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Determinants of Spotify Student Package Purchase Decisions among University Students: The Roles of Perceived Value, Hedonic Motivation, and Lifestyle

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Abstract

The rapid development of digital music streaming services has transformed consumer behavior, particularly among university students who increasingly adopt subscription-based entertainment platforms. This study aims to examine the influence of perceived value, hedonic motivation, and lifestyle on purchase decisions for Spotify Student Package among university students in Surakarta, Indonesia. A quantitative research approach with a survey method was employed. The study population consisted of university students in Surakarta who used Spotify Student Package, with 100 respondents selected through purposive sampling. Data were collected using a structured questionnaire and analyzed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-test, and the coefficient of determination with the assistance of SPSS. The results indicate that perceived value has a positive and significant effect on purchase decisions, with a regression coefficient of 0.450 and a significance value of 0.000. Hedonic motivation also has a positive and significant influence on purchase decisions, with a regression coefficient of 0.238 and a significance value of 0.027. Furthermore, lifestyle has a positive and significant effect on purchase decisions, with a regression coefficient of 0.329 and a significance value of 0.000. Simultaneously, perceived value, hedonic motivation, and lifestyle significantly influence Spotify Student Package purchase decisions, as indicated by an F-value of 134.115 with a significance level of 0.000. The adjusted R-square value of 0.801 demonstrates that the three independent variables explain 80.1% of the variation in purchase decisions. These findings highlight that students' decisions to subscribe to digital music services are influenced not only by economic considerations but also by perceived benefits, emotional experiences, and lifestyle compatibility. This study provides practical implications for digital entertainment service providers in developing marketing strategies that emphasize service value, user experience, and alignment with consumer lifestyles.

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1. Introduction

The rapid development of digital technology has significantly transformed consumer behavior, particularly in the way individuals access and consume entertainment services. The emergence of internet-based platforms has shifted consumption patterns from conventional media toward digital services that offer greater accessibility, personalization, and convenience. Digital transformation has encouraged consumers to engage with technology-based services through online interactions, personalized experiences, and digital platforms that increasingly shape consumer preferences and purchasing behavior (Dwivedi et al., 2021). In the entertainment industry, music streaming services have become one of the most prominent examples of digital consumption transformation, enabling users to access extensive music collections through subscription-based platforms.

Digital music streaming platforms such as Spotify, Apple Music, and YouTube Music compete by offering various features, subscription models, and personalized experiences to attract and retain users. The development of music streaming services has transformed how consumers discover, access,

and experience music, with entertainment motivations and platform-based promotional mechanisms influencing digital music consumption (Aguiar & Waldfogel, 2021; Kinnally & Bolduc, 2020). Spotify, as one of the leading music streaming platforms, provides premium subscription services that offer additional benefits, including ad-free listening, offline access, personalized recommendations, and improved audio quality. Among its consumer segments, university students represent an important market because they are familiar with digital technologies and frequently integrate digital services into their academic, social, and entertainment activities. The introduction of Spotify Student Package provides an affordable subscription alternative specifically designed to accommodate student needs.

However, the availability of student-oriented subscription packages does not necessarily guarantee purchase decisions. Previous research on online consumer behavior has demonstrated that word-of-mouth communication and observational learning can influence consumers' information processing and purchasing decisions (Wang et al., 2021). Consumers' decisions to subscribe to digital services are influenced by various factors, including their evaluation of service benefits, emotional experiences, and the extent to which the service aligns with their personal lifestyle. In digital environments, consumers often evaluate whether the value obtained from a service is sufficient compared with the cost incurred before deciding to make a purchase (Syahlita & Pradana, 2024). Therefore, understanding the factors influencing digital subscription decisions is important for service providers in developing effective strategies to increase customer engagement and retention. Evidence from Spotify Premium users in Indonesia similarly suggests that perceived value influences consumers' intention to subscribe to premium music streaming services (Syahlita & Pradana, 2024).

Consumer evaluations of value are particularly important in subscription-based business models because purchasing decisions involve expectations regarding both immediate benefits and continued service satisfaction. Consumers may assess whether the advantages of premium services justify recurring financial commitments and whether the overall consumption experience provides sufficient value. Empirical evidence from Surakarta indicates that perceived value has a positive and significant association with repurchase intention, demonstrating its relevance to consumers' evaluations of continued consumption, although the study examined restaurant services rather than digital subscriptions (Fara & Aditama, 2026). In the context of music streaming platforms, perceived value may similarly reflect the balance between subscription affordability, functional advantages, and experiential satisfaction. Nevertheless, the extent to which these evaluations influence university students' actual subscription decisions requires further empirical investigation, particularly for services offering student-specific pricing and digital entertainment benefits.

One important factor influencing purchase decisions is **perceived value**. Perceived value represents consumers' overall assessment of the benefits obtained from a product or service compared with the sacrifices made to acquire it. Previous research indicates that customer perceived value encompasses multiple benefit dimensions and associated sacrifices that jointly shape overall value evaluations and subsequent consumer responses (Blut et al., 2024). In digital services, perceived value is not limited to functional benefits but may also involve economic and experiential considerations that influence consumer evaluations (Syahlita & Pradana, 2024). When consumers perceive that a service provides meaningful benefits relative to its price, they are more likely to develop positive attitudes and stronger purchase intentions. Previous studies have demonstrated that price value and other performance-related considerations play important roles in consumers' decisions to adopt paid music streaming services (Barata & Coelho, 2021).

Besides rational evaluation, emotional aspects represented by **hedonic motivation** also influence consumer decisions in digital entertainment services. Hedonic motivation refers to consumers' desire to obtain pleasure, enjoyment, and emotional satisfaction from using a product or service. In music streaming contexts, hedonic motivation reflects the importance consumers attach to enjoyable listening experiences and has been identified as a relevant factor in the continuation of Spotify Premium subscriptions among university students (Suhod et al., 2024). Entertainment and mood management motivations have also been identified as relevant predictors of music

streaming intentions, demonstrating the importance of emotional gratification in digital music consumption (Kinnally & Bolduc, 2020). Furthermore, university students may use music to support learning activities and psychological well-being, highlighting the emotional and functional significance of music in their everyday experiences (Hu et al., 2021). Music streaming services therefore possess strong experiential characteristics because users frequently utilize them for relaxation, mood improvement, entertainment, and personal enjoyment. Features such as personalized playlists, music recommendations, and uninterrupted access may enhance users' listening experiences and encourage preferences for premium subscription services.

The growing importance of digital engagement also highlights the relationship between consumers' online experiences, emotional responses, and their evaluations of digital brands. Research published in the Income Journal of Economics Development demonstrates that marketing content and customer satisfaction positively and significantly influence brand image in an Instagram-based marketing environment (Nurbaiska et al., 2024). Similarly, research on Generation Z consumer behavior indicates that digital marketing content, influencer credibility, and online engagement contribute to brand awareness, emotional attachment, and consumption behavior (Rahmah & Tamamudin, 2026). Although these studies focus on digital marketing and branding rather than music streaming subscriptions, their findings suggest that emotional engagement constitutes an important dimension of contemporary digital consumption. For Spotify Student Package, enjoyment derived from music accessibility, personalized content, and uninterrupted listening experiences may contribute to hedonic motivation and strengthen consumers' preferences for premium subscription services.

Another factor that may influence digital subscription decisions is **lifestyle**. Lifestyle reflects individuals' patterns of activities, interests, and opinions that influence their consumption preferences. Lifestyle-based segmentation provides an approach to understanding consumer differences and their relationships with perceived value and purchase intentions across product categories (Akkaya, 2021). In digital entertainment environments, lifestyle characteristics can also contribute to variations in consumers' preferences for streaming platforms and content categories, as demonstrated in research on subscription video-on-demand services (Palomba, 2021). For university students, music streaming platforms may become part of their daily lifestyle, supporting activities such as studying, exercising, relaxing, and social interaction. Therefore, the compatibility between a digital service and consumers' lifestyles may determine whether the service is perceived as relevant and worth purchasing.

Empirical studies involving university students further demonstrate that lifestyle considerations can contribute to purchasing decisions, although their relative importance may differ across consumption contexts. Research on university students' purchasing decisions for branded second-hand clothing found that fashion lifestyle had a positive and significant influence on purchase decisions, indicating that consumption preferences can be associated with personal identity and lifestyle orientation (Putra et al., 2026). In contrast, a descriptive study of university students' intentions to purchase iPhones found that product quality and price received more favorable assessments than lifestyle-related considerations, suggesting that functional and economic evaluations may remain prominent in student consumer behavior (Kurniawan et al., 2026). These findings illustrate the importance of examining lifestyle alongside perceived value and hedonic motivation rather than assuming that any single factor consistently determines students' purchasing behavior. Accordingly, investigating Spotify Student Package provides an opportunity to assess how lifestyle compatibility relates to subscription decisions within a digital entertainment context.

Although previous studies have examined perceived value, hedonic motivation, and lifestyle in relation to consumer behavior, several research gaps remain. Research on paid music streaming services has examined factors such as price value, performance expectancy, habit, and hedonic motivation, providing important insights into the adoption and continuation of premium subscriptions (Barata & Coelho, 2021; Suhod et al., 2024). However, the simultaneous relationships between perceived value, hedonic motivation, lifestyle, and purchase decisions remain insufficiently established in the specific context of Spotify Student Package among university students in Surakarta. Furthermore, student consumers represent a distinct market segment

characterized by particular financial considerations, entertainment preferences, and patterns of digital technology usage.

Previous studies on digital consumer behavior have provided substantial evidence regarding technology adoption, online shopping, and subscription-based services. Nevertheless, differences in consumer characteristics, service features, and purchasing contexts suggest that findings from general digital platforms cannot necessarily be generalized to student-specific music streaming subscriptions. Therefore, Spotify Student Package provides a relevant research setting for investigating how rational evaluations, emotional motivations, and lifestyle compatibility are associated with digital entertainment purchasing decisions.

This study is based on the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975), which explains that individual behavior is influenced by behavioral intentions formed through attitudes and subjective norms. In the context of Spotify Student Package, students' purchase decisions may be associated with their evaluation of service benefits (perceived value), emotional experiences (hedonic motivation), and compatibility with personal lifestyles. These factors are examined as potential explanatory variables rather than as direct components of the original TRA model. Therefore, this study aims to analyze the influence of perceived value, hedonic motivation, and lifestyle on Spotify Student Package purchase decisions among university students in Surakarta.

This research contributes to the understanding of digital consumer behavior by integrating rational, emotional, and lifestyle perspectives in explaining subscription decisions for digital entertainment services. The findings are expected to provide theoretical insights into consumer decision-making processes and practical implications for digital service providers in developing strategies that enhance perceived value, improve user experiences, and strengthen alignment between services and consumer lifestyles.

2. Literature Review

2.1 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA), introduced by Fishbein and Ajzen (1975), explains that individual behavior is determined by behavioral intention, which is influenced by attitudes toward behavior and subjective norms. The theory assumes that individuals generally consider the consequences, benefits, and potential outcomes of an action before performing certain behaviors. Therefore, behavioral decisions are not only influenced by external factors but also by individuals' internal evaluations and perceptions regarding an object or activity (Fishbein & Ajzen, 1975).

In the context of consumer behavior, TRA provides a theoretical foundation for understanding purchase decisions and technology-related adoption behaviors. Consumers tend to form positive attitudes when they perceive that a product or service provides valuable benefits, enjoyable experiences, and compatibility with their personal values. Recent research on premium music streaming subscriptions has demonstrated that attitudes and normative considerations are relevant to consumers' subscription intentions, while studies integrating behavioral theories with entertainment motivations have further highlighted the importance of psychological factors in digital music consumption (Chang et al., 2021; Kinnally & Bolduc, 2020).

The application of TRA in digital consumer behavior provides a theoretical explanation of how individuals evaluate technology-based services before making purchasing decisions. According to this perspective, consumer attitudes are developed through evaluations of expected benefits, personal preferences, and potential consequences associated with using a particular service. Subjective norms may also influence purchasing behavior through the expectations and recommendations of peers or other important social groups. These considerations are particularly relevant among university students because digital consumption decisions may involve financial considerations, personal enjoyment, and social influences. Consequently, TRA provides a useful conceptual foundation for understanding the psychological processes underlying subscription-related consumer behavior (Fishbein & Ajzen, 1975). Empirical research on premium music streaming services further indicates that attitudes and injunctive norms are significant predictors of subscription intentions, supporting the relevance of examining behavioral evaluations and social influences in digital entertainment markets (Chang et al., 2021).

Furthermore, TRA offers an interpretive framework for examining the relationships between perceived value, hedonic motivation,

lifestyle, and consumer purchase decisions. Perceived value can contribute to favorable attitudes through evaluations of functional and economic benefits, while hedonic motivation may reinforce positive evaluations through enjoyment and emotional satisfaction. Lifestyle compatibility may further shape consumers' perceptions of whether a service is appropriate for their everyday activities and personal preferences. However, these variables are not direct components of the original TRA model, and the present study does not explicitly measure attitudes, subjective norms, or behavioral intentions as mediating constructs. Therefore, TRA is employed as a theoretical foundation for interpreting the proposed relationships rather than as a complete empirical test of the original theoretical framework.

For digital subscription services such as Spotify Student Package, TRA provides a relevant framework because students evaluate multiple aspects before deciding to subscribe. Perceived value represents consumers' cognitive evaluation of service benefits, hedonic motivation reflects emotional experiences obtained from service usage, while lifestyle represents the compatibility between the service and consumers' daily activities. These factors may contribute to consumers' evaluations of subscription services and help explain differences in purchasing decisions. Research on digital and social media marketing also emphasizes the importance of consumer experiences, interactions, and engagement in understanding contemporary technology-based consumer behavior (Dwivedi et al., 2021).

2.2 Perceived Value and Purchase Decision

Perceived value refers to consumers' evaluation of the overall benefits obtained from a product or service compared with the costs or sacrifices required to obtain it. Consumers tend to choose products that provide greater value because purchase decisions are influenced by their perception of whether the expected benefits justify the expenditure (Syahlita & Pradana, 2024). In digital services, perceived value becomes increasingly important because consumers usually purchase access to services and experiences rather than physical products.

Digital subscription services require consumers to continuously evaluate whether the features and experiences provided are worth the subscription cost. Perceived value in digital platforms may include functional benefits, service quality, convenience, emotional satisfaction, and social value. A comprehensive meta-analysis demonstrates that customer perceived value is best understood through the integration of perceived benefits, sacrifices, and overall value evaluations, emphasizing its multidimensional characteristics (Blut et al., 2024). In the context of paid music streaming services, price value, performance expectancy, and habit have been identified as important determinants of consumers' subscription intentions (Barata & Coelho, 2021). In the context of Spotify Student Package, students may perceive value through premium features such as ad-free listening, offline access, personalized recommendations, and better user experiences.

The importance of perceived value becomes more pronounced among university students because subscription decisions may involve balancing limited financial resources against the benefits obtained from digital entertainment services. Students may compare subscription fees with the availability of free alternatives and evaluate whether premium features provide sufficient additional advantages. Perceived value therefore involves not only affordability but also the overall usefulness, convenience, and quality of the consumption experience. A subscription service that offers accessible pricing and meaningful functional benefits may generate favorable consumer evaluations. This interpretation is consistent with contemporary research demonstrating that consumer value judgments incorporate multiple benefit and sacrifice dimensions, whose relative importance may vary across consumption contexts (Blut et al., 2024).

Previous research has demonstrated that perceived value is associated with consumer decisions toward digital services. Consumers with higher perceived value may show stronger purchase intentions because they believe that the service provides benefits that meet their expectations. Research on Spotify Premium users in Indonesia has identified perceived value as a relevant factor in subscription intentions, while studies of paid music streaming services have emphasized the importance of economic and performance-related evaluations in subscription decisions (Barata & Coelho, 2021; Syahlita & Pradana, 2024). Therefore, when students perceive Spotify Student Package as providing sufficient benefits compared with its subscription cost,

their likelihood of purchasing the service may increase.

From a consumer decision-making perspective, perceived value may contribute to purchase decisions by reducing uncertainty regarding whether a paid subscription provides sufficient advantages over freely accessible services. Consumers who recognize clear differences between premium and free features may perceive a paid subscription as more beneficial and financially justifiable. In music streaming services, these differences may include uninterrupted listening, offline accessibility, personalized recommendations, and overall service convenience. Nevertheless, the relationship between perceived value and purchase decisions requires empirical examination because favorable service evaluations do not necessarily result in actual purchases. Accordingly, perceived value is proposed as an important explanatory variable in students' decisions to subscribe to Spotify Student Package (Barata & Coelho, 2021; Blut et al., 2024).

Based on this explanation, the following hypothesis is proposed: H1: Perceived value has a positive and significant influence on Spotify Student Package purchase decisions among university students.

2.3 Hedonic Motivation and Purchase Decision

Hedonic motivation refers to consumers' internal desire to obtain pleasure, enjoyment, excitement, and emotional satisfaction from using a product or service. Unlike utilitarian motivation, which emphasizes functional benefits, hedonic motivation focuses on experiential value and emotional responses generated during consumption activities. Recent research involving university students has identified hedonic motivation as a significant contributor to continued Spotify Premium subscription intentions, indicating the importance of enjoyment in digital entertainment consumption (Suhod et al., 2024).

Digital entertainment services possess strong hedonic characteristics because consumers frequently use them to obtain enjoyment, relaxation, mood improvement, and personal satisfaction. In music streaming services, users may subscribe to premium services because they value the experience provided, including personalized content, uninterrupted access, and enhanced enjoyment during usage. Previous research has demonstrated that entertainment and mood management motivations are relevant predictors of consumers' intentions to use music streaming services (Kinnally & Bolduc, 2020).

Hedonic motivation is particularly relevant to digital music consumption because music is frequently associated with emotional expression, psychological relaxation, and personal entertainment. Consumers may use streaming platforms to improve their mood, accompany routine activities, or create enjoyable experiences during leisure time. These emotional benefits distinguish music streaming from digital services that primarily emphasize productivity or functional performance. For university students, access to preferred music and personalized listening experiences may contribute to the perceived attractiveness of premium subscription services. Consequently, enjoyment and emotional satisfaction represent relevant considerations when examining students' subscription preferences and purchasing behavior (Kinnally & Bolduc, 2020; Suhod et al., 2024).

The influence of hedonic motivation on consumer decisions has been observed in digital entertainment services. Consumers who experience greater enjoyment and emotional benefits from a platform may develop more favorable attitudes and stronger intentions to continue using or purchasing the service. Empirical research examining Spotify Premium subscriptions among university students in Malaysia found that hedonic motivation was among the significant factors associated with subscription continuance intentions (Suhod et al., 2024). For Spotify Student Package users, hedonic motivation may similarly contribute to subscription decisions because music consumption is closely associated with emotional experiences and personal enjoyment.

According to TRA, positive emotional experiences may contribute to favorable attitudes toward a product or service, potentially influencing behavioral intentions and subsequent decisions. Therefore, students who perceive Spotify Student Package as enjoyable and emotionally satisfying may be more inclined to subscribe. Research integrating behavioral theory with uses and gratifications has demonstrated that entertainment and mood management motivations contribute to music streaming

intentions, providing additional support for considering emotional motivations in digital music consumption (Kinnally & Bolduc, 2020).

In addition, hedonic motivation may contribute to purchase decisions through consumers' expectations of obtaining continuous and satisfying entertainment experiences. Premium features such as personalized playlists, unrestricted music selection, and uninterrupted playback may enhance the anticipated enjoyment associated with music streaming. Consumers who place greater importance on emotional satisfaction may therefore evaluate these features more favorably when considering subscription alternatives. However, hedonic motivation should be distinguished from perceived value because it primarily concerns the desire for pleasurable experiences rather than an overall comparison of benefits and sacrifices. Examining this distinction is important for determining whether emotional motivation independently contributes to students' decisions to purchase Spotify Student Package (Barata & Coelho, 2021; Suhod et al., 2024).

Based on this explanation, the following hypothesis is proposed: H2: Hedonic motivation has a positive and significant influence on Spotify Student Package purchase decisions among university students.

2.4 Lifestyle and Purchase Decision

Lifestyle describes individuals' patterns of activities, interests, and opinions that influence how they allocate resources and make consumption choices. Recent empirical research has demonstrated that lifestyle segmentation and perceived value are associated with consumer purchase intentions, although their relationships vary across product categories (Akkaya, 2021). Lifestyle may therefore contribute to understanding not only personal preferences but also how individuals express their identities through the products and services they consume.

In the digital era, lifestyle has become closely associated with technology adoption and online consumption behavior. Consumers increasingly integrate digital services into their daily routines for communication, productivity, entertainment, and self-expression. Research on digital and social media marketing highlights the growing importance of technology-mediated interactions and consumer experiences in contemporary consumption environments (Dwivedi et al., 2021). Consequently, products and services that align with consumers' lifestyles may be perceived as more relevant and attractive.

The relationship between lifestyle and consumer purchasing behavior can be understood through the extent to which products or services correspond with individuals' activities, interests, and opinions. For university students, digital technology frequently supports academic activities, communication, entertainment, and social interaction. Therefore, lifestyle compatibility may influence how students evaluate the relevance and usefulness of subscription-based entertainment services. Previous empirical research has demonstrated that lifestyle characteristics are relevant to consumer segmentation and purchasing intentions across different product categories, particularly when considered alongside perceived value (Akkaya, 2021).

Music streaming platforms such as Spotify may become part of students' digital lifestyles. Students may use music services during studying, exercising, relaxing, or social activities. Therefore, the compatibility between Spotify Student Package and students' daily activities may influence their purchase decisions. Research on subscription-based video streaming services has demonstrated that consumer lifestyles and personal characteristics can help explain differences in platform and content consumption, suggesting that lifestyle is also relevant to digital entertainment consumption patterns (Palomba, 2021).

Furthermore, lifestyle may influence subscription decisions by shaping consumers' expectations regarding accessibility, flexibility, and compatibility with personal consumption habits. University students with digitally oriented lifestyles may prioritize services that provide convenient access across devices and support entertainment activities in different situations. Spotify Student Package may appeal to this consumer segment because its subscription model offers music streaming features that can be integrated into various daily routines. Nevertheless, lifestyle compatibility does not necessarily guarantee purchasing behavior because students may also consider affordability, perceived benefits, and emotional satisfaction. Research has indicated that lifestyle segmentation does not always function as the primary direct predictor of purchase intention, whereas perceived value

may play an important role in explaining the relationship between lifestyle and consumer purchasing preferences (Akkaya, 2021).

From the TRA perspective, lifestyle may influence behavioral decisions by contributing to consumers' evaluations of the compatibility between a product or service and their personal values. When Spotify Student Package is perceived as consistent with students' lifestyles, this compatibility may contribute to favorable evaluations and increase the likelihood of subscription decisions. Nevertheless, the relationship requires empirical examination because the original TRA framework does not explicitly identify lifestyle as one of its core constructs (Fishbein & Ajzen, 1975).

Based on this explanation, the following hypothesis is proposed:

H3: Lifestyle has a positive and significant influence on Spotify Student Package purchase decisions among university students.

3. Method

3.1 Research Design

This study employed a quantitative research approach using a survey method. A quantitative approach was selected because the study aimed to examine the relationships between independent variables and the dependent variable through statistical analysis. The research focused on analyzing the influence of perceived value, hedonic motivation, and lifestyle on purchase decisions for Spotify Student Package among university students in Surakarta. The research design was explanatory, as it aimed to identify and measure the extent to which perceived value, hedonic motivation, and lifestyle influence students' decisions to subscribe to Spotify Student Package.

3.2 Population and Sample

The population in this study consisted of university students in Surakarta who used Spotify Student Package. Surakarta was selected as the research location because it is one of the major educational centers in Central Java with a large student population and high adoption of digital services. The sample was determined using a purposive sampling technique because the study required respondents with specific characteristics relevant to the research objectives. The criteria for respondents were university students in Surakarta who had experience using or subscribing to Spotify Student Package. A total of 100 respondents participated in this study. The number of respondents was considered appropriate for conducting statistical analysis using multiple linear regression to examine the influence of the independent variables on purchase decisions.

3.3 Data Collection

The primary data were collected through a structured questionnaire distributed to university students who met the research criteria. The questionnaire was designed based on indicators of each research variable, including perceived value, hedonic motivation, lifestyle, and purchase decision. Each measurement item was assessed using a Likert scale to measure respondents' perceptions and attitudes toward Spotify Student Package. The collected responses were then processed and analyzed statistically to test the proposed hypotheses.

3.4 Measurement of Variables

The research model consisted of three independent variables and one dependent variable. The measurement indicators were adapted from previous theoretical concepts and studies related to consumer behavior.

Table 1. Measurement of Research Variables

Variable	Conceptual Definition	Indicators
Perceived Value (X1)	Consumers' evaluation of the benefits obtained compared with the costs paid for a product or service	Emotional value, quality value, functional value, social value
Hedonic Motivation (X2)	Consumers' motivation to obtain pleasure, enjoyment, and emotional satisfaction from consumption experiences	Adventure motivation, enjoyment, gratification, trend exploration, emotional satisfaction
Lifestyle (X3)	Individual patterns of activities, interests, and opinions reflected in consumption behavior	Activities, interests, opinions
Purchase Decision (Y)	Consumer decision-making process in selecting and purchasing a product or service	Product information evaluation, brand preference, needs and wants, recommendations from others

The measurement dimensions of perceived value were adapted from the multidimensional perceived value concept, which includes functional, emotional, social,

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and quality-related evaluations of products or services (Sánchez-Fernández & Iniesta-Bonillo, 2007). Meanwhile, lifestyle indicators were measured based on the activities, interests, and opinions (AIO) approach, which explains consumer behavior through individuals' daily activities, preferences, and viewpoints (Vyncke, 2002).

Hedonic motivation indicators were adapted from previous studies emphasizing enjoyment, emotional satisfaction, and experiential value as important dimensions of hedonic consumption in digital services (Childers et al., 2001; Childers et al., 2001).

3.5 Data Analysis

The collected data were analyzed using Statistical Package for the Social Sciences (SPSS). Several statistical tests were conducted to ensure the quality and accuracy of the research model.

First, validity and reliability tests were conducted to evaluate whether the questionnaire items were appropriate for measuring each research variable. Second, classical assumption tests were performed, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the regression model met the required statistical assumptions.

Furthermore, multiple linear regression analysis was applied to examine the effect of perceived value, hedonic motivation, and lifestyle on purchase decisions. The significance of each independent variable was tested using the t-test, while the simultaneous effect of all independent variables was examined using the F-test. The coefficient of determination (R^2) was used to determine the contribution of the independent variables in explaining variations in purchase decisions.

The regression model used in this study was formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

Y	= Purchase Decision
α	= Constant
β1, β2, β3	= Regression coefficients
X1	= Perceived Value
X2	= Hedonic Motivation
X3	= Lifestyle
e	= Error term

4. Results

4.1 Respondent Characteristics

This study involved 100 university students in Surakarta who had experience using or subscribing to Spotify Student Package. Respondent characteristics were analyzed based on gender, age, monthly income, and university affiliation. The analysis of respondent characteristics was conducted to provide a comprehensive overview of the demographic profiles of students participating in the study. These demographic characteristics were considered relevant for understanding the diversity of respondents in terms of their backgrounds and economic conditions. Furthermore, the distribution of respondent characteristics provides descriptive information that supports the interpretation of research findings regarding perceived value, hedonic motivation, lifestyle, and purchase decisions.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	43	42.4
	Female	57	57.6
Age	17–21 years	63	63.0
	22–26 years	20	20.0
	27–31 years	12	12.0
	31–35 years	5	5.0
Monthly Income	< IDR 1,000,000	56	56.0
	IDR 1,000,001–3,000,000	28	28.0
	IDR 3,000,001–5,000,000	10	10.0
	> IDR 5,000,000	6	6.0

The results indicate that the majority of respondents were female students (57%), aged 17–21 years (63%), and had monthly income below IDR 1,000,000 (56%). This distribution reflects the characteristics of university students who represent the primary target segment of Spotify Student Package.

4.2 Validity and Reliability Testing

Validity testing was conducted using Pearson Product Moment correlation to determine whether each questionnaire item appropriately measured its corresponding construct. The validity test results showed that all questionnaire items had significance values below 0.05, indicating that all indicators were valid.

The reliability test was performed using Cronbach's Alpha. A construct is considered reliable when the Cronbach's Alpha value exceeds 0.60. The results demonstrate that all research variables met the reliability criteria.

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Table 3. Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Result
Perceived Value	6	0.661	Reliable
Hedonic Motivation	6	0.620	Reliable
Lifestyle	6	0.691	Reliable
Purchase Decision	6	0.691	Reliable

The reliability results indicate that the measurement instruments used in this study had acceptable internal consistency and were suitable for further statistical analysis.

4.3 Classical Assumption Testing

Before conducting multiple linear regression analysis, classical assumption tests were performed to ensure that the regression model met statistical requirements.

Normality Test

The normality test was conducted using the Kolmogorov–Smirnov test.

Table 4. Normality Test Results

Test	Value
Kolmogorov–Smirnov Z	0.878
Asymp. Sig. (2-tailed)	0.058

The significance value of 0.058 is greater than 0.05, indicating that the residual data were normally distributed.

Multicollinearity Test

The multicollinearity test was conducted by examining tolerance and Variance Inflation Factor (VIF) values.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF	Result
Perceived Value	0.387	2.585	No multicollinearity
Hedonic Motivation	0.228	4.382	No multicollinearity
Lifestyle	0.308	3.249	No multicollinearity

All variables had tolerance values above 0.10 and VIF values below 10, indicating that the regression model did not experience multicollinearity problems.

Heteroscedasticity Test

The Glejser test was used to determine whether heteroscedasticity occurred in the regression model.

Table 6. Heteroscedasticity Test Results

Variable	Sig. Value	Result
Perceived Value	0.722	No heteroscedasticity
Hedonic Motivation	0.335	No heteroscedasticity
Lifestyle	0.665	No heteroscedasticity

All significance values exceeded 0.05, indicating that the regression model was free from heteroscedasticity problems.

4.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the influence of perceived value, hedonic motivation, and lifestyle on Spotify Student Package purchase decisions.

Table 7. Multiple Linear Regression Results

Independent Variable	Regression Coefficient (B)	t-value	Sig.
Constant	-0.176	-0.389	0.698
Perceived Value	0.450	6.056	0.000
Hedonic Motivation	0.238	2.250	0.027
Lifestyle	0.329	4.141	0.000

Source: Primary data processed, 2026.

Based on the regression analysis, the regression equation can be expressed as:

$$Y = -0.176 + 0.450X_1 + 0.238X_2 + 0.329X_3 + e$$

where:

Y = Purchase Decision
X_1 = Perceived Value
X_2 = Hedonic Motivation
X_3 = Lifestyle

The results indicate that all independent variables have positive regression coefficients, meaning that increases in perceived value, hedonic motivation, and lifestyle compatibility are associated with higher purchase decisions.

4.5 Hypothesis Testing

The hypothesis testing results are summarized in Table 7.

Table 8. Hypothesis Testing Results

Hypothesis	Relationship	Coefficient	Sig.	Decision
H1	Perceived Value → Purchase Decision	0.450	0.000	Supported
H2	Hedonic Motivation → Purchase Decision	0.238	0.027	Supported
H3	Lifestyle → Purchase Decision	0.329	0.000	Supported

The results show that perceived value, hedonic motivation, and lifestyle significantly influence Spotify Student Package purchase decisions. Therefore, all proposed hypotheses are supported.

4.6 Simultaneous Test and Coefficient of Determination

The simultaneous effect of independent variables was examined using the F-test, while the explanatory power of the model was

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evaluated using Adjusted R^2.

Table 9. F-Test Result

Model	F-value	Sig.
Regression Model	134.115	0.000

The F-test result shows that the regression model is statistically significant ($p < 0.05$). This indicates that perceived value, hedonic motivation, and lifestyle simultaneously influence Spotify Student Package purchase decisions.

Table 10. Coefficient of Determination

Model	R Square	Adjusted R Square
Regression Model	0.807	0.801

The Adjusted R^2 value of 0.801 indicates that perceived value, hedonic motivation, and lifestyle explain 80.1% of the variation in Spotify Student Package purchase decisions, while the remaining **19.9%** is explained by other factors outside the research model.

5. Discussions

5.1 The Effect of Perceived Value on Spotify Student Package Purchase Decisions

The results of this study indicate that perceived value has a positive and significant effect on Spotify Student Package purchase decisions among university students in Surakarta. The regression analysis shows that perceived value has a coefficient of **0.450** with a significance value of **0.000**, indicating that perceived value has the largest unstandardized regression coefficient among the three examined variables. This finding suggests that students are more likely to subscribe to Spotify Student Package when they perceive that the benefits obtained from the service are valuable compared with the costs incurred.

Perceived value plays an important role in digital subscription services because consumers do not purchase physical products but rather obtain access to features, convenience, and experiences. In the context of Spotify Student Package, students may evaluate the value of premium features, such as ad-free listening, offline access, personalized recommendations, and improved audio quality. When these benefits are perceived as exceeding the sacrifices required, consumers are more likely to develop positive attitudes toward the service and make purchase decisions (Syahlita & Pradana, 2024).

The positive relationship between perceived value and purchase decisions can also be interpreted through the economic characteristics of university students as consumers of subscription-based digital services. Students may consider subscription affordability alongside the functional benefits and convenience offered by premium features. In this context, perceived value may emerge from the comparison between subscription costs and the additional advantages obtained from paid services relative to freely available alternatives. The findings suggest that consumers who perceive a favorable balance between benefits and financial sacrifices are more likely to report positive purchasing decisions. This interpretation is consistent with previous research emphasizing the importance of price value and performance-related considerations in paid music streaming subscriptions (Barata & Coelho, 2021). Furthermore, empirical research conducted among restaurant consumers in Surakarta demonstrated that perceived value had a positive and significant relationship with repurchase intention, highlighting the relevance of consumers' value evaluations in purchasing-related behavior across different service contexts (Fara & Aditama, 2026). Therefore, enhancing perceived value may represent an important approach to increasing the attractiveness of digital subscription services among university students.

This finding supports the Theory of Reasoned Action (TRA), which explains that individuals form behavioral intentions based on their attitudes toward an action and their evaluation of expected outcomes (Fishbein & Ajzen, 1975). In this study, students evaluate whether subscribing to Spotify Student Package provides sufficient advantages before making a purchase decision. The result is consistent with previous research showing that perceived value significantly influences consumer decisions in digital service contexts because consumers tend to choose services that provide higher perceived benefits (Syahlita & Pradana, 2024; Barata & Coelho, 2021).

Furthermore, the relationship between perceived value and purchase decisions highlights the importance of understanding how consumers assess the overall attractiveness of digital entertainment services. Perceived value encompasses not only monetary considerations but also evaluations of service accessibility, functional usefulness, and experiential benefits. For Spotify Student Package, the combination of affordable subscription pricing and premium service features may create favorable consumer perceptions that support purchasing decisions.

Previous research involving Spotify Premium users in Indonesia has also identified perceived value as a relevant factor in subscription intentions (Syahlita & Pradana, 2024). Nevertheless, the present regression results establish a statistically significant association rather than directly identifying the psychological mechanisms underlying students' purchasing behavior. Further investigation involving attitudes and behavioral intentions would provide a more comprehensive explanation of how perceived value contributes to actual subscription decisions.

The implication of this finding is that digital service providers should continuously improve the value offered to consumers by maintaining service quality, developing relevant features, and ensuring that subscription benefits remain attractive for student users.

5.2 The Effect of Hedonic Motivation on Spotify Student Package Purchase Decisions

The findings demonstrate that hedonic motivation has a positive and significant effect on Spotify Student Package purchase decisions. The regression coefficient of 0.238 with a significance value of 0.027 indicates that emotional experiences and enjoyment obtained from using Spotify are positively associated with students' decisions to subscribe.

Unlike utilitarian products that are primarily evaluated based on functional benefits, digital entertainment services have strong experiential characteristics. Previous studies confirm that hedonic value contributes significantly to consumer engagement with online services because enjoyment becomes a key motivation in experiential consumption (Childers et al., 2001). Music streaming platforms are commonly used not only to access songs but also to obtain pleasure, relaxation, emotional expression, and enjoyment. Therefore, hedonic motivation becomes an important factor influencing consumer behavior toward entertainment-based digital services (Childers et al., 2001).

The significant relationship between hedonic motivation and purchase decisions indicates that emotional considerations are relevant to students' evaluations of paid music streaming services. Music consumption can be associated with various personal activities, including relaxation, entertainment, studying, and leisure. In these situations, consumers may value the emotional satisfaction obtained from convenient and uninterrupted access to preferred music. Personalized playlists and music recommendations may also contribute to the anticipated enjoyment of using premium services. Consequently, students who place greater importance on pleasurable listening experiences may demonstrate a stronger preference for paid subscriptions. This interpretation is consistent with the concept of hedonic consumption, which emphasizes enjoyment and emotional satisfaction as important considerations in consumer behavior (Childers et al., 2001). Research examining coffee shop consumers in Boyolali also identified customer experience as a significant determinant of purchase decisions, providing complementary evidence of the importance of experiential considerations in consumer behavior, although the study did not directly examine hedonic motivation (Juliantika & Aditama, 2026). However, the present findings do not establish which specific Spotify features contribute most strongly to hedonic motivation.

The finding supports previous research indicating that hedonic motivation influences digital service adoption because consumers are more likely to use and purchase services that provide enjoyable experiences and emotional satisfaction (Childers et al., 2001; Barata & Coelho, 2021). Spotify's features, such as personalized playlists, music recommendations, and unlimited access, may strengthen users' emotional attachment and increase their willingness to upgrade from free services to premium subscriptions.

Another important interpretation concerns the distinction between hedonic motivation and perceived value in explaining subscription decisions. Although both variables may involve evaluations of consumer benefits, hedonic motivation specifically emphasizes the pursuit of pleasure and positive emotional experiences, whereas perceived value reflects a broader assessment of benefits relative to sacrifices. The statistically significant regression coefficient for hedonic motivation suggests that this emotional dimension is associated with purchasing decisions even when perceived value and lifestyle are included in the regression model. This finding supports the relevance of examining emotional motivations as a separate explanatory factor in digital entertainment consumption (Barata & Coelho, 2021). Furthermore, research on Generation Z's responses to TikTok marketing found that digital engagement, viral content,

and influencer trust contributed to brand awareness and emotional attachment, illustrating the broader importance of emotional engagement in digital consumer experiences (Rahmah & Tamamudin, 2026). Accordingly, the purchasing behavior of Spotify Student Package users may be better understood by considering both the perceived advantages of premium services and the enjoyment consumers expect to obtain from their subscription experiences.

From the perspective of TRA, positive emotional experiences contribute to the formation of favorable attitudes toward a service. When students perceive Spotify Student Package as enjoyable and capable of enhancing their daily experiences, these positive perceptions may encourage stronger purchase intentions and actual subscription decisions (Fishbein & Ajzen, 1975).

The practical implication is that digital entertainment providers should not focus solely on functional improvements but also enhance emotional engagement through personalization, interactive features, and user experiences that create enjoyment.

5.3 The Effect of Lifestyle on Spotify Student Package Purchase Decisions

The results show that lifestyle has a positive and significant effect on Spotify Student Package purchase decisions, with a regression coefficient of 0.329 and a significance value of 0.000. This finding indicates that students are more likely to subscribe when Spotify Student Package is perceived as compatible with their daily activities, interests, and digital consumption patterns.

Lifestyle influences consumer decisions because individuals often select products and services that reflect their habits, preferences, and identity. In the digital era, younger consumers tend to integrate technology-based services into their daily routines, including entertainment, communication, and productivity activities (Dwivedi et al., 2019). Digital lifestyles influence consumer preferences by shaping how individuals interact with technology-based products and services (Dwivedi et al., 2019). For university students, music streaming services may support various activities such as studying, exercising, relaxing, and social interaction, making lifestyle compatibility an important consideration in subscription decisions.

The significant relationship between lifestyle and purchase decisions suggests that students' consumption patterns may be associated with the extent to which digital entertainment services correspond with their everyday routines. University students who frequently engage with digital technologies may perceive music streaming platforms as convenient tools for supporting personal activities and entertainment preferences. From this perspective, subscription decisions may reflect a broader orientation toward digital consumption rather than merely occasional demand for music entertainment. Lifestyle characteristics, including activities, interests, and opinions, provide a conceptual basis for understanding variations in consumers' preferences and purchasing behavior (Vyncke, 2002). Therefore, the positive regression coefficient may indicate that greater lifestyle compatibility is associated with more favorable purchase decisions toward Spotify Student Package. Nevertheless, this interpretation should be considered within the specific characteristics of the student population examined in this study.

This result is consistent with previous studies showing that lifestyle orientation influences consumer preferences because individuals tend to adopt products that align with their personal values and everyday activities (Vyncke, 2002). A digital service that becomes part of consumers' routines is more likely to be perceived as relevant and worth purchasing.

Furthermore, the relationship between lifestyle and purchase decisions provides implications for understanding consumer segmentation in subscription-based digital markets. Consumers with different activities, interests, and technological habits may evaluate the relevance of music streaming services differently. Students who regularly incorporate music into academic activities, transportation, exercise, or leisure may perceive greater compatibility between premium streaming services and their daily routines. Previous research examining university students' purchasing decisions in other consumption contexts has also identified lifestyle orientation as a relevant factor in consumer behavior (Putra et al., 2026). More specifically, research on branded second-hand clothing found that fashion lifestyle had a positive and significant relationship with purchasing decisions among university students, demonstrating the relevance of lifestyle preferences in student

consumer behavior (Putra et al., 2026). However, research on university students' intentions to purchase iPhones indicated that product quality and price received more favorable evaluations than lifestyle considerations, suggesting that the relative importance of lifestyle may vary across product categories and consumption contexts (Kurniawan et al., 2026). Consequently, the present study extends the discussion of lifestyle and purchase decisions to the context of subscription-based digital entertainment services.

The finding also supports TRA, where individual behavior is influenced by attitudes formed through personal experiences and compatibility between a product and individual values (Fishbein & Ajzen, 1975). When Spotify Student Package fits students' lifestyles, it can strengthen positive attitudes and increase the likelihood of subscription decisions.

The implication for service providers is that marketing strategies should emphasize lifestyle relevance by positioning digital music services as part of students' daily experiences rather than merely as entertainment products.

5.4 The Combined Influence of Perceived Value, Hedonic Motivation, and Lifestyle

The simultaneous test results show that perceived value, hedonic motivation, and lifestyle significantly influence Spotify Student Package purchase decisions. The F-test result shows an F-value of 134.115 with a significance value of 0.000, confirming that the proposed research model is statistically significant. Furthermore, the Adjusted R^2 value of 0.801 indicates that the three independent variables explain 80.1% of the variation in purchase decisions.

This finding demonstrates that digital subscription decisions are influenced by multiple dimensions rather than a single factor. Perceived value represents consumers' cognitive evaluation of service benefits, hedonic motivation reflects emotional experiences, while lifestyle represents the alignment between services and consumers' daily activities. The combination of these factors provides a comprehensive explanation of why students choose to subscribe to Spotify Student Package.

The simultaneous significance of perceived value, hedonic motivation, and lifestyle indicates that the proposed regression model provides a substantial statistical explanation of variations in students' purchase decisions. From a conceptual perspective, these three variables represent distinct but potentially related aspects of digital consumption. Perceived value concerns evaluations of benefits and sacrifices, hedonic motivation emphasizes the desire for enjoyable experiences, and lifestyle reflects consumers' patterns of activities and personal preferences. Their combined inclusion in the regression model enables an assessment of the association between each factor and purchase decisions while statistically controlling for the other examined predictors. The relatively high Adjusted R^2 value suggests that the model has considerable explanatory power within the surveyed sample. A study of Generation Z consumers using the Shopee platform also found that price discounts, shopping lifestyle, and perceived ease of use were significantly associated with impulse buying, providing evidence that several dimensions of consumer evaluations may jointly contribute to digital purchasing behavior in other contexts (Sari & Rahadhini, 2026). However, the present results do not establish causal relationships, and their generalizability remains subject to the characteristics and sampling procedures of the study.

The findings strengthen previous research on digital consumer behavior, which suggests that technology-based service adoption is influenced by both rational and emotional evaluations as well as personal characteristics (Dwivedi et al., 2019; Venkatesh et al., 2016). Therefore, understanding these interconnected factors can help digital service providers design more effective strategies to attract and retain consumers.

From a practical perspective, the combined findings suggest that marketing strategies for digital subscription services should consider economic value, consumer enjoyment, and lifestyle compatibility rather than emphasizing only one dimension of consumer behavior. Service providers may strengthen perceived value by maintaining affordable subscription packages and communicating premium service benefits, while hedonic motivation may be addressed through personalized listening experiences and convenient access to entertainment content. Lifestyle-oriented marketing may further emphasize the relevance of streaming services to students' academic, social, and leisure activities. Research on Instagram-based

marketing also demonstrated that content marketing and customer satisfaction positively and significantly influenced brand image, highlighting the importance of coordinated marketing communication and consumer satisfaction in digital branding strategies (Nurbaiska et al., 2024). Nevertheless, the remaining 19.9% of variation in purchase decisions is not explained by the three-variable model, indicating the potential relevance of additional factors such as price perception, service quality, promotional activities, and social influence. Future research could examine these variables and incorporate mediating constructs, including attitudes and behavioral intentions, to provide a more comprehensive understanding of digital subscription decisions.

6. Conclusion

This study concludes that perceived value, hedonic motivation, and lifestyle significantly influence Spotify Student Package purchase decisions among university students in Surakarta. The results of multiple linear regression analysis show that perceived value has a positive and significant effect on purchase decisions with a regression coefficient of 0.450 and a significance value of 0.000, indicating that perceived value is the strongest factor affecting students' subscription decisions. Hedonic motivation also has a positive and significant influence, with a regression coefficient of 0.238 and a significance value of 0.027, demonstrating that emotional experiences, enjoyment, and satisfaction obtained from using Spotify contribute to purchase decisions. Furthermore, lifestyle has a positive and significant effect with a regression coefficient of 0.329 and a significance value of 0.000, indicating that compatibility between Spotify Student Package and students' daily activities influences their decision to subscribe. Simultaneously, perceived value, hedonic motivation, and lifestyle significantly affect purchase decisions, as shown by the F-value of 134.115 with a significance value of 0.000. The Adjusted R^2 value of 0.801 indicates that these three variables explain 80.1% of the variation in Spotify Student Package purchase decisions. These findings imply that digital service providers should focus on strengthening perceived benefits, improving user experience, and developing services that align with consumer lifestyles.

This study has several limitations. The research was conducted on 100 university students in Surakarta, which may limit the generalizability of the findings to wider populations. In addition, this study only examined perceived value, hedonic motivation, and lifestyle as predictors of purchase decisions, while other factors such as price perception, service quality, brand image, promotion, and social influence were not included in the research model. Future studies are recommended to involve larger and more diverse samples and consider additional variables to provide a more comprehensive explanation of consumer decisions toward digital music subscription services.

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