The influence of usefulness, entertainment, interaction, enjoyment, and familiarity to purchase music platform subscriptions in Millennials and Gen-z communities through trust mediation

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Abstract

Advances in technology significantly transform the means of communication between users and companies. The music industry is also experiencing technological innovation as more consumers subscribe to paid and free online streaming services. Therefore, this study aimed to determine the effect of usefulness, entertainment, interaction, enjoyment, and familiarity on purchase intention for music streaming platform subscriptions in millennials and gen-z communities in Batam City through trust mediation. A quantitative method was adopted with data collected through questionnaires from 348 respondents and processed using the Partial Least Square program. The results indicated that familiarity and interaction significantly influenced purchase intention through trust mediation. As managerial implications, familiarity must be increased for trust and interaction to influence purchase intention. This study only focused on millennials and gen-z communities and conducted a survey through Google Forms. Therefore, future studies could expand the scope beyond a single generation or region.

Keywords: purchase intention; familiarity; trust; interaction.

INTRODUCTION

Internet access in this digital era has expanded users' interaction and information exchange. Technology advancements have also significantly transformed communication between users and companies (Mainardes & Cardoso, 2019). Similarly, the music industry has experienced new technological innovations as more consumers subscribe to paid or free online streaming services. Consumers access a large music library for a fee or for free (Saboori-Deilami & Yeo, 2019). Music distribution via online streaming platforms is also simpler than traditional recorded music (An et al., 2020).

The global music industry annual report (IFPI, 2021) indicated that the music market grew by 7.4% in 2020, a revenue increase that has occurred for six consecutive years. The growth is due to the continuous revenue increase in paid streaming subscriptions. A survey by APJII in the second quarter of 2020 showed that internet users reached 196.71 million after a 73.7% increase, specifically since the beginning of the

pandemic in Indonesia. This increase drives the growth of the digital music industry, as indicated by a 31% increase in users of the Spotify music streaming platform in the first quarter of 2020. During the pandemic, many people conduct activities at home and online. Boredom at work requires entertainment to provide comfort, such as listening to music. In this case, fun music must be downloaded, which is time-consuming and very limited. Therefore, it is best to subscribe to a streaming platform to access many music choices.

This study focused on an online music streaming platform due to the major transformation in this industry currently, as seen from the decline in sales of physical music, such as CDs, in recent years (Im et al., 2020). People easily access existing music recordings on online streaming platforms, such as pop, rap, and classical (Webster, 2020).

This study aimed to analyze the factors influencing the purchase intention of a music streaming platform subscription. It used five independent variables mediated through the trust variable, including usefulness, entertainment, interaction, enjoyment, and familiarity.

The influence of a media platform on personal and professional life is increasing as companies or businesses interact with consumers daily (Moslehpour et al., 2021). In this case, trust is important in increasing consumers' purchase intention (Hassan et al., 2018). Familiarity also affects purchase intention, as consumers are more likely to buy more popular products. The experience felt by the customers could affect their confidence in a product. Furthermore, enjoyment has an indirect influence on purchase intention. When people feel interested and happy during the buying process, their level of trust increases and affects their purchase intention. The intended enjoyment is the pleasure and interest potential customers feel during shopping (Marza et al., 2019).

Purchase Intention indicates the possibility that consumers would buy certain products in the future (Moslehpour et al., 2021). In the current era, everything relates to technology, where people prefer to make purchases online. Martins et al. (2019) found that purchase intention indicates the possibility for consumers to plan or purchase certain products or services in the future. Furthermore, previous studies showed that increased purchase intention reflects increased purchasing opportunities. When customers have a positive purchase intention, the positive relationship of the brand encourages the purchase. The influence of family, friends, and peer groups also promotes a person's purchase intention (Garg & Joshi, 2018).

In the current online environment, consumers must deal with the internet, different devices, new search tools, and strategies for obtaining information before making a purchase decision. Therefore, the information on the internet becomes a useful and trusted reference source for online purchasing decisions (Ventre & Kolbe, 2020). Several previous studies found that functional elements are important factors for consumers' trust. Studies on trust emphasized the role of features in technology and websites, such as ease of search and navigation, as well as visual elements. Moreover, previous studies reported the impact of usability and ease of use on trust building (Pitardi & Marriott, 2021).

There are few studies on music streaming platform sales services regarding the influence of familiarity, trust, and interaction. Also, few studies examined the influence of purchase intention on potential sales of music streaming platforms from digital businesses, specifically e-commerce. Previous studies found that digital transactions significantly impact purchase intention. Therefore, capturing the potential revenue from digital trade requires more serious and orderly regulatory efforts from the private sector and related parties.

The novelty of this study is the analysis of how familiarity and interaction impact purchase intention regarding music streaming services. In line with this, Ventre & Kolbe (2020) found that familiarity and interaction influence the purchase intention of music streaming platforms in the millennials and gen-z. The internet development has made it easy for business people to transact without face-to-face interactions.

This convenience is due to the existence of an application that provides digital transaction facilities. The e-commerce platform has efficiently connected customers to information about marketed products.

This study is expected to provide knowledge regarding the influence of usefulness, entertainment, interaction, enjoyment, and familiarity on decisions to use music streaming platforms. Academics could be information sources for future studies on the same topic. Moreover, the results could be an insight into the factors influencing the decision to use music streaming platforms in millennials and gen-z communities.

HYPOTHESES DEVELOPMENT

Ye et al. (2019) stated that usefulness is the effectiveness of obtaining information from the platform and exchanging activities to provide satisfactory service to consumers. Furthermore, entertainment refers to the enjoyment provided by a party, such as incorporating unique ideas and humor in advertisements. Advertisements that could be entertaining also positively impact the audience. The perceived enjoyment of the advertising information plays an important role in the consumers' attitude. Additionally, interesting information is more pleasurable and interesting, positively impacting consumers' attitudes towards a particular brand (Hasan, 2018). Entertainment with viral content also results in a successful marketing strategy (Choshaly & Mirabolghasemi, 2022).

Interaction is a social activity that increases consumers' sense of online community. Social media interactions play a role in consumers' assessments of the product's quality (Esenyel & Girgen, 2019).

Enjoyment or pleasure represents an intrinsic element that motivates consumers to use new technology. Therefore, perceived enjoyment positively influences consumers' use intention. When the consumers' entertainment needs are met, their perceptions of an application also increase (Tang et al., 2020)

Familiarity is an understanding of the actions or behavior of an individual or object and helps reduce doubts about someone. It often refers to an understanding generated based on experiences, interactions, and learning (Seth & Srivastav, 2021)

Hu et al. (2019) defined trust as a party involved in a risky situation with another party. According to Han et al. (2019), trust is a belief in a brand or service, as well as consumers' expectations for the brand's current function and good performance. It positively impacts consumers' attitudes, which is important for a brand or service, and also positively affects transaction behavior (Hasan, 2017).

Purchase intention is the probability that consumers would buy a product because the two are directly related (Teng et al., 2018). According to Mustafi & Hosain (2020), it is the possibility for consumers' plan to purchase a product in the future.

Entertainment and interaction influence purchase intention mediated by trust and perceived value. This study aimed to investigate the consequences of social media marketing on consumers' purchase intention on airline products and services in Indonesia. It collected 301 questionnaires that met the requirements. The respondents comprised 56.48% women, 63.1% were aged between 20 and 24, and 53.8% had a bachelor's degree as their highest education. The results indicated that trust and perceived value mediate the relationship between social media marketing and purchase intention but interaction has no significant effect (Moslehpour et al., 2021).

Su et al. (2019) examined the factors influencing consumers' purchase intention on online knowledge platforms. The study aimed to help online knowledge platforms increase their product sales. All surveys were tested using samples obtained through online and offline questionnaires on 43 respondents comprising users of online knowledge platforms. The results indicated that trust, customers' value, and

identification influence purchase intention of online knowledge. Consumers' purchase intentions are also influenced by confidence and identification with knowledge. Furthermore, trust is influenced by customers' values and identification. Vizcaíno & Velasco (2019) investigated the role of brand familiarity and attention as indicators confirming the limited success of nutrition labels at traffic lights. The study also tested whether trust in a brand is the basic mechanism for reducing consumers' awareness of nutrition labels on traffic lights. The aim was to determine the factors influencing consumers to choose healthy foods. Additionally, the study examined the role of attention, trust, and intimacy from consumers. The results showed that familiarity and trust protect a brand from unhealthy assumptions, despite warnings from traffic light nutrition labels.

Hosseinikhah Choshaly & Mirabolghasemi (2022) examined the role of viral marketing strategies in predicting the intention to buy products with environmentally friendly labels. The study found that entertainment, credible sources, and informativeness positively affect people's purchase intention on environmentally friendly products. However, irritation negatively affects the purchase intention of these products. The results were obtained from survey data on 200 respondents shopping at the Hyperstar Store in Tehran City. The study aimed to determine the effect of viral marketing strategies on eco-labeled products and their impact on people's purchase intention. Marketing that goes viral on the internet is very important and could save the cost of promoting a product.

Enjoyment is a valuable aspect that positively influences customers' purchase and usage intention, as well as trust in online content services. It also plays a role in customers' confidence in online payments. Consumers believe in a product when they feel comfortable using it, resulting in long-term bonds.
H1: Enjoyment positively affects trust.

Trust is an important requirement for a brand in the social media or online environment. Sohail et al. (2019) defined trust as the customers' psychologically positive expectation of a brand. Consumers perceive social media as more trustworthy than traditional methods of promotion or marketing. Furthermore, enjoyment of a given advertisement is important in consumers' overall attitude. Several previous studies examined the relationship between social media marketing and trust comprehensively.
H2: Entertainment positively affects trust.

Familiarity helps build trust in consumers regarding a product or brand because of the information provided. Many experts stated that familiarity greatly affects consumers' confidence and the intention to buy a product.
Al-Adwan & Kokash (2019) defined familiarity as using a product or knowledge obtained through reading a topic. Familiarity with an online platform refers to how consumers understand the procedures of a platform. More knowledge could reduce the users' uncertainty in the platform environment. Therefore, users' trust in the environment increases when they feel familiar with a platform.
H3: Familiarity positively affects trust.

A previous study identified five features of social media marketing, including interaction, entertainment, customization, trends, and word of mouth. The interaction produces useful information regarding consumers' buying behavior. In this case, social media helps companies or sellers establish better communication with customers and promote their products better. Moslehpour et al. (2021) explained that social media interactions could change the communication between brands and their customers. These interactions consist of users utilizing social media platforms associated with a brand to communicate and

discuss with people about a brand or product. Through social interaction, a brand could also create a theme inspired by its consumers. This could help customers share their ideas, creating a relationship that increases trust and loyalty.
H4: Interaction positively affects trust

In the current online environment, consumers must deal with the internet, different devices, new search tools, and strategies for obtaining information before making a purchase decision. Therefore, the information on the internet becomes a useful and trusted reference source for online purchasing decisions (Ventre & Kolbe, 2020). Previous studies found that functional elements are important for consumers' trust. Studies on trust emphasized the role of features in technology and websites, such as ease of search, navigation, and visual elements. Additionally, previous studies showed the impact of usability and ease of use on trust building.
H5: Usefulness positively affects trust.

Trust is an important factor directly influencing customers' purchase intention and transaction behavior. It is the willingness of consumers to trust the sellers' actions and promises. Interpersonal relationships promote consumers to offer or recommend products from companies that affect the buying behavior of other prospective consumers. Trust generally arises or already exists before the interaction occurs or without experience. Also, it is based on the knowledge that arises through interactions with sellers.
H6: Trust positively affects purchase intention.

Customers' enjoyment could be obtained through interactions with other customers on online shopping platforms. It could also be something that customers seek when looking for information about shopping. Enjoyment indirectly affects purchase intention through customers' trust in online sellers. The low indirect influence of enjoyment on purchase intention could reduce customers' trust. This means it could reduce the intention to buy a product or service.
H7: Enjoyment positively affects purchase intention mediated by trust.

Consumers' trust is directed to sellers, information reliability, commitments, and promises. When the information on social media is interesting and enjoyable, customers would be willing to spend more time on the entertainment the sellers provide. The more effective the entertainment the sellers provide, the higher the customers trust the sellers' commitment. This means that the intention to make a purchase also increases.
H8: Entertainment positively affects purchase intention mediated by trust.

Familiarity is the basis of trust because consumers familiar with the information provided through the media perceive it as more reliable. In persuasion literacy, trust is an important psychological mechanism in determining the outcome, such as the intention to buy.
H9: Familiarity positively affects purchase intention mediated by trust.

Expressing and exchanging opinions through social platforms increases consumers' trust in a company's products and services. A company could engage consumers in the long term by increasing

interaction. Furthermore, maintaining consumers' loyalty builds trust, which must be considered in a marketing strategy to increase purchase intention

H10: Interaction positively affects purchase intention mediated by trust.

Trust in a product could be increased through the consumers' perceived usefulness to determine the intention to conduct online shopping activities. This is also seen when consumers are willing to become vulnerable to online sellers and continue the buying process.

H11: Usefulness positively affects purchase intention mediated by trust.
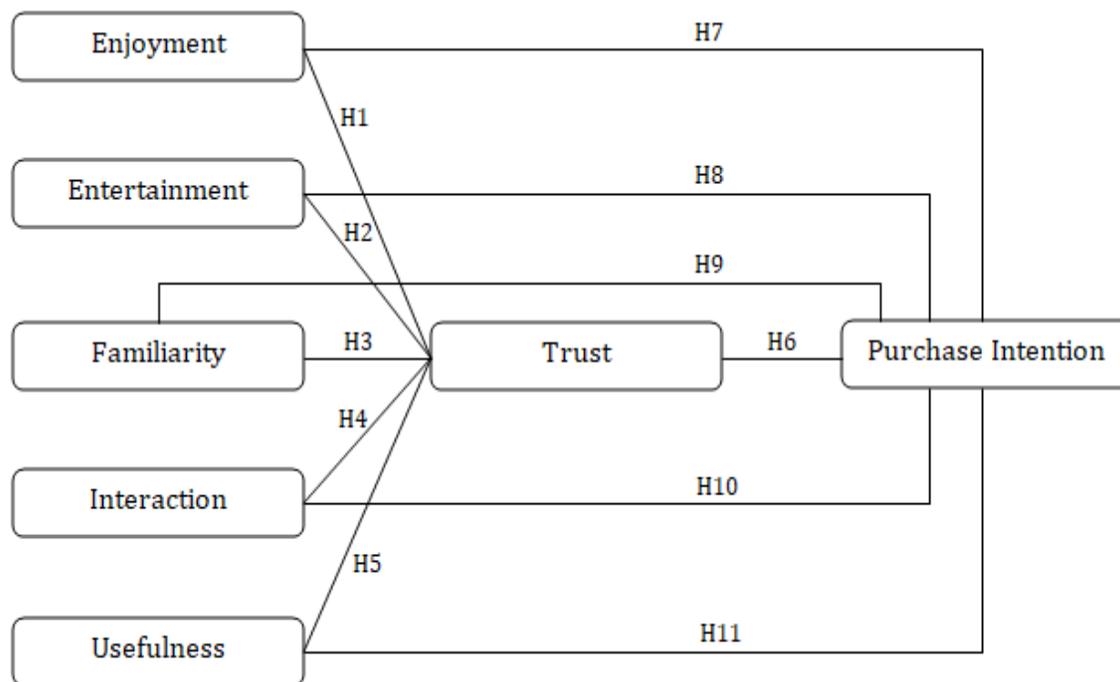
Figure 1
Conceptual Framework

METHOD

This study used a quantitative method based on numerical data and calculations to produce results useful in decision-making. The data for quantitative methods were generated using questionnaires (Zaluchu, 2021). This correlational study tested the validity of previous studies by collecting data about certain interests (Kasztelnik, 2021). It aimed to analyze the relationship between the independent variables of usefulness, entertainment, interaction, enjoyment, and familiarity. Purchase intention and trust were analyzed as the dependent and mediating variables, respectively.

The study population was millennials and gen-z, while the object was the decision to purchase subscriptions to online music streaming. Therefore, this study targeted people aged between 18 and 25 in Batam City. According to Hair et al. (2020), the determination of samples is 1: 10 of the survey questions, where each variable requires ten samples. This study used 30 questions, meaning the number of respondents required is at least 300 samples.

This study reviewed all statements in the questionnaire and collected the data expected to influence the decision to use music streaming platforms in millennials and gen-z communities. The usability variable used four indicators from Ye et al. (2019) and Hu et al. (2019). The entertainment variable also used four indicators from Sohail et al. (2019) and Ebrahim (2020). This study used four indicators from Nilasari (2020) and Shen et al. (2020) for the interaction variable. Furthermore, the enjoyment variable used five indicators based on Ye et al. (2019) and Pitardi & Marriott (2021). The familiarity variable used four indicators based on Al-Adwan & Kokash (2019) and Legendre et al. (2019). In this trust variable, this study used five indicators obtained from Yin et al. (2019), Kim (2019), and Sohail et al. (2019). Additionally, the purchase intention variable used five indicators from Mainardes & Cardoso (2019) and Yin et al. (2019).

The study model in Figure 1 assumes that entertainment, familiarity, trust, and interaction positively affect purchase intention. The preliminary analysis tested the questionnaire items' validity, reliability, and consistency of the average study model. The indicator could be used as the model predictor when it shows an external load value of at least 0.6 or 0.7. In this case, it is considered to represent the variables in the study model. Validity and reliability were determined using Rhoa, Cronbach-Alpha, and Composite reliability values of at least 0.7 (Sarstedt et al., 2020). Moreover, discriminant validity analysis was conducted to determine the average consistency of all variables. A minimum means Variance Extracted (AVE) of 0.5 was applied (Ruiz-Perez et al., 2020). The indicators are considered valid and reliable when the scores of Rhoa, Cronbach's Alpha, Composite Reliability, and AVE pass the minimum criteria. The next step was to analyze the coefficient of determination using the R-squared value. Since the coefficient of determination is almost 100% (Zeng et al., 2021), entertainment, familiarity, trust, and interaction significantly affect purchase intention.

Data were collected through a Google Forms questionnaire distributed to millennials and gen-z. This study also focused on students actively using music streaming platforms filtered through the screening questions at the beginning of the survey. The data collected were analyzed using the Partial Least Square (PLS) method with the SmartPLS application to test the hypotheses. This method also tested the validity and reliability of certain theoretical constructs (Mohd Thas Thaker et al., 2019).

RESULTS AND DISCUSSION
Results

Data were collected by distributing a questionnaire through Google Forms to millennials and gen-z using a music streaming platform. The questionnaire was distributed by sharing the Google Forms link on social media platforms, resulting in 348 respondents' data.

Table 1
Respondents Demographics

Category	Frequency	Percentage
Gender		
Male	132	37.9
Female	216	62.1
Age		
18 – 20 years	106	30.5
21 – 25 years	214	61.5
> 25 years	28	8
Level of Education		
Senior High School/Equivalent	264	75.9
D1-D3	6	1.7

S1	75	21.6
S2	3	0.9
Status		
Student	266	76.4
University Student	82	23.6
Frequently used music streaming platform:		
Spotify	245	70.4
Youtube Music	64	18.4
Apple Music	23	6.6
Joox	13	3.7
Discord	2	0.6
Resso	1	0.3

Source: Primary data processed (2022)

The demographic analysis results in Table 1 showed that 348 respondents were obtained, with 216 (62.1%) women and 132 (37.9%) men. Based on age, 214 respondents were 21-25 years old, representing 61.5% of the population and mostly female. Furthermore, 264 respondents (75.9%) were high school graduates, 266 (76.4%) were students, and 245 (70.4%) used the Spotify music streaming platform.

The variance value should not exceed 50% to ensure any Common Method Bias in the data (Hair et al., 2020). In this study, the variance value was 27.590%, meaning the data had no Common Method Bias and were considered useful.

Table 2
Common Method Bias

Total	Sums of Squared % of Variance	Cumulative (%)
8.277	27.590	27.590

Source: Primary data processed (2022)

The corresponding outer loadings value should exceed 0.60. Several indicators with a value less than 0.60 were deleted. Table 3 shows that each indicator met the standard outer loading value.

Table 3
Outer Loading

Variable	Outer Loading	Remark
EN1 <- Entertainment	0.761	Valid
EN2 <- Entertainment	0.826	Valid
EN3 <- Entertainment	0.642	Valid
ENJ1 <- Enjoyment	0.760	Valid
ENJ2 <- Enjoyment	0.712	Valid
ENJ3 <- Enjoyment	0.750	Valid
ENJ4 <- Enjoyment	0.702	Valid
FAM1 <- Familiarity	0.725	Valid
FAM2 <- Familiarity	0.693	Valid
FAM3 <- Familiarity	0.699	Valid
FAM4 <- Familiarity	0.713	Valid
IN1 <- Interaction	0.788	Valid
IN2 <- Interaction	0.812	Valid
IN3 <- Interaction	0.697	Valid
PI1 <- Purchase Intention	0.775	Valid

PI2 <- Purchase Intention	0.761	Valid
PI3 <- Purchase Intention	0.650	Valid
PI4 <- Purchase Intention	0.734	Valid
TR1 <- Trust	0.719	Valid
TR2 <- Trust	0.772	Valid
TR3 <- Trust	0.732	Valid
TR4 <- Trust	0.746	Valid
US1 <- Usefulness	0.714	Valid
US2 <- Usefulness	0.749	Valid
US3 <- Usefulness	0.696	Valid
US4 <- Usefulness	0.689	Valid

Source: Primary data processed (2022)

The AVE of a variable must exceed 0.5 and less than 1 to meet the validity criteria. The validity test results showed that all variables have AVE values of more than 0.5, meaning they are valid.

Table 4
Validity- Reliability Test Results

Variable	AVE	Composite Reliability	Remark
Entertainment	0.558	0.789	Valid- Reliable
Interaction	0.589	0.811	Valid- Reliable
Usefulness	0.507	0.805	Valid- Reliable
Enjoyment	0.535	0.822	Valid- Reliable
Familiarity	0.501	0.800	Valid- Reliable
Trust	0.551	0.831	Valid- Reliable
Purchase Intention	0.535	0.821	Valid- Reliable

Source: Primary data processed (2022)

A variable's composite reliability must exceed 0.7. The test results showed that all variables obtained a composite reliability value of more than 0.7, meaning they are reliable.

The R Square results showed that the independent variables could explain 40.5% and 47% of the purchase intention and trust variables, respectively. Therefore, the model is weak because the R Square value of the purchase intention and trust variables are 0.405 and 0.470, respectively. The next step tested the proposed hypotheses using a T-test to obtain the results displayed in Table 5.

Table 5
Hypotheses Test Results

Hypothesis	T-Statistics	P-Value	Decision
H1: Enjoyment positively affects trust.	1.224	0.221	Rejected
H2: Entertainment positively affects trust	1.386	0.166	Rejected
H3: Familiarity positively affects trust	6.293	0.000	Accepted
H4: Interaction positively affects trust	2.165	0.030	Accepted
H5: Usefulness positively affects trust	15.505	0.000	Accepted
H6: Trust positively affects purchase intention	1.445	0.149	Rejected
H7: Enjoyment positively affects purchase intention mediated by trust	1.197	0.231	Rejected

H8: Entertainment positively affects purchase intention mediated by trust	1.397	0.163	Rejected
H9: Familiarity positively affects purchase intention mediated by trust.	4.99	0.000	Accepted
H10: Interaction positively affects purchase intention mediated by trust	2.199	0.028	Accepted
H11: Usefulness positively affects purchase intention mediated by trust	1.458	0.145	Rejected

Source: Primary data processed (2022)

The resulting T-statistics on the effect of trust on purchase intention is 15.505, with a P-value of 0.000. This means the trust variable significantly and positively affects purchase intention. The greater the trust in the music streaming platform, the more it is used (Ye et al., 2019). Therefore, users of music streaming platforms are also loyal customers with greater purchase intention (Mainardes & Cardoso, 2019). The results supported Ye et al. (2019) and Mainardes & Cardoso (2019). Furthermore, the T-statistics on the effect of usefulness on trust is 1.455, and the P-value is 0.149. This implies that usefulness does not significantly affect trust. The terms of trust in the application increase the users' risk awareness. Regarding payments, most users have no experience using the application for the first time, though they may know its usefulness. Therefore, users find it difficult to trust a paid application or platform because they are now sure whether it is worth buying (Tang et al., 2020). These results are supported by Pitardi & Marriott (2021), Eneizan et al. (2020), and Tang et al. (2020).

The results of a T-statistics for the effect of familiarity on purchase intention through trust mediation are 4.990, with a P-value of 0.000. This means that familiarity significantly influences purchase intention through trust. In this case, the users' trust increases when they know more about the music streaming platform, resulting in increased intention to buy. The increasing familiarity, followed by reduced ambiguity on the platform, makes users understand the platform better. Users familiar with a music streaming platform find the information they want easily. Therefore, they trust the platform as a clear source of information, forming the basis of their purchase intention (Al-Adwan & Kokash, 2019). These results are supported by Legendre et al. (2019) and Al-Adwan & Kokash (2019).

Discussion

The effect of enjoyment on trust has a T-statistics value of 1.224 and a P-value of 0.221. This means enjoyment does not significantly affect trust because it is driven from within the user. Trust is formed from real and virtual interactions between individuals (Ye et al., 2019). Therefore, users enjoy, have fun, and find the streaming platform interesting, but it does not affect their trust. The results are supported by Ye et al. (2019) and Pitardi & Marriott (2021). Moreover, entertainment did not directly affect trust, with a T-statistics value of 1.386 and a P-value of 0.166. Based on motivation theory, entertainment influences intrinsic motivation and increases trust. In line with this, users do not feel the striking attractiveness of the music streaming platform features, appearance, and content. These results are contrary to Moslehpour et al. (2021), Kim (2019), and Lou & Yuan (2019).

Familiarity significantly and positively affects trust, with a T-statistics value of 6.293 and a P-value of 0.000. Users familiar with the interface and features of a music streaming platform trust the platform. This is because of the accumulated experience of trust gained during the period of use (Wu et al., 2019). The results are supported by Legendre et al. (2019) and Wu et al. (2019). Furthermore, interaction significantly and positively affects trust, with a T-statistics value of 2.165 and a P-value of 0.030. The interaction carried

out by a platform makes users feel they get useful information, contributing to building trust (Moslehpour et al., 2021). The results are supported by Moslehpour et al. (2021) and Esenyel & Girgen (2019).

Enjoyment has no significant effect on purchase intention through trust, as indicated by a T-statistics value of 1.197 and a P-value of 0.231. This means enjoyment could not affect purchase intention, which is influenced by the trust. On the contrary, the enjoyment variable did not significantly affect trust. These results were contrary to Masri et al. (2021). Entertainment did not significantly influence purchase intention through trust, with a T-statistics value of 1.397 and a P-value of 0.163. As explained in hypothesis 2, respondents felt nothing special about using the music streaming platform. Therefore, entertainment did not significantly affect trust, and in the absence of trust, there is no purchase intention from users. These results did not support Moslehpour et al. (2021).

Interaction significantly affects purchase intention through trust, with the resulting T-statistics value of 2.199 and a P-value of 0.028. This means that increasing users' trust increases their purchase intention for the music streaming platform. Moreover, increasing the interaction results in more users engagement and trust in a music streaming platform. These results were supported by Moslehpour et al. (2021). Usefulness did not significantly affect purchase intention through trust because the T-statistics value is 1.458, and a P-value of 0.145. Although users knew a platform's usefulness, their trust was not affected because it related to risk. Therefore, usefulness cannot affect the users' purchase intention because it does not affect trust, contradicting Ventre & Kolbe (2020).

The GoF was calculated by multiplying the roots of commonalities with R Square to produce a value of 0.583. Weak, moderate, and strong GoF were 0.10, 0.25, and 0.36, respectively. The results indicated a GoF of 0.583, meaning it is strong.

CONCLUSION

The results showed that: 1) Trust positively affects purchase intention; 2) Familiarity and interaction positively affect trust; 3) Enjoyment, entertainment, and usefulness negatively affect trust; 4) Familiarity and interaction positively affect purchase intention mediated by trust; 5) Enjoyment, entertainment, and usefulness negatively affect purchase intention mediated by the trust for a music streaming platform in millennials and gen-z communities. Therefore, the conclusions drawn are as follows:

The results showed an influence of familiarity and interaction on purchase intention mediated by trust. Several of the eleven hypotheses proposed were confirmed, while others were rejected.

Enjoyment did not significantly affect trust. Music producers must improve many things to provide convenience to millennials and gen-z communities. This would result in increased users' trust and purchase intention. Moreover, entertainment did not significantly affect trust. When music streaming platforms did not make innovations or changes in marketing their services, their utilization by millennials and gen-z communities would decrease.

Familiarity significantly and positively affects trust. The comfort felt when using the music streaming platform could also be enjoyed by users, making their relationship more harmonious. Interaction significantly and positively affects trust. Therefore, the interaction among millennials and gen-z towards a music streaming platform brings a strong belief always to enjoy the services provided.

Trust significantly and positively affects purchase intention. This means the trust of millennials and gen-z, as well as the desire to use the music streaming platforms, promote the private sector to develop the procurement of the platforms.

Familiarity and interaction significantly and positively influence purchase intention through trust. Therefore, the convenience of the music streaming platform also gives the confidence to enjoy the services provided.

Entertainment, interactions, usefulness, enjoyment, familiarity, and trust influence the purchase intention of millennials and gen-z in Batam using a music streaming platform. Increasing trust results in higher purchase intention. Improvement and quality development of usefulness, enjoyment, and familiarity must first pay attention to trust and purchase intention. Interaction, usefulness, and enjoyment would indicate purchase intention well. Therefore, this study provided an update on how familiarity and interactions influence purchase intention mediated by trust.

The managerial implications are to increase the effect of familiarity, trust, and interaction on the purchase intention of millennials and gen-z using a music streaming platform. Familiarity must be prioritized to ensure that trust and interaction positively affect purchase intention. This would give loyalty to millennials and gen-z. Entertainment, enjoyment, and usefulness in the engagement process could be felt by consumers. Therefore, these qualities must be a priority for the improvement and development of music streaming platforms to satisfy millennials and gen-z.

Increasing familiarity, trust, and interaction would increase related parties' purchase intention, trust, and loyalty. Therefore, the quality of a music streaming platform could be improved and developed by paying attention to entertainment, enjoyment and usefulness as good indications of purchase intention.

These results were obtained through 348 respondent data through Google Forms and processed using the Partial Least Square (SmartPLS) program. This study also has some limitations, including 1) Few studies examined online music streaming platforms; 2) Books written about online music streaming platforms are also few, meaning limited data is available; 3) The percentage of the response rate to the distributed questionnaires was small. Only 85% of the questionnaires were returned because the respondents were few and busy, limiting the input provided; 4) Many respondents use online music streaming platforms due to time constraints and college assignments; 5) The survey was only conducted through Google Forms. Therefore, future investigations could expand the scope of study beyond one area or generation. They could also discuss the services based on business strategy, loyalty, satisfaction, and excellence. Moreover, the studies should be conducted in other areas, such as big cities with many millennials and online music lovers. They could also collaborate with wider parties, such as producers, in advancing Indonesia's online music streaming platform industry to increase its competitiveness.

Conflict of interest

The authors guarantee that the data were processed correctly and used for study purposes and recommendations given to institutions. There are no conflicts of interest because all licensing processes were conducted according to applicable regulations.

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