use experimental research with advertising stimuli or another.

Keyword: *Subscription intention* musik online, Spotify, *subscription intention, attitude towards piracy, hedonic benefit, economic benefit, moral judgment, trust, perceived risk, brand website, website quality*.