

Impact of Discount Framing, Brand Image, and Lifestyle on Generation Z's Purchase Intention for Spotify Premium

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Abstract

This study aims to analyze the influence of discount framing, brand image, and lifestyle on purchase intention toward Spotify Premium among Generation Z. The research employed descriptive analysis and Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) method via SmartPLS 4.0. The results indicate that discount framing, brand image, and lifestyle have a significant effect on purchase intention. These findings confirm that all three independent variables play a crucial role in shaping consumers' intention to purchase Spotify Premium. Therefore, it is recommended that companies optimize discount strategies, strengthen brand image, and align service features with the lifestyle preferences of Generation Z to sustainably increase purchase intention.

Keywords: *discount framing, brand image, lifestyle, purchase intention, Spotify Premium, Gen Z.*

**Pengaruh *Discount Framing*, Citra Merek, dan Gaya Hidup terhadap
Purchase Intention Layanan Spotify Premium**

Pada Gen Z

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk menganalisis pengaruh *discount framing*, citra merek, dan gaya hidup terhadap *purchase intention* Spotify Premium di kalangan Gen Z. Metode yang digunakan adalah analisis deskriptif dan Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS) melalui aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *discount framing*, citra merek dan gaya hidup secara signifikan berpengaruh terhadap *purchase intention*. Temuan ini menegaskan bahwa ketiga variabel independen tersebut memainkan peran penting dalam membentuk niat beli Spotify Premium. Oleh karena itu, perusahaan perlu mengoptimalkan strategi diskon, memperkuat citra merek, dan menyesuaikan layanan dengan gaya hidup konsumen Gen Z untuk meningkatkan niat beli secara berkelanjutan.

Kata Kunci: *discount framing*, citra merek, gaya hidup, *purchase intention*, Spotify Premium, Gen Z.