

**PENGARUH INTEGRASI SOSIAL MEDIA TERHADAP *USER*
EXPERIENCE APLIKASI *SPOTIFY***

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ABSTRAK

Integrasi sosial media dalam aplikasi digital kini menjadi salah satu strategi utama dalam meningkatkan keterlibatan dan kepuasan pengguna. Penelitian ini bertujuan untuk menganalisis pengaruh integrasi sosial media terhadap user experience pada aplikasi Spotify. Metode yang digunakan adalah kuantitatif dengan pendekatan regresi linear sederhana. Sampel penelitian berjumlah 183 responden yang merupakan pengguna aktif Spotify selama minimal dua tahun dan telah mengintegrasikan akun Spotify mereka dengan platform sosial media. Data dikumpulkan melalui kuesioner yang telah diuji validitas dan reliabilitasnya. Hasil penelitian menunjukkan bahwa integrasi sosial media memiliki pengaruh positif dan signifikan terhadap user experience dengan nilai koefisien regresi sebesar 0,593 dan signifikansi 0,000 ($p < 0,05$). Nilai koefisien determinasi (R^2) sebesar 0,351 menunjukkan bahwa 35,1% variasi user experience dapat dijelaskan oleh integrasi sosial media, sedangkan sisanya dipengaruhi oleh faktor lain di luar model. Uji validitas menunjukkan seluruh item memiliki nilai korelasi di atas 0,3, sedangkan uji reliabilitas menghasilkan nilai Cronbach's Alpha sebesar 0,922 untuk variabel independen dan 0,942 untuk variabel dependen. Seluruh asumsi klasik regresi (normalitas dan heteroskedastisitas) juga terpenuhi. Hal ini menunjukkan bahwa fitur-fitur integrasi sosial media seperti berbagi playlist, kolaborasi komunitas, dan rekomendasi berbasis sosial memberikan kontribusi signifikan terhadap peningkatan pengalaman pengguna. Penelitian ini diharapkan dapat menjadi acuan bagi pengembang aplikasi untuk mengoptimalkan fitur sosial media serta bagi peneliti selanjutnya dalam memperluas cakupan variabel yang diteliti.

Kata kunci: Spotify, *user experience*, integrasi sosial media, regresi linear sederhana, pengalaman pengguna.

**IMPACT OF SOCIAL MEDIA INTEGRATION TOWARDS USER
EXPERIENCE ON SPOTIFY**

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ABSTRACT

Social media integration in digital applications has now become one of the main strategies for enhancing user engagement and satisfaction. This study aims to analyze the effect of social media integration on user experience in the Spotify application. The research method used is quantitative with a simple linear regression approach. The sample consisted of 183 respondents who are active Spotify users for at least two years and have integrated their Spotify accounts with social media platforms. Data were collected through a questionnaire that had been tested for validity and reliability. The results showed that social media integration has a positive and significant effect on user experience, with a regression coefficient value of 0.593 and a significance value of 0.000 ($p < 0.05$). The coefficient of determination (R^2) was 0.351, indicating that 35.1% of the variation in user experience can be explained by social media integration, while the remaining 64.9% is influenced by other factors outside the model. The validity test showed that all items had correlation values above 0.3, and the reliability test produced Cronbach's Alpha values of 0.922 for the independent variable and 0.942 for the dependent variable. All classical regression assumptions (normality and heteroscedasticity) were also met. These findings indicate that social media integration features such as playlist sharing, community collaboration, and social-based recommendations significantly contribute to enhancing user experience. This research is expected to serve as a reference for application developers to optimize social media features and for future researchers to expand the scope of studied variables.

Keywords: Spotify, user experience, social media integration, simple linear regression, user satisfaction.