Journal of Business Management and Economic Development
E-ISSN 2986-9072
Volume 1 Issue 02, May 2023, Pp. 100-113
DOI: https://doi.org/10.59653/jbmed.v1i02.45

Comparison Adoption Application Music Playlist Joox, Spotify, & YouTube Music Using Diffusion Technology Theory

Lila Setiyani [1], Shiddieq Fathurrozaq [2], Dudi Awalludin [3]

STMIK Rosma, Indonesia | lila.setiyani@dosen.rosma.ac.id[1]
STMIK Rosma, Indonesia | shiddieq.fathurrozaq@mhs.rosma.ac.id[2]
STMIK Rosma, Indonesia | dudi@rosma.ac.id[3]

Received: 02-05-2023 *Reviewed: 10-05-2023* *Accepted: 28-05-2023*

Abstract

Application playlist music start lots favored by people in Indonesia. There are several playlist music presented in the Play Store and the App Store. Among them Joox, Spotify, YouTube Music, and more lots again. This is interesting for we find out which one is the most suitable and popular in society. Objective study is to know comparison of Playlist Music applications among them Joox, Spotify, and YouTube Music among society. Diffusion Technology Theory was chosen as the framework for evaluating the reception of 3 apps. The procedure study started with collecting data based on variables from Diffusion Technology Theory. Collected data processed with the use of Application smart pls. Research results This shows variable influencing variables _ reception Joox Music Playlist application, Spotify and YouTube Music, among others Profit Relative (RA) effect to Activity Listen Music (Y), Compatibility (CT) matters to Activity Listen Music (Y), Complexity (CX) matters to Activity Listen Music (Y), Triability (TR) effect to Activity Listen to Music (Y), Observability (OB) influence to Activity Listen to Music (Y). Research results this can be used by providers of Playlist Music apps to develop possible features, liked by fans Music Playlists application.

Keywords: Diffusion Technology, Music Playlist, Joox, Spotify, YouTube Music.

Introduction

The way people listen to music has changed dramatically as _ a consequence of fast progress in technology information. The millennial era is going on Like listening to music with shed through application computerized (Yollis & Netti, n.d.). With applications like Joox, Spotify, and YouTube Music, clients can create playlists _ from songs main them and rotate music in accordance needs. Users can explore various subgenres of music and discover music's new blessing applications. Besides that, a playlist can be shared with friends and users else, making the experience more social and interactive.

As music playlist apps, Joox, Spotify, and YouTube Music have incarnated become a music playlist app front in about music streaming platforms. Looking at the data released on the site joox.id.uptodown.com, when This already downloaded _ 3,541,949 downloads in July 2022 with a content rating of +3. Spotify on suara.com, moment This amount premium users of Spotify already reached 60 million in July 2017, with user active reaching 140 million lovers of music spread all over _ corners of the world. Based on an infographic released by AdWeek, about 72 % of Spotify users are generation millennials (Yollis & Netti, n.d.). When YouTube Music on tekno.kompas.com, when first launched, analyst _ from Morgan Stanley predicts YouTube Music only will have 25 million customers by 2022. Predictions That appear after seeing failed Google history with service music flow previously, namely Google Play and YouTube Red. This interesting research For do a study related to reception from Playlist Music Joox application, Spotify, and YouTube Music.

In the dictionary Indonesian, diffusion means deployment of technology from One party to party another, meanwhile innovation means deployment of innovation from culture, technology, or idea from One party to party another. In diffusion innovation, media channels like the telephone clever can inform the public about existing innovation in a manner more quickly and effectively, creating awareness or knowledge. (Sahara, 2021). According to (Selamet Erma Yudi & Johan J. C. Tambotoh, 2013) Diffusion Technology framework withmethod, descriptivee qualitative is used To explore the perception of users to utilize technology information in a manner specific. According to (Agung et al., 2021) To identify influencing factors _ the formation intention of Indonesian society to adopt wearables innovation for the First time. Besides that, factors that will _ determine the speed of entry technology to stage development business in the diffusion process or spread. According to (Suryafma et al., 2023) Innovation Diffusion Theory (IDT) is a base For researching influencing factors _ interest individuals use or adopt fintech peer-to-peer lending. Rogers (2003) said that There are five very important characteristics For reaching the level of rapid and successful adoption _ in a manner in the market, among others are relative advantage, compatibility, complexity, observability, and trialability.

Objective study This is To serve a comparison reception Playlist Music application, among others Joox, Spotify, and YouTube Music. So that can it is known which application is the most popular and most suitable for need user. Study This own Renewal presentation of related data utilization playlist music in circles society in Indonesia. So the results study This can be used by developers or provider application music To provide suitable applications _ with need users.

Literature Review

Music Playlists application

Music streaming services become more popular for consumers For listening to music. Streaming services offer consumer access not limited to catalog broad music. _ Very popular music streaming services including Spotify, Joox, and, more recently, YouTube Music. Service This keeps the music on the server that can be connected user via a laptop or device cellular. With the appearance of digital channels for media distribution, the industry music has

experience transformation big in several years last marked _ by a decline in income and a growth of significant digital sales. (Noviani et al., 2020).

Streaming music is a method For enjoying music without downloading files first, and streaming apps also offer a collection of a wide variety of (Isnaen Maulidya Priyanti, n.d.) songs, albums, and playlists. It _ become a Power pull for connoisseurs _ of music, even the amount of streaming usage reaches One trillion For the First time in the history of the industry music. In the music playlist application, There are several platforms such as Spotify, Joox, YouTube Music, and so on. The music playlist application serves various types of features that will be obtained by the user and can make the user feel comfortable To use it. It is highly accepted by the Karawang Community from various circles, which made the Karawang community switch from playing music manually or offline to using music playlist applications online or streaming. According to (Salsabila, 201))Streaming is dattransmittedon in the form othe content video formrofto device, electronicic like a computer ocellphonene via internet transmission cash.

Diffusion Innovation

According to Evi Novianti in the book Theory Communication General and Application (2019), the theory of diffusion innovation is explaining theory _ How something innovation is communicated through channels certain throughout time (Kompas.com, 2019). In the dictionary Indonesian, diffusion means deployment of technology from One party to party another, meanwhile innovation means deployment of innovation from culture, technology, or idea from One party to party another. In diffusion innovation, media channels like the telephone clever can inform the public about existing innovation in a manner more quickly and effectively, creating awareness or knowledge. (Sahara, 2021).

Diffusion innovation naturally owns several characteristics that can influence the level of adoption by individuals or group's social particular, because the objective main of diffusion innovation is to adopt an idea or knowledge either by an individual or a group certain. The following are four characteristics that can influence matter, among others Profit Relative (Relative Advantage), Compatibility (Compatibility), Complexity (complexity), Can test try (trialability) (Ananda, 2021).

Research Method

In study this, the researcher use framework Theory Diffusion Innovation Because framework This identifies seven aspects, that is superiority relative, ease usage, image, visibility, compatibility, capabilities For show results, usage volunteer organization or use music. Playlist app. _ District Community Karawang apply, adopt and use innovation technology. Population is bunch individual with characteristics special to be attention research (Mahfud et al., 2021). Population study This consists from whole environment live in Karawang Regency. Sample study This is Playlist Music program users in Karawang Regency. Retrieval technique sample use snowball technique, that is We seeing a number of case connection from one person to another or from One case to case else, then look for connection other through the same process, and so on (Setiyani et al., 2023). How difficult determine

amount population, in particular, amount user Application Music Playlist in Karawang Regency, causes an election method this. Amount sample No determined in a manner direct; but limited by quantity available time _ For research and affordability budget research. Analysis quantitative is method data analysis used in study This For test hypothesis. Typical Partial Least Square (PLS) analysis tools used in analysis study quantitatively. Analysis equality structural (SEM) based known variant _ as square smallest partial, or PLS, can in a manner together test the measurement model and structural model. Validity and dependability of measurement models evaluated. While the primary model is used For test causality (*UNIKOM_BUDI RAHADIAN_BAB III*, n.d.). Research models This is as follows.

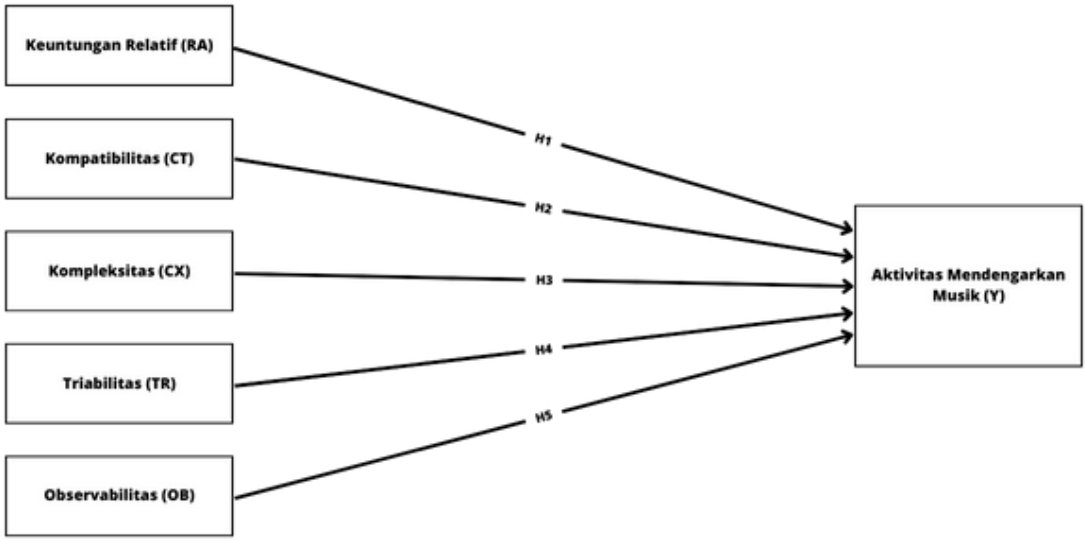

Figure 1 hypothesis Study

H 1: Profit Relative (RA) effect to Activity Listen Music (Y)
H 2: Compatibility (CT) matters to Activity Listen Music (Y)
H 3: Complexity (CX) matters to Activity Listen Music (Y)
H 4: Triability (TR) effect to Activity Hear Music (Y)
H5: Observability (OB) influences Music Listening Activity (Y)

Test the hypothesis used in study This is the Partial Test (T Test). Ghozali (2018; 88) T test was used To test the influence of each of variable independent used _ in study This to variable dependent in a manner partial (RAMAWATI, 2019). Test results hypothesis use the value of T Statistics can stated significant if > 1.96 and no significant if < 1.96.

Result/Findings

Based on results data collection with method use questionnaire online using the Google Form is shown in respondent user Music Playlist Application in the District Community Karawang. Obtained data used sample in study This are 254 respondents who will grouped based on work, type, gender, age and Music Playlist Application that is used the most use Playlist Music Spotify application, Joox or YouTube Music. Following is characteristics of respondent in study this:

Characteristics respondent based on type, gender:

Table 1 Respondents Based on Type Sex

Type Sex	Presentation	Frequency
Boys	40%	102
Woman	60%	152
Amount	100%	254

Based on table on is known that of 254 respondent's majority user Most Playlist Music applications in the community in Karawang Regency manifold female genitalia with amount respondents 152 people or 60% and the rest respondent manifold sex man man with total 102 people with percentage of 40 %. Characteristics respondent based on job:

Table 2 Respondents Based on Work

Typing Work	Percentage	Frequency
Employee Private	31%	79
Student	44%	112
Student	7%	19
Businessman	7%	19
Civil Servants	10%	25
Amount	100%	254

Based on characteristics table type work majority user Playlist Music, Spotify application, Joox or YouTube Music at most is a Student with total 112 people or presentation, 44%, for Employee Private is 79 people or 31%, for Student is 19 people or 7%, for Businessman is 19 people or 7%, and Civil Servants, namely 25 people with presentation 10%. Characteristics respondent based on age:

Table 3 Respondents Based on Age

Year Birth	Percentage	Frequency
17–20 Years	31%	80
21–25 Years	48%	121
25–30 Years	4 %	11
30–35 Years	17%	42
Amount	100%	254

Circulate table characteristics respondent seen from age majority respondent in study This aged 21–25 years that are as many as 121 people or percentage of 48%. Whereas the rest respondent other other ie at the age of 17-20 years that are as many as 80 people or percentage of 31%, at the age of 25-30 years that is as many as 11 people or percentage of 4% and the last respondent with age 30–35 years as many as 42 people or percentage of 17%. Characteristics Frequent Playlist Music application used:

Table 4 Respondents Based on Music Playlists application

Music Playlists application	Percentage	Frequency
Spotify	27%	69
Joox	33%	83
YouTube Music	40%	102
Amount	100%	254

Based on the table on the Frequent Playlist Music application used by Users in the Karawang Regency Community more Lots use The YouTube Music Music Playlist app via as many as

102 People or 40%, the Spotify Music Playlist Application namely as many as 69 people or 27%. Whereas user Joox Music Playlists application that is as many as 83 people or 33%. Can be seen that There are many YouTube Music Music Playlist applications used To stream music _ online, because many respondents use YouTube Music Music Playlist app compared with Joox and Spotify.

Hypothesis Test

Test the hypothesis used in study This namely Partial Test (t test). Ghozali (2018; 88) T test used To test the influence of each variable independent used _ in study This to variable dependent in a manner partial (RAMAWATI, 2019). Test results hypothesis use the value of T Statistics can stated significant if > 1.96 and no significant if < 1.96.

Table 5 Test Result Hipotesis Spotify

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 -> Y	0.539	0.557	0.139	3.886	0.000
X2 -> Y	0.061	0.051	0.096	0.633	0.527
X3 -> Y	-0.233	-0.234	0.121	1.923	0.055
X4 -> Y	0.024	0.032	0.077	0.315	0.753
X5 -> Y	0.454	0.449	0.108	4.207	0.000

Based on table 5 results from the Spotify hypothesis test, yields testing hypothesis including:
Testing hypothesis first (H1) shows that Profit Relative (RA) **significant** to Activity Listen Music (Y). This _ seen from the T Statistic value is 3,886 which means influence significant Because the value is > 1.96.
Testing hypothesis second (H2) shows that Compatibility (CT) **is not significant** to Activity Listen Music (Y). This _ seen from the T Statistic value is 0.633 which means influence No significant because value < 1.96.
Testing hypothesis third (H3) shows that Complexity (CX) **is significant** to Activity Listen Music (Y). This _ seen from the T Statistic value is 1,923 which means influence significantly, because value < 1.96.
Testing hypothesis fourth (H4) shows that Triability (TR) **is not significant** to Activity Listen Music (Y). This _ seen from the T Statistic value is 0.315 which means influence No significant, because value < 1.96.
Testing hypothesis fifth (H5) shows that Observability (OB) **is significant** to Activity Listen Music (Y). This _ seen from the T Statistic value is 4,207 which means influence significant, because the value is > 1.96.

Table 6 Test Result Hipotesis Joox

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 -> Y	0.539	0.564	0.133	4.055	0.000
X2 -> Y	0.061	0.055	0.097	0.624	0.533
X3 -> Y	-0.233	-0.234	0.127	1.834	0.067
X4 -> Y	0.024	0.020	0.080	0.306	0.760
X5 -> Y	0.454	0.444	0.108	4.211	0.000

Based on table 16 results from hypothesis testing Joox, generate testing hypothesis including:

Testing hypothesis first (H1) shows that Profit Relative (RA) significant to Activity Listen Music (Y). This _ seen from the T Statistic value is 4,055 which means influence significant Because the value is > 1.96.
Testing the hypothesis second (H2) shows that Compatibility (CT) is not significant to Activity Hear Music (Y). Pg This seen from the T Statistic value is 0.624 which means influence No significant because value < 1.96.
Testing hypothesis third (H3) shows that Complexity (CX) is significant to Activity Listen Music (Y). This _ seen from the T Statistic value is 1,834 which means influence significantly, because value < 1.96.
Testing hypothesis fourth (H4) shows that Triability (TR) is not significant to Activity Listen Music (Y). This _ seen from the T Statistic value is 0.306 which means influence No significant, because value < 1.96.
Testing hypothesis fifth (H5) shows that Observability (OB) is significant to Activity Listen Music (Y). This _ seen from the T Statistic value is 4,211 which means influence significant, because the value is > 1.96.

Table 7 Test Result Hipotesis YouTube Music

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 -> Y	0.539	0.558	0.140	3.836	0.000
X2 -> Y	0.061	0.051	0.101	0.600	0.549
X3 -> Y	-0.233	-0.225	0.128	1.822	0.069
X4 -> Y	0.024	0.025	0.080	0.306	0.760
X5 -> Y	0.454	0.444	0.110	4.118	0.000

Based on table 17 results from the YouTube Music hypothesis test, yields testing hypothesis including:
Testing hypothesis first (H1) shows that Profit Relative (RA) significant to Activity Listen Music (Y). This _ seen from the T Statistic value is 3,836 which means influence significant Because the value is > 1.96.
Testing the hypothesis second (H2) shows that Compatibility (CT) is not significant to Activity Hear Music (Y). This _ seen from the T Statistic value is 0.600 which means influence No significant because value < 1.96.
Testing hypothesis third (H3) shows that Complexity (CX) is significant to Activity Listen Music (Y). This _ seen from the T Statistic value is 1,822 which means influence No significant because value < 1.96.
Testing hypothesis fourth (H4) shows that Triability (TR) is not significant to Activity Listen Music (Y). This _ seen from the T Statistic value is 0.306 which means influence No significant, because value < 1.96.
Testing hypothesis fifth (H5) shows that Observability (OB) is significant to Activity Listen Music (Y). This _ seen from the T Statistic value is 4,118 which means influence significant, because the value is > 1.96. Following is the results from the acceptance model application:

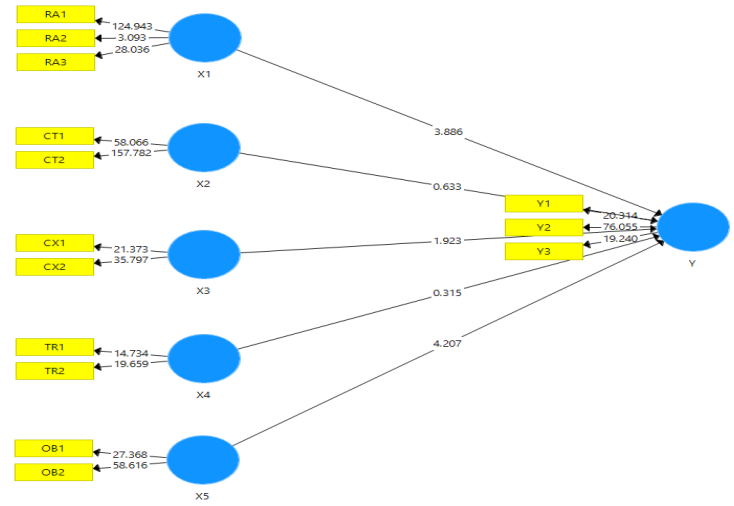

Figure 2 Processing Results Spotify using SmartPLS

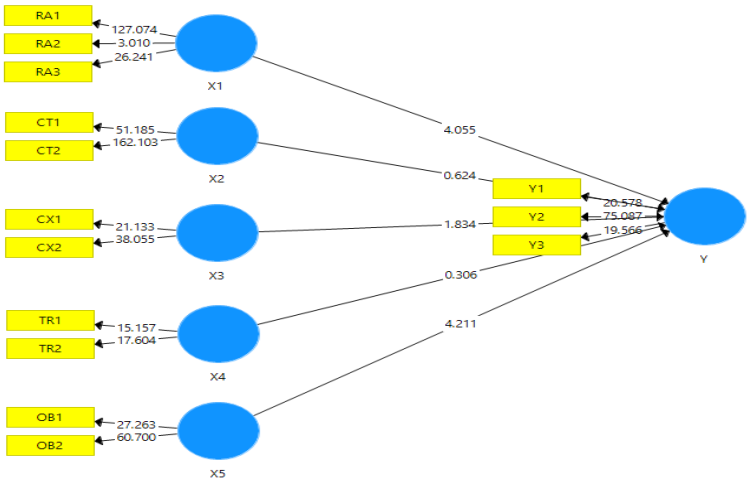

Figure 3 Processing Results Joox use SmartPLS

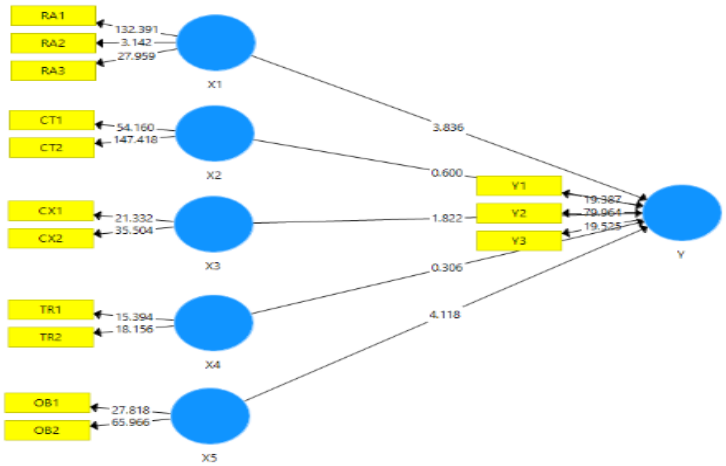

Figure 4 YouTube Music Processing Results using SmartPLS

Discussion

Validity Test

Validity Test is a working test To see is something tool measuring is valid or invalid. (Miftahul Janna & Pembimbing, n.d.)Whereas according t ((Wahyu & Kemenkes Surakarta Jurusan Fisioterapi, n.d.)Validityy is something index showing _ tool measuring That trulymeasure, whatt do you wan?? Measured.

Validity Convergent

Idea Validity Convergent state that constructs verifier must correlate high. Validity together happen If score obtained on the two instruments different measure similar development _ own high relationship. _ ((F.X. Richard Katopo, 2015)

Table 8 Validity Test Results Spotify converge

	Relative Advantage	Compatibility	Complexity	Triability	Observability	Activity Listen Music
CT1		0.933				
CT2		0.964				
CX1			0.871			
CX2			0898			
OB1					0.885	
OB2					0.926	
RA1	0.950					
RA2	0.473					
RA3	0.861					
TR1				0.842		
TR2				0.873		
Y1						0.819
Y2						0.942
Y3						0.805

Table 9 Validity Test Results Convergent Joox

	Relative Advantage	Compatibility	Complexity	Triability	Observability	Activity Listen Music
CT1		0.933				
CT2		0.964				
CX1			0.871			
CX2			0.898			
ob1					0.885	
ob2					0.926	
RA1	0.950					
RA2	0.473					
RA3	0.861					
TR1				0.842		
TR2				0.873		
Y1						0.819
Y2						0.942
Y3						0.805

Table 10 Validity Test Results YouTube Music converge

	Relative Advantage	Compatibility	Complexity	Triability	Observability	Activity Listen Music
CT1		0.933				
CT2		0.964				
CX1			0.871			
CX2			0898			
OB1					0.885	
OB2					0.926	

RA1	0.950			
RA2	0.473			
RA3	0.861			
TR1		0.842		
TR2		0.873		
Y1				0.819
Y2				0.942
Y3				0.805

Based on tables 5, 6 and 7, on variables the Spotify, Joox and YouTube Music instruments are declared Valid and the RA2 variable is invalid. because the loading factor value > 0.7 then declared valid (Asbari et al., 2019).

Validity Discriminant

Validity discriminant used To verify that connection between variance observations and constructs more significant than connection with constructing other (Bilson Simamora, 2022).

Table 11 Validity Test Results Spotify Discrimination

Variable	Relative Advantage	Compatibility	Complexity	Triability	Observability	Music Listening Activity
Relative Advantage	0.789					
Compatibility	0.755	0.949				
Complexity	0.780	0.679	0.885			
Triability	0.576	0.414	0.488	0.858		
Observability	0.723	0.713	0.727	0.550	0.906	
Music Listening Activity	0.745	0.643	0.570	0.496	0.730	0.858

Table 12 Validity Test Results Discriminant Joox

Variable	Relative Advantage	Compatibility	Complexity	Triability	Observability	Music Listening Activity
Relative Advantage	0.789					
Compatibility	0.755	0.949				
Complexity	0.780	0.679	0.885			
Triability	0.576	0.414	0.488	0.858		
Observability	0.723	0.713	0.727	0.550	0.906	
Music Listening Activity	0.745	0.643	0.570	0.496	0.730	0.858

Table 13 Validity Test Results YouTube Music Discrimination

Variable	Relative Advantage	Compatibility	Complexity	Triability	Observability	Music Listening Activity
Relative Advantage	0.789					
Compatibility	0.755	0.949				
Complexity	0.780	0.679	0.885			
Triability	0.576	0.414	0.488	0.858		
Observability	0.723	0.713	0.727	0.550	0.906	
Music Listening Activity	0.745	0.643	0.570	0.496	0.730	0.858

Reliability Test

Reliability test is testing for knowing how much reliable something tool measuring when do measurement (Kurnia Dewi et al., nd). Ghozali (2018:45) Explains stated survey _ authoritative If response to statement consistent or stable from time to time (Ardista et al., n.d.).

Table 14 Spotify Reliability Test Results

Variable	Cronbach's Alpha	rho_A	Composite reliability	Average Variances Extracted (AVE)
Relative Advantage	0.722	1,046	0.822	0.623
Compatibility	0891	0.952	0947	0.900
Complexity	0.723	0.729	0.878	0.782
Triability	0.641	0.645	0.847	0.735
Observability	0.784	0.807	0.901	0821
Music Listening Activity	0.818	0.853	0892	0.736

Table 15 Reliability Test Results Joox

Variable	Cronbach's Alpha	rho_A	Composite reliability	Average Variances Extracted (AVE)
Relative Advantage	0.722	1,046	0.822	0.623
Compatibility	0891	0.952	0947	0.900
Complexity	0.723	0.729	0.878	0.782
Triability	0.641	0.645	0.847	0.735
Observability	0.784	0.807	0.901	0821
Music Listening Activity	0.818	0.853	0892	0.736

Table 16 YouTube Music Reliability Test Results

Variable	Cronbach's Alpha	rho_A	Composite reliability	Average Variances Extracted (AVE)
Relative Advantage	0.722	1,046	0.822	0.623
Compatibility	0891	0.952	0947	0.900
Complexity	0.723	0.729	0.878	0.782
Triability	0.641	0.645	0.847	0.735
Observability	0.784	0.807	0.901	0821
Music Listening Activity	0.818	0.853	0892	0.736

Inner Model Test

PLS analysis has two sub-models, namely the structural model which is also known as an inner model, and a frequent measurement model called as an outer model. Structural models or inner model describes strength estimate between constructs, while measurement models or the outer model indicates How indicators represent latent variable to be measured (Dan et al., 2015). The R-Square value indicates clarity from variable independent to variable dependent. That the more big the R-Square value, the more independent variable can explain meaning variable dependent the more Good equality the structure (Setiyani, 2021).

Table 17R Square Results

	R Square	R Square adjusted
Music Listening Activity	0.651	0.632

In evaluating the main model with PLS, we start to see R-Squares value of every endogenous stationary variable as strength forecast from the underlying model. Similar to OLS (Ordinary Least Square) regression, its interpretation same. Change R-Squares value can be used For understand impact from factor dormant exogenous specific on endogenous idle factors and whether factor the make enough difference _ big. Can concluded that model with R-Squares values of 0.75, 0.50, and 0.25 are classified strong, medium, and weak. The fit test and R-square models were used For test connection between variable. (Setiyani et al., 2023).

Conclusion

Based on characteristics respondent's user Most Playlist Music Applications for Communities in Karawang Regency use YouTube Music Music Playlist app compared with Spotify and Joox. Research results pointed that Spotify Music Playlist application can concluded profit relative (RA), complexity (CX), and observability (OB) have influence significant to activity listen music (Y), meanwhile compatibility (CT) and triability (TR) is not own influence significant to activity listen music (Y). T Statistic values are used as reference in determining significant influence from every variable, and a value of 1.96 is used as a critical limit in testing hypothesis due to the alpha level used is 0.05.

Research results Joox Music Playlists application showing that profit relative (RA) effect significant of activity listen music (Y), with the T Statistic value is 3,836 and the value less significance _ from 0.05. While on testing hypothesis second (H2), compatibility (CT) does the influential significant to activity not listen music (Y), with the T Statistic value is 0.600 which is not exceeded critical limit value of 1.96. On testing hypothesis third (H3), complexity (CX) has an effect significant of activity listen music (Y), with the T Statistic value is 1,822 which is more big from critical limit value of 1.96. Temporary it, on testing hypothesis fourth (H4), triability (TR) no influential significant to actively listen music (Y), with the T Statistic value is 0.306 which is more small from the critical limit value of 1.96. Finally, on testing hypothesis fifth (H5), observability (OB) has an effect significant of activity listen music (Y), with the T Statistic value is 4,118 which exceeds the critical limit value of 1.96.

Whereas results study

The YouTube Music Music Playlist app shows that Profit Relative (RA) has significant influence _ to Activity Listen Music (Y) with the T Statistics value is 3,836 > 1.96. Temporary it, Compatibility (CT) and Triability (TR) is not own significant influence _ to Activity Hear Music (Y) with T Statistic values were 0.600 < 1.96 and 0.306 < 1.96 respectively. Meanwhile, Complexity (CX) has significant influence _ to Activity Listen Music (Y) with the T Statistics value is 1,822 <1.96. And, Observability (OB) also has significant influence _ to Activity Listen Music (Y) with the T Statistics value is 4,118 > 1.96. Because _ that, can conclude that factor Profit Relative (RA), Complexity (CX), and Observability (OB) influences Activity Hear Music (Y), meanwhile factor Compatibility (CT) and Triability (TR) is not own significant influence _ to Activity Hear Music (Y).

Declaration of conflicting interest

The authors declare that there is no conflict of interest in this work.

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