ABSTRACT

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Comparative Analysis of User Satisfaction Levels for Spotify and YouTube Music Applications Using the PIECES Method.

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(xiv + 87 + *Attachments*)

Spotify and YouTube Music are popular music streaming platforms that offer a variety of features to make music listening convenient and accessible anywhere, catering to users' preferences. To measure user satisfaction, the PIECES method was employed, focusing on six variables: Performance, Information, Economy, Control & Security, Efficiency, and Service. Data collection was conducted from May 21 to June 4, 2024, with 100 respondents who were Spotify and YouTube Music users in the JABODETABEK area. The study results indicated that Spotify excelled in the Performance variable, with an average score of 3.43, categorized as very satisfied, while receiving the lowest score in the Economics variable, with an average of 2.95. On the other hand, YouTube Music performed best in the Efficiency variable, with an average score of 3.41, also categorized as very satisfied, but scored the lowest in the Economics variable, with an average of 3.07. Overall, Spotify received a total average rating of 3.246, and YouTube Music scored 3.243. Both platforms fell into the satisfied category. In conclusion, Spotify slightly outperformed YouTube Music in terms of user satisfaction.

Bibliography (2015 – 2023)