Study Of User Behavior Towards Adoption Of Kuassa Digital Audio Technology: UTAUT2 Approach

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***Abstract**.*

This research aims to analyze the factors influencing the intention to adopt Kuassa's products—an Indonesian digital audio software development company—by domestic consumers, using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model. Although Kuassa has achieved success in the international market, its market share in Indonesia remains very low, at less than 1%. This research uses a quantitative approach with a survey method involving 133 respondents, consisting of professional musicians, audio engineers, bedroom musicians, music educators, and fans of digital music production in Indonesia. Data analysis was conducted using the Partial Least Square Structural Equation Modeling (PLS-SEM) method. The research results show that four variables in the UTAUT2 model, namely price value, facilitating conditions, performance expectancy, and hedonic motivation, significantly influence the intention to adopt Kuassa products. On the other hand, effort expectancy and social influence do not show a significant impact. These findings indicate that perceptions of product value, availability of technical support, performance expectations, and aspects of enjoyment play an important role in driving the adoption of digital audio technology in Indonesia. This research provides practical implications for Kuassa in formulating marketing strategies, market education, and product development that better align with the needs and preferences of the local market.

Keywords: *UTAUT2; Digital Audio Technology; Behavioral Intention; Kuassa, Technology Adoption and PLS-SEM.*

I.   INTRODUCTION

Technology always evolves with the times and this has revolutionized production methods, business organization, and the way people work and live (Iljins et al, 2015). New technologies and high-tech-enabled business models have huge implications for development, both economically and socially (Chen et al, 2022). These changes have come in a variety of forms and have helped to innovate the value creation (Li, 2020). Digitalization is defined as "a fundamental change process, enabled by the innovative use of digital technologies accompanied by the strategic leverage of key resources and capabilities, aiming to radically improve an entity and redefine its value proposition for its stakeholders" (Gong & Ribiere, 2021). Furthermore, digital technologies enable the presentation of any information in a digital format (Nylén & Holmstrom, 2015).The adoption of new technologies plays a crucial role in shaping industries, one of which is the music industry (Balagopal & Jose, 2019). As technology has advanced, the music industry has undergone a profound transformation, shaping an increasingly connected and mediatized world (Akil et al, 2024). The introduction of digital music has resulted in a significant update to traditional value creation in the sector (Lu & Chang, 2019). Various studies have analyzed different digital technologies in terms of their potential impacts and suggest that upcoming transformations in digital products will have a greater impact than anticipated on established businesses (Ross, 2016). For instance, artificial intelligence and virtual reality applications disrupt the existing balance of power among key players in the media, and consequently the music industry, by changing the way content is produced and displayed (Hess & Constantiou, 2018).

In the beginning, music was produced and distributed through analog forms, such as vinyl records, cassettes, and CDs (Hagen, 2022; Li, 2022). Nowadays, music production just needs a laptop or computer at home and everyone can make music equivalent to large ensemble music using a technology called VST (Virtual Studio Technology) (Herbst & Albrecht, 2018). This technology replicates the functions of expensive hardware like various effects in sound, such as equalizers, compressors, reverbs, and other filters in the form of plugins. This makes the price more affordable than the original analog effects, which is an accessible solution for both independent and professional musicians (Turchet & Fischione, 2021).The existence of independent music in Indonesia in the past few years has grown quite rapidly (Fawaid, 2022). Musicians are included in one of the creative economy subsectors workers in Indonesia. Based on the results

of Sakernas in 2018-2022, the number of creative economy workers tends to increase, with an average growth of 6.33 percent per year. The creative economy workforce in 2018 was recorded at 18.76 million people, tending to increase to reach 23.98 million people in 2022.
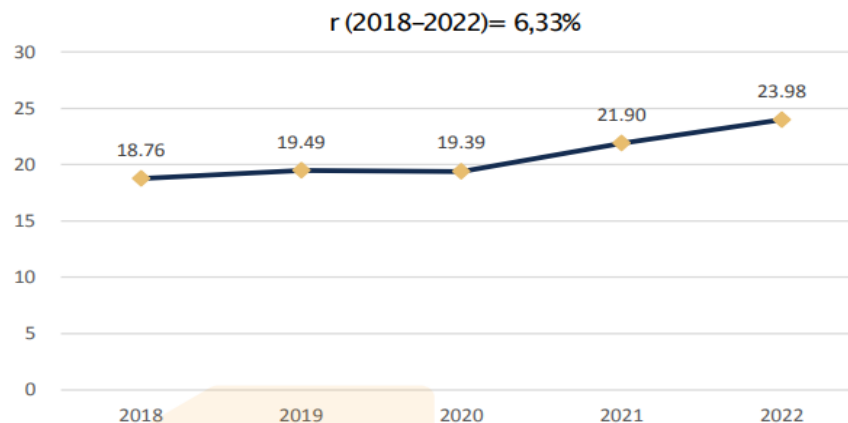
Fig 1. Creative Economy Workforce Development in Indonesia 2018-2022

Source: BPS, 2023

Figure 1.2 shows eight other creative economy subsectors. The eight subsectors, ranked from largest to smallest employment, are the Music subsector, Film, Animation, and Video subsector, Photography subsector, Television and Radio subsector, Fine Arts subsector, Architecture subsector, Advertising subsector, and Design subsector, respectively.
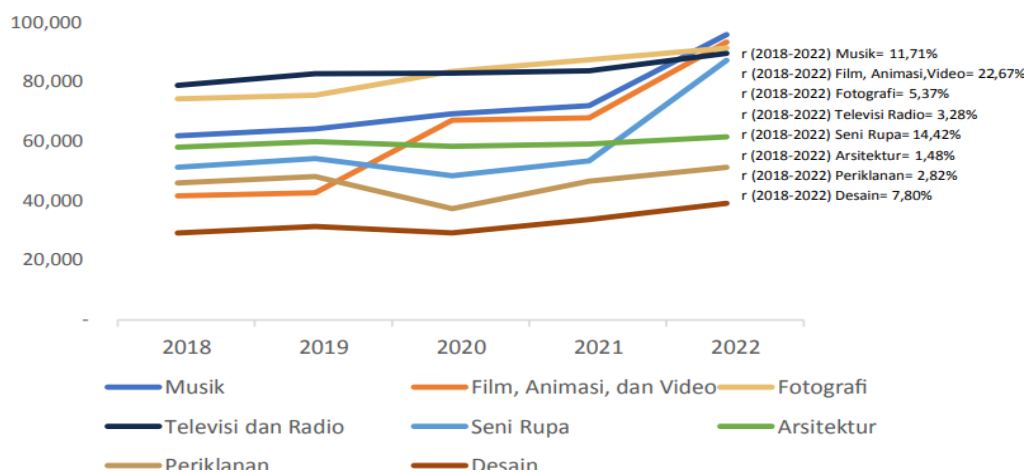
Fig 2. Employment Growth of Creative Economy Subsectors in Indonesia 2018-2022

Source: BPS, 2023

The rise of online platforms, digital media, and a growing community of independent musicians in Indonesia has paved the way for the adoption of digital audio technology. The adoption of digital audio technology is not only empowering Indonesian artists to create and distribute music more efficiently but also contributing to the development of the nation's diverse musical heritage.Despite the benefits of digital audio technology, studies show that independent musicians and small-scale producers tend to be more hesitant to adopt digital production technology due to financial constraints and a lack of technical knowledge (Balagopal & Jose, 2019).

1.2   Company Profile

Kuassa is a software development company specializing in digital guitar amplification and audio processing. Kuassa is the first original music software made in Indonesia. Established in 2009 and founded by Arie Ardiansyah and Grahadea Kusuf in Bandung. Kuassa's main goal is to provide great tools to aid the musician's creative process. Kuassa believes that music tools should be as straightforward as possible, putting aside all obstructions that can slow down the inspiration will be an essential goal for any kind of musician and engineer alike, from bedroom studios to major studios in Hollywood. The name "Kuassa"

comes from the Indonesian word "kuasa", which can mean power, might, mastery, or authority. The name reflects our belief that a thorough understanding of both the creative process and critical thinking, as well as a mastery of diverse fields is essential to creating great instruments, and by extension, great music.Their first product, Amplifikation One was released in April 2010 after one year of R&D time. During these early years, Adhitya chose to focus more on the audio production studio, while Arie and Dea focusing themselves to proceeding with more Kuassa products. This second product, Amplifikation Creme gained hype in many user forums, thus, raising sales of both Amplifikation One and Creme in the following year. Dea and Arie kept developing more products, and until July 2012 they started expanding their team to 6 personnel and began R&D to support more platforms. They released their third guitar amp: Amplifikation Vermilion there. Later, Amplifikation Vermilion was the first Kuassa product to be released in August 2013 as the first 3rd party Guitar Amp in a music creation platform; Propellerhead Reason, where they received rave reviews among Reason users.

1.2.1   Business Line

Kuassa has several business lines focusing on the development and marketing of high-quality audio software to support musicians, producers, and sound engineers. One of its main lines is Amplification and Simulation Software, such as the Amplifikation Series, which provides realistic guitar and bass amplifier simulations for musicians seeking digital solutions without the need for physical hardware. Additionally, Kuassa offers Effects Plugins through the Efektor Series, delivering audio effects like chorus, distortion, and tremolo, ideal for music producers looking to enhance their creations. For mastering and mixing needs, Kuassa provides products like Kratos 2 Maximizer and EVE Equalizer, designed to help audio engineers achieve optimal final results.

Kuassa also operates in Custom Audio Solutions, offering tailored software or feature development through collaborations with third parties, such as hardware companies or music studios. Beyond its products, Kuassa actively engages in Educational and Community Engagement by providing tutorials and learning resources for users, from beginners to professionals. Kuassa's products are sold through a Digital Marketplace, including its official website and global distribution platforms like Plugin Boutique and Steam, ensuring easy access for international markets. With its diverse business lines, Kuassa has established itself as a key player in the global audio plugin industry.

1.2.2   Vission, Mission and Corporate Value Vision

Fig 3. Kuassa Logo
Source: Kuassa Internal Data, 2025

1.   Vision
Provide knowledge and materials for musicians and music enthusiasts.

2.   Mission
Building an ecosystem for musicians who don't have experience in working with computer-based music technology.

3.   Coreporate Value
Kuassa's values of the company reflect a strong emphasis on quality, user-centric design, and environmental sustainability, which align with contemporary business practices in the digital audio software industry. Kuassa prioritizes quality over quantity, as having an extensive collection of 100 amplifiers, 80 effects, and 90 cabinets does not necessarily guarantee outstanding guitar tracks. Kuassa concentrates its

development efforts on achieving exceptional tonal quality, indicating a deliberate investment in areas deemed most critical by both users and the industry. Kuassa emphasizes user experience by designing products that are intuitive and efficient, allowing users to operate the software seamlessly without the need for extensive reliance on manuals.Furthermore, the company adopts a pricing strategy that is both fair and competitive, ensuring that affordability does not compromise the perceived or actual quality of its products. The use of guitar amp software is framed as an environmentally sustainable alternative to traditional hardware, reducing power consumption, waste generation, and overall carbon footprint.

1.3 Business Issue

Kuassa is an Indonesian company known in the music software industry, particularly in the development of audio software for music production. Their products include guitar effects plugins, amplifier simulators, and other audio processing tools. Based on Figure 1.1, Kuassa's main users are 38% bedroom musicians, 28% audio engineers, 25% professional musicians, and 9% music educators around the world. Kuassa is known for the quality of its software that rivals real hardware, offering a more affordable and accessible solution for those who want to achieve professional sound without expensive equipment.
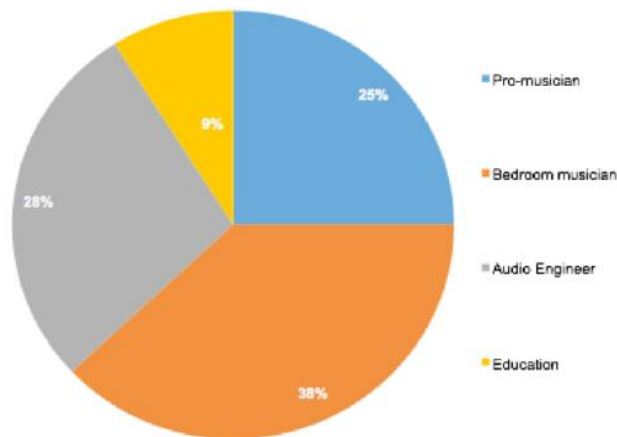
Fig 3. Kuassa Customers by Profession
Source: Kuassa Internal Data, 2023

Kuassa has a significant global market share as a player in the audio software industry, as we can see in Figure 1.2, with 39% of customers coming from the United States. The second largest is from the UK and Germany with each total customers is 11% and 10%. Then followed by France and Canada with each having 5% of customers. However, despite the company's international success, its market penetration in Indonesia is very low, with less than 1% of total consumers coming from Indonesia. This suggests a significant gap in Kuassa's purchase intention in the local market, which requires a deeper understanding of Indonesian consumer behavior towards digital audio technology.
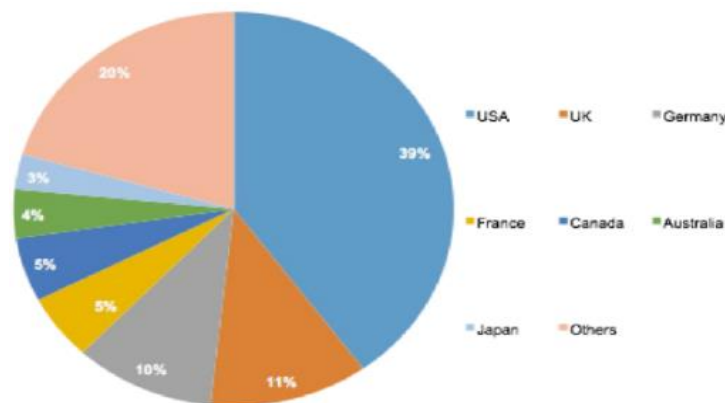
Fig 4. Kuassa Customers by Geography
Source : Kuassa Internal Data, 2023

A fishbone analysis was conducted to identify the main factors causing Kuassa's low market penetration in Indonesia. Based on the results of the analysis, there are six main categories of causes, namely: product perception and performance, market awareness, economic factors, technical barriers, supporting conditions, and user behavior. In terms of product perception, most Indonesian musicians still prefer to use traditional hardware and consider software plugins to have lower quality. In terms of market awareness, limited local marketing efforts and the lack of Indonesian-language educational content led to a low level of recognition of Kuassa products in the domestic market. Economic factors also play an important role, where product prices are considered not comparable to local purchasing power, coupled with a strong culture of software piracy.There are technical barriers in the form of an installation process that is considered complicated, a lack of structured training programs, and the absence of Indonesian language support in product services. In terms of enabling conditions, many musicians do not have access to high-specification computer equipment required to run audio software optimally, and the adoption of digital music production tools is still limited. Meanwhile, in terms of user behavior, the transition rate from hardware to software use is still low, exacerbated by the lack of motivation to use the software.
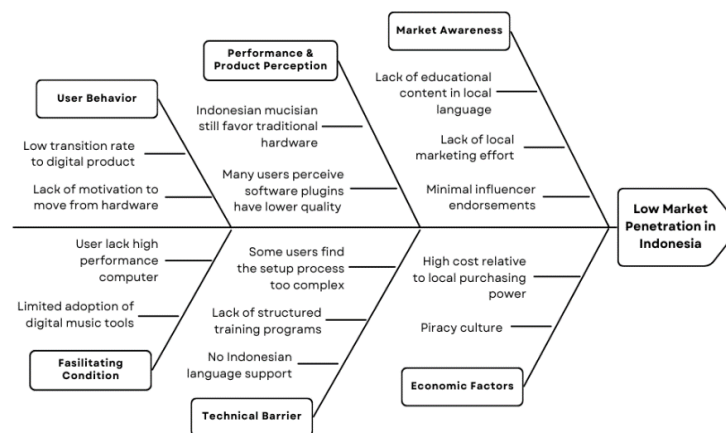
Fig 5. Fishbone Analysis
Source : Author, 2025

One of the factors determining the success of an implemented system is from the acceptance side, namely users accepting or refusing to use a new system. User acceptance is the willingness of a group of people who apply information technology to support their work. The lack of customer acceptance is an essential problem for successfully implementing a new information system. Users often do not want to use the information system. A theoretical framework that can help solve this issue is The Unified Theory of Acceptance and Use of Technology (UTAUT) was introduced by Venkatesh et al. (2003), as a model to explain user adoption of technology. Later, UTAUT2 was developed by Venkatesh, Thong, and Xu by adding new factors to accommodate consumer technology acceptance behavior.

UTAUT2 is highly relevant in explaining why Kuassa has low market penetration in Indonesia, despite its success in the global market because it identifies seven key determinants of technology adoption: performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit. According to Venkatesh, these factors collectively influence a user's intention to adopt and actual usage of technology. This research aims to help Kuassa understand the factors that influence the adoption of Kuassa products in Indonesia by identifying the main barriers and drivers of adoption using the UTAUT2 model. The expected benefits of this research for Kuassa include providing a foundation for developing more effective marketing strategies and market education initiatives to increase local product adoption. Furthermore, the research aims to assist Kuassa in aligning its product offerings with the needs and preferences of Indonesian musicians. By gaining a deeper understanding of the domestic market characteristics, Kuassa can strengthen its competitiveness within Indonesia and solidify its position as a local technology brand capable of competing on a global scale.

1.4   Research Questions and Research Objectives

Based on the explanation before, this research is expected to solve the challenge faced by Kuassa, this research was conducted to answer the following question:

1.   What factor influences the adoption of Kuassa's products among Indonesian consumers?

The research objectives are aimed to:

1.   Determine what influences Kuassa's digital audio technology adoption among Indonesian consumers.

I.5   Research Scope and Limitation

The scope of this study is to analyze what is influencing the adoption of Kuassa's product in the local market with UTAUT theory but moderator variables (age, gender, experience) are excluded from the model due to the scope and objectives of this study.To facilitate research, the author will conduct a survey questionnaire targeting musicians, audio engineers, music producers, music lecturers and individuals who are interested in music production living in Indonesia.

II.   METHODS
Conceptual Framework
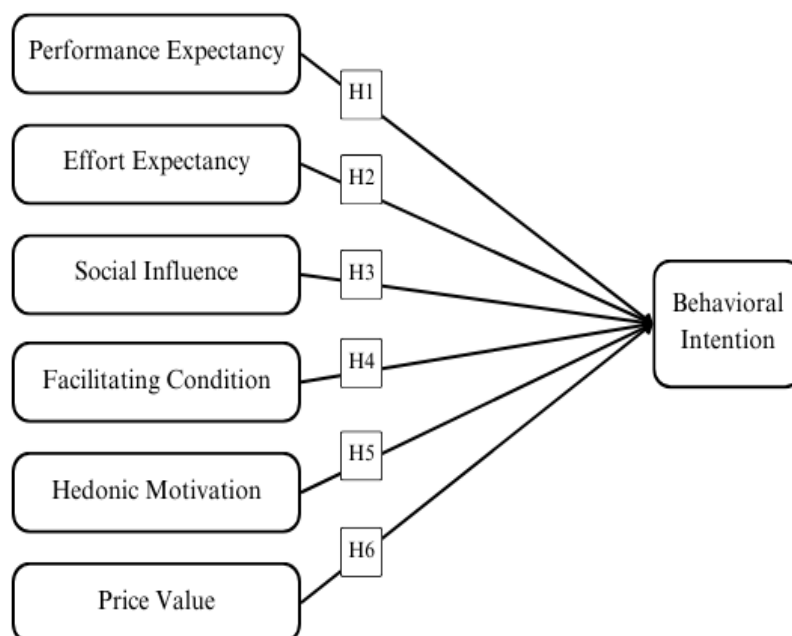
Performance Expectancy on Behavioral Intention

Performance expectancy is defined as the degree to which using a technology is perceived to enhance job performance (Venkatesh et al., 2012). Research has consistently shown that performance expectancy significantly influences users' intentions to adopt new technologies. For example, a study by Oliveira et al. (2016) found that higher performance expectancy leads to increased intention to use mobile banking services. In the context of Kuassa, if users believe that the software will improve their music production efficiency, it is likely to enhance their intention to adopt it. Therefore:

H1: Performance Expectancy has a positive influence on Behavioral Intention to use Kuassa products.

Effort Expectancy on on Behavioral Intention

Effort expectancy refers to the perceived ease of use associated with a technology (Venkatesh et al., 2012). A study by Venkatesh and Bala (2008) indicated that lower effort expectancy leads to a higher likelihood of technology adoption. In the context of music production software, if users find Kuassa products easy to use, they are more likely to adopt them. Thus:

H2: Effort Expectancy has a positive influence on Behavioral Intention to use Kuassa products.

Social Influence on Behavioral Intention

Social influence is the degree to which individuals perceive that important others believe they should use a new technology (Venkatesh et al., 2012). Research by Kuo and Yen (2009) demonstrated that social influence significantly affects users' intentions to adopt online shopping. In the case of Kuassa, if musicians and producers perceive that their peers endorse the use of Kuassa products, it is likely to enhance their intention to adopt. Therefore:

H3: Social Influence has a positive influence on Behavioral Intention to use Kuassa products.

Facilitating Condition on Behavioral Intention

Facilitating conditions refer to the resources and support available to use a technology (Venkatesh et al., 2012). A study by Thong et al. (2011) found that facilitating conditions significantly impact the actual use of technology. In the context of Kuassa, if users have access to the necessary resources and support, they are more likely to use the products effectively. Thus:

H4: Facilitating Conditions have a positive influence on Behavioral Intention to use Kuassa products.

Hedonic Motivation on Behavioral Intention

Hedonic motivation refers to the fun or pleasure derived from using a technology (Venkatesh et al., 2012). Research by Van der Heijden (2004) indicated that hedonic motivation positively influences users' intentions to adopt online services. In the context of Kuassa, if users find joy in using the software, it will likely enhance their intention to adopt it. Hence:

H5: Hedonic Motivation has a positive influence on Behavioral Intention to use Kuassa products.

Price Value on Behavioral Intention

Price value is the trade-off between the perceived benefits of using a technology and the costs incurred (Venkatesh et al., 2012). A study by Hidayat et al. (2020) found that a favorable price-value perception significantly influences consumers' intentions to adopt technology. In the case of Kuassa, if users perceive the products as providing good value for money, it will likely enhance their intention to adopt. Thus:

H6: Price Value has a positive influence on Behavioral Intention to use Kuassa products.

ES Indexes and Their Values for Small, Medium, and Large Effects

Test	ES index	Effect size		
		Small	Medium	Large
1. m_A vs. m_B for independent means	$d = \dfrac{m_A - m_B}{\sigma}$	.20	.50	.80
2. Significance of product–moment r	r	.10	.30	.50
3. r_A vs. r_B for independent rs	$q = z_A - z_B$ where z = Fisher's z	.10	.30	.50
4. $P = .5$ and the sign test	$g = P - .50$	.05	.15	.25
5. P_A vs. P_B for independent proportions	$h = \phi_A - \phi_B$ where ϕ = arcsine transformation	.20	.50	.80
6. Chi-square for goodness of fit and contingency	$w = \sqrt{\sum_{i=1}^{k} \dfrac{(P_{1i} - P_{0i})^2}{P_{0i}}}$	.10	.30	.50
7. One-way analysis of variance	$f = \dfrac{\sigma_m}{\sigma}$	.10	.25	.40
8. Multiple and multiple partial correlation	$f^2 = \dfrac{R^2}{1 - R^2}$	.02	.15	.35

Note. ES = population effect size.

Fig 2. Effect Size

Source : Cohen, 1992

In using power analysis, the part of the Cohen (1992) table that is used in figure III.2 is the sample estimation table for multiple regression tests. This is because the model structure in this study involves testing the causal relationship between several exogenous constructs on endogenous constructs in the UTAUT2 framework, which is analyzed using the SEM-PLS approach.

N for Small, Medium, and Large ES at Power = .80 for α = .01, .05, and .10

		α							
		.01			.05			.10	
Test	Sm	Med	Lg	Sm	Med	Lg	Sm	Med	Lg
1. Mean dif	586	95	38	393	64	26	310	50	20
2. Sig r	1,163	125	41	783	85	28	617	68	22
3. r dif	2,339	263	96	1,573	177	66	1,240	140	52
4. $P = .5$	1,165	127	44	783	85	30	616	67	23
5. P dif	584	93	36	392	63	25	309	49	19
6. χ^2									
1*df*	1,168	130	38	785	87	26	618	69	25
2*df*	1,388	154	56	964	107	39	771	86	31
3*df*	1,546	172	62	1,090	121	44	880	98	35
4*df*	1,675	186	67	1,194	133	48	968	108	39
5*df*	1,787	199	71	1,293	143	51	1,045	116	42
6*df*	1,887	210	75	1,362	151	54	1,113	124	45
7. ANOVA									
2g^a	586	95	38	393	64	26	310	50	20
3g^a	464	76	30	322	52	21	258	41	17
4g^a	388	63	25	274	45	18	221	36	15
5g^a	336	55	22	240	39	16	193	32	13
6g^a	299	49	20	215	35	14	174	28	12
7g^a	271	44	18	195	32	13	159	26	11
8. Mult R									
2k^b	698	97	45	481	67	30			
3k^b	780	108	50	547	76	34			
4k^b	841	118	55	599	84	38			
5k^b	901	126	59	645	91	42			
6k^b	953	134	63	686	97	45			
7k^b	998	141	66	726	102	48			
8k^b	1,039	147	69	757	107	50			

Note. ES = population effect size, Sm = small, Med = medium, Lg = large, diff = difference, ANOVA = analysis of variance. Tests numbered as in Table 1.
[a] Number of groups.   [b] Number of independent variables.

The Primary Data

The Primary data in this research will be collected by several techniques, including:

a. Observation

In order to obtain a broad understanding of Kuassa products, the author conducted a thorough analysis of their website, marketplace, social media platforms, and their internal data. This allows the author to analyze the promotional strategies implemented by Kuassa, assess sales performance in various markets, and collect customer feedback on the products.

b. Questionnaire

This research will involve delivering a questionnaire to a sample of respondents. According to Malhotra (2010), a sampling unit is a research entity that has similar attributes to the elements that will be used as samples in the research. The assessment of this research was conducted using a questionnaire that employed five-point Likert scales, ranging from "strongly disagree" (1) to "strongly agree" (5). The distribution of the questionnaire will be carried out through an online platform.

Data Analysis Method

The data will be analyzed quantitatively using the SEM-PLS program. SEM-PLS is a well considered software application used for performing Partial Least Square Structural Equation Modeling (SEM-PLS). Marketers utilize structural equation modeling (SEM) to visually analyze the relationship between relevant variables in order to optimize resource allocation and enhance client satisfaction. The Structural Equation Modeling (SEM) framework has two submodels, namely the outer model and the inner model. The outer model describes the connection between latent variables and their observable indicators, whereas the inner model demonstrates the links between independent and dependent latent variables. Partial Least Squares (PLS) is a useful method for performing structural equation modeling in practical research, especially when dealing with limited sample size and skewed data distribution (Kwong, 2013).

III.   RESULT AND DISCUSSION

Result

Customer analysis involves understanding the needs, preferences, and behaviors of customers within a target market. This analysis helps businesses tailor their products and services to meet customer

expectations and enhance satisfaction. The author conducted a hypothesis test using SEM-PLS to determine whether the hypothesis was accepted or not.

Hypothesis	Path	Original Sample	T Statistic	P value
H1	Performance Expectancy -> Behavioral Intention	0.209	2.342	0.010
H2	Effort Expectancy -> Behavioral Intention	-0.029	0.578	0.282
H3	Social Influence -> Behavioral Intention	0.085	1.361	0.087
H4	Facilitation Condition -> Behavioral Intention	0.262	3.025	0.001
H5	Hedonic Motivation -> Behavioral Intention	0.121	2.042	0.021
H6	Price Value -> Behavioral Intention	0.361	4.075	0.000

Table 1. Path Coefficient Result
Source: SEM-PLS, 2025

The results of path analysis show the influence of various variables on Behavioral Intention (BI). Based on the T-Statistic and P-value, it can be concluded that the variables Performance Expectancy (PE), Facilitation Condition (FC), Hedonic Motivation (HM) and Price Value (PV) have a significant influence on Behavioral Intention, because their P-value is less than 0.05 (Hair et al., 2019). Specifically, Price Value contributes the most strongly path coefficient of 0.361 to Behavioral Intention, followed by Facilitating Condition of 0.262, Performance Expectancy of 0.209, and Hedonic Motivation of 0.121.In contrast, Effort Expectancy (EE), Social Influence (SI) have no significant influence on Behavioral Intention, as their P-values are 0.282 and 0.087, respectively, which means they do not pass the 0.05 significance threshold. The path coefficient value for Effort Expectancy is also negative at -0.029, indicating a non-positive direction of relationship with Behavioral Intention, and 0.085 for Social Influence can indicate a low direction of relationship.
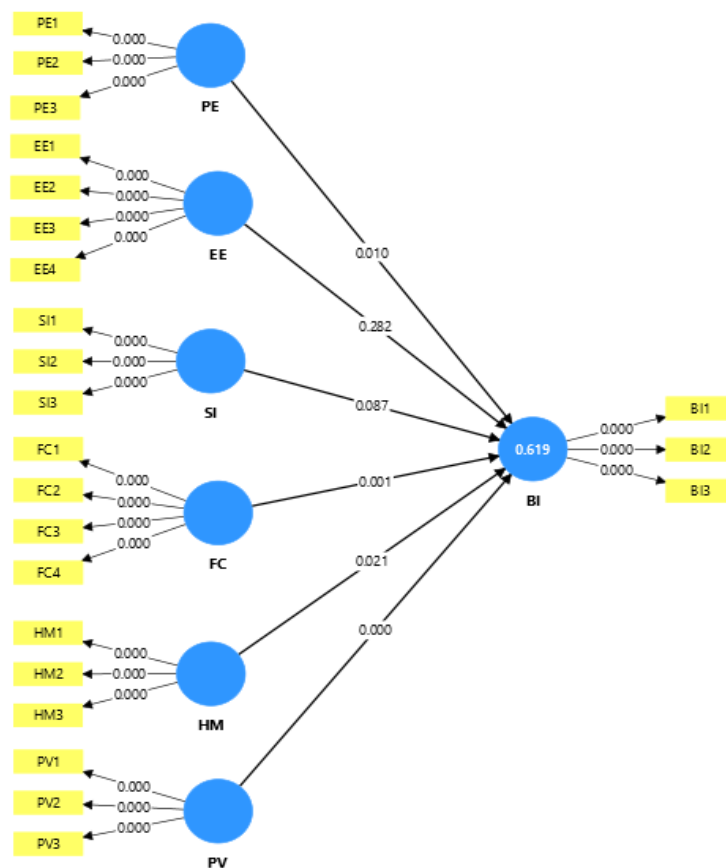
Fig 2. Structural Evaluation Model
Source: SEM-PLS, 2025

Discussion

Hypotesis	Path	Result	Conclusion
H1	Performance Expectancy has positive influence on Behavioral Intention	Accepted	Performance Expectation has positive influence on Behavioral Intention
H2	Effort Expectancy has positive influence on Behavioral Intention	Not Accepted	Effort Expectation has no positive influence on Behavioral Intention
H3	Social Influence has positive influence on Behavioral Intention	Not Accepted	Social Influence has no positive influence on Behavioral Intention
H4	Facilitation Condition has positive influence on Behavioral Intention	Accepted	Facilitation Condition has positive influence on Behavioral Intention
H5	Hedonic Motivation has positive influence on Behavioral Intention	Accepted	Hedonic Motivation has positive influence on Behavioral Intention
H6	Price Value has positive influence on Behavioral Intention	Accepted	Performance Expectation has positive influence on Behavioral Intention

Table 2. Hypothesis Summary Result

Source: Author, 2025

H1: Performance Expectancy has a positive influence on Behavioral Intention to use Kuassa products.

This hypothesis states that Performance Expectancy has a positive effect on Behavioral Intention. Performance Expectancy describes users beliefs that using technology will improve their performance. The test results show that this hypothesis is accepted, this means that when users feel the technology they use can help them work more effectively or efficiently, they tend to have a stronger intention to use that technology. In other words, perceived performance benefits are one of the main factors that drive a person's decision to adopt technology.

H2: Effort Expectancy has no positive influence on Behavioral Intention to use Kuassa products.

This hypothesis tests whether the ease of use of technology affects the user's intention to use the technology. However, the results showed that Effort Expectancy had no significant effect on Behavioral Intention. This means that, although ease of use of technology is important, in the context of this study, this factor is not strong enough to influence user intention. Perhaps users feel that convenience is a common thing or is not the main reason they decide to use technology.

H3: Social Influence has no positive influence on Behavioral Intention to use Kuassa products.

The third hypothesis tests the effect of Social Influence on Behavioral Intention. Social Influence refers to how social pressure or influence from people around the user, such as family, friends, or colleagues, can influence an individual's decision to use technology. This hypothesis tests whether social pressure or influence from people around users affects their intention to use technology. The results showed that Social Influence had no significant effect on Behavioral Intention. This means that in this context, support or influence from friends, family, or colleagues is not the main factor that encourages someone to use technology. It could be that users make decisions independently without being too influenced by their social environment.

H4: Facilitation Condition has a positive influence on Behavioral Intention to use Kuassa products.

Facilitation Condition refers to the availability of adequate resources, technical support, and infrastructure to support the use of technology. This hypothesis assesses whether the presence of adequate technical support, facilities, and resources helps increase user intention to adopt technology. The results show that Facilitation Condition has a positive and significant influence on Behavioral Intention. In other words, when users feel supported with training, technical assistance, and adequate infrastructure, they are more confident and encouraged to use the technology. This factor is important because it can remove practical barriers to technology use.

H5: Hedonic Motivation has a positive influence on Behavioral Intention to use Kuassa products.

Hedonic Motivation reflects the pleasure and positive experiences users gain while using the technology. This hypothesis looks at the effect of pleasure motivation on how fun and interesting the experience of using technology is on usage intention. As a result, Hedonic Motivation has a positive and significant effect on Behavioral Intention. This suggests that users not only consider functional aspects, but also emotional and pleasure aspects of using technology. When the usage experience is enjoyable, users are more encouraged to continue using the technology.

H5: Price Value has a positive influence on Behavioral Intention to use Kuassa products.

The last hypothesis tested whether Price Value, which is the perception of the balance between the costs and benefits of technology, has a positive effect on Behavioral Intention. The results prove that Price Value has a positive and significant effect on Behavioral Intention. This means that if users feel that the costs incurred to use the technology are appropriate or smaller than the benefits obtained, then they will be more motivated to adopt the technology. This factor is an important consideration in the decision to use technology.

IV.   CONCLUSION AND RECOMMENDATION
Conclusion

This study aims to identify factors that influence the adoption of Kuassa products by consumers in Indonesia using the UTAUT2 (Unified Theory of Acceptance and Use of Technology 2) model approach. The research was conducted using a quantitative approach through distributing questionnaires to 133 respondents consisting of professional musicians, audio engineers, bedroom musicians, music teachers, and digital music fans in Indonesia.The analysis results show that there are four variables that have a significant effect on behavioral intention to use Kuassa products, namely price value, facilitating conditions, performance expectancy, and hedonic motivation. Among the four, price value is the most dominant factor, which indicates that the perceived value between the benefits and costs of the product is a major consideration in the user's decision to adopt the technology.

In addition, the availability of supporting facilities, expectations of improved performance, and pleasure in using the product also drive usage intentions.In contrast, two other variables, namely effort expectancy and social influence, do not have a significant effect on intention to use. This suggests that perceived ease of use and social influence from the surrounding environment are not yet major factors in the context of adopting digital audio technology such as Kuassa in Indonesia.Thus, the results of this study provide a deeper understanding of consumer behavior in adopting digital audio technology in Indonesia, as well as a basis for formulating more effective strategies in increasing local market penetration for Kuassa.

Recommendation

Based on the results of the analysis using the UTAUT2 model and the research findings of 133 respondents who use digital music production technology in Indonesia, there are several strategic recommendations that can be proposed to Kuassa to increase the adoption of its products in the domestic market:

1.   Adjustment of Price Strategy and Promotion of Product Value: The Price Value factor has the most significant influence on behavioral intention. Therefore, Kuassa is advised to strengthen the perception of value through more affordable and flexible pricing strategies, for example through bundling systems, seasonal discounts, or student licenses. In addition, it is important to emphasize in promotions that Kuassa products offer hardware-equivalent quality at a much more efficient cost.

2.   Improving Support Facilities and User Education: Facilitating Conditions also play a major role in influencing usage intention. Kuassa can develop more comprehensive technical support for the local market, such as providing documentation and tutorials in Bahasa Indonesia, chat-based help services, and organizing online training or workshops with local music communities. This is important to reduce the technical barriers perceived by potential users.

3.   Enhancing Hedonic Features through User Experience (UX) and Community: Since Hedonic Motivation is significant, Kuassa can strengthen the pleasure aspect of using the product, for example by developing a more interactive and fun user interface, and adding creative features such as genre-based presets, online collaboration, or light gamification. In addition, establishing an online community for local users will enhance the user experience and emotional engagement.

4.   Strengthening Brand Awareness through Local Campaigns: Given the low penetration of the local market (<1%), it is necessary to conduct more targeted marketing campaigns to Indonesian musicians, especially bedroom musicians and music enthusiasts who are dominant as potential users. Collaboration with music influencers, local producer communities, and digital platforms such as YouTube and TikTok could be effective channels to build awareness and trust for the Kuassa brand in the country.

5.   Overcoming Perception and Cultural Barriers: As there is still a perception that plugins are not as good as hardware, Kuassa is advised to create educational content that features objective performance comparisons between Kuassa products and analog hardware, as well as testimonials from professional Indonesian musicians. This can help change perceptions and increase trust in the quality of digital products.

Through the integrated implementation of the above recommendations, Kuassa is expected to increase product adoption in the Indonesian market, reduce the gap between global and local success, and strengthen its position as a pioneer of digital audio technology made in Indonesia.

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