



MOVING TO STREAMING MUSIC: A CASE OF APPLE MUSIC STREAMING



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**YAYASAN PENDIDIKAN
CENDEKIA MUSLIM**

TABLE OF CONTENTS

TABLE OF CONTENTS	v
LIST OF FIGURES AND TABLES	vii
PREFACE	ix
PART I. Prologue	1
PART II. Motivation for Mass Media Use	9
PART III. Brand Image	29
PART IV. Theory of Planned Behavior	31
PART V. Relationship among Streaming Music Motives, Brand Image, Behavior Intention, and Use Behavior	39
REFERENCES	61
AUTHORS' PROFILE	79

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The music recording industry in Indonesia is currently developing in a variety of ways, ranging from major labels to independent labels. For most Indonesians, streaming media is another phenomenon. The majority of them rely on streaming with free offerings rather than paid ones. As a result, various collaborations are taking place in Indonesia, including those between Warner Music Group, Sony BMG, and EMI. This fierce rivalry has caused Apple's music sales to plummet, necessitating careful analysis in order to reclaim the market.

Thus, this monograph was written to capture the changing behavior of customers who are now a fan of streaming music. Looking at the well-known Theory of Planned Behavior, this study focused on behavior intention and use behavior to understand the changing behavior. As the causes, this study chose the motives and brand image that triggered the behavior. Finally, the findings of the study are behavioral intentions has a positive and significant effect on the streaming motives of the customers behavioral intention has influenced the brand image, and use behavior also affects behavioral intentions is accepted.



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