



JOURNAL

The Influence of Service Quality, Price, and Customer Satisfaction in Building Customer Loyalty Using Paid Music Service Applications (Case Study on the Spotify Application)

Muhammad Arif

Faculty of Economics, Jakarta State University, Indonesia
Email: muhammadarif_1707618088@mhs.unj.ac.id

Ika Febrilia, SE, M.M.

Faculty of Economics, Jakarta State University, Indonesia
Email: ikafebrilia@unj.ac.id

Annisa Lutfia, S.Pd., M.Pd

Faculty of Economics, Jakarta State University, Indonesia
Email: annisalutfia@unj.ac.id

ABSTRACT

Paid music service application is a platform where one can listen to music online. The purpose of this study is to examine the effect of service quality, price, and customer satisfaction on customer loyalty in using paid music service applications. Respondents from this study amounted to 256 users who live in the Jabodetabek area. This study uses a quantitative method with a purposive sampling technique through online questionnaires that have been distributed. Research data processing uses IBM SPSS (Statistical Package for Social Sciences) and AMOS (Analysis of a Moment Structures) applications. The results of this study indicate that the overall probability value is ≥ 0.05 , concluding that service quality, price, and customer loyalty have a positive and significant effect on customer loyalty in using paid music service applications.

Keywords: Customer Loyalty, Customer Satisfaction, Paid music service application, Price Service Quality

INTRODUCTION

Spotify is the most popular online music streaming service platform in the world that provides a music service where customers can listen to a wide selection of music from around the world with access to more than 80 million songs and 4 million podcasts (Garrett, 2022) that can be played through various electronic devices. such as computers, cell phones, or other devices that can connect to the internet (Anderson et al., 2020).

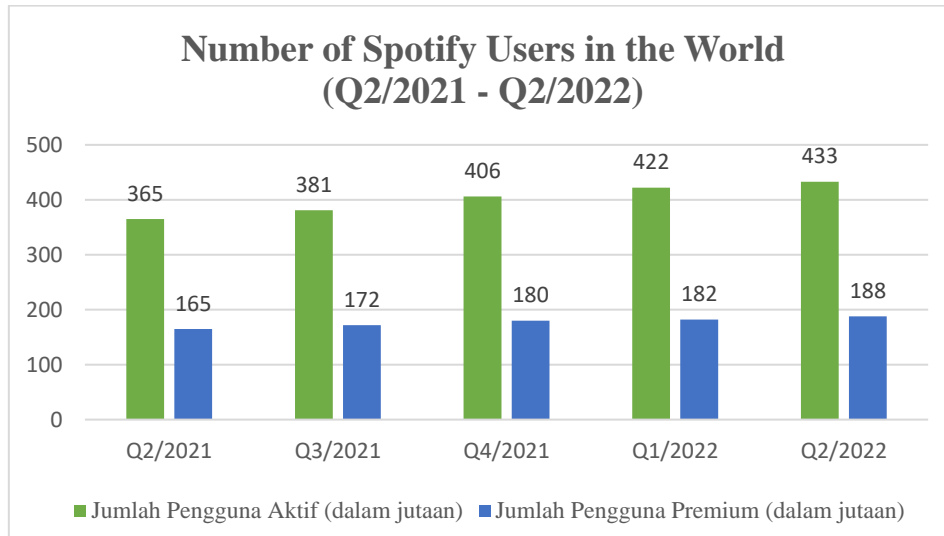


Figure 1 Number of Spotify users in the world

Source: Indonesian Data & Databoks (2022)

Based on the figure above, the total monthly active users of the Spotify application in the world reached 433 million users per quarter II/2022, when compared to the same period last year it achieved an increase of up to 18.6%, namely 365 million users. Of the total user data each quarter, the number of customers using the premium version reached 188 million international users per quarter II/2022, indicating an increase of up to 13.9% compared to the same period last year, namely 165 million users, thus positioning Spotify is the world's largest music streaming service based on paid users (Barber, 2022).

Based on this percentage, it can be ascertained that the Spotify application is a trusted online music streaming service by making customers feel satisfied in using the service and continuing to use the products offered at high intensity, making repeated subscription purchases, and recommending the product to other prospective users (Hamdani & Permana, 2021).

The services that Spotify offers to subscribers are available for free or by subscription via a monthly (premium) payment. Spotify first entered the Indonesian music service market in 2016 and was first launched internationally in 2008 and has copyrighted various music uploaded through the service (Pane et al., 2022), so customers can enjoy music officially.

One of Spotify's strongest factors today is quality in discovering music based on algorithms or user experience through sufficient devices such as computers or mobile phones to assess the sound quality of the platform used (Jancer, 2022). paid users can listen to music with sound quality up to 320Kbps, and only a few online music platforms can exceed that number such as Apple Music and Tidal (McKerrell, 2023).

Spotify was first launched to bring direct traction to subscribers and a deep impact within the music industry; access legally, affordably, and easily to use various sources of music data which have a large number and variety (Lüders, 2021). Spotify allows customers to personalize the music they listen to better and is given an understanding of the use of certain



platforms by recommending the latest offers, so that users can feel the services used are directly related to the platforms used and help find new things for customer satisfaction (Spotify, 2022).

Even with high user intensity and increasing subscription purchases, the Spotify platform still has several obstacles to overcome. It was revealed via Twitter in June 2022 that there were several problems faced by Spotify which customers complained about when using the platform due to an imbalance between customer expectations and the performance of the platform (Khatib et al., 2019).

Ali and Gardi et al. (2021) explained that service quality is used to increase and maintain customer satisfaction in using services, while in Lie et al.'s research (2019) it was shown that service quality does not have a positive and significant effect on customer satisfaction.

The next obstacle concerns the issue of payment or price where many users of the premium version of Spotify use pirated versions, so that users can use features that are only available to users who can use additional features like paying customers without making payment transactions legally, this also happens because of the price. subscription to the Spotify platform is relatively higher compared to other music streaming services (Yudha & Tricahyono, 2021).

Research by Wantara and Tambrin (2019) proves that there is a positive effect between price and customer loyalty when the price of a product has been expected by customers, while according to research by Pratiwi et al. (2019) found that the effect of price on customer loyalty proved to be insignificant.

The next obstacle was conveyed by several users of the Spotify platform in the service user community forum. The feeling of dissatisfaction felt by users because of features that cannot be used makes them feel that the platform does not meet user expectations which is one of the factors affecting customer satisfaction (Park, 2020).

Nobar and Rostamzadeh's research (2018) explains that there is a positive influence between customer satisfaction and customer loyalty where through the services provided reaching customer expectations can result in customer loyalty. While Ahrholdt et al. (2019) show that there is a non-linear effect between customer satisfaction and loyalty, proving that the effect of customer satisfaction on customer loyalty is not significant.

In the research by Subaebasni et al. (2019) found that there was a positive influence on service quality, price and customer loyalty mediated by customer satisfaction. However, in a study by Elizar et al. (2020) found that service quality cannot directly affect customer loyalty which is mediated by customer satisfaction.

Despite the various obstacles it faces, the Spotify platform remains one of the online music streaming services with the largest number of users in the world and is known for being quick to respond in the face of various obstacles due to direct organizing. This study was created to find out what factors encourage customers to use the Spotify online music streaming



service application based on service quality and price on customer satisfaction in building customer loyalty.

LITERATURE REVIEW

Customer Loyalty

Customer loyalty is defined as a customer mindset that has a favorable approach to a company with the intention to buy products or services from that company and support other potential customers to use products from that company (Iqbal et al., 2018). Customer loyalty is one of the keys to making customer decisions in making purchases which is shown from time to time to show the relationship between customer attitudes and repurchasing a product or service (Dam & Dam, 2021).

By building a focus on user loyalty and attitudes in using a product, a company can enable their customers to continue to use, repurchase, and recommend products offered to other customers (El-Adly, 2019).

Service Quality

Service can be interpreted as a service activity or useful activity with the aim of being offered from one party to another, while quality is known as a strategy used in an effort to achieve efficient operational activities and good performance to produce goods or services with the best results (Ramya et al., 2019). Service quality is also often defined as a form of a company's efforts to meet or exceed the expectations of what customers need through measuring the scale of the difference between what customers expect and their perceptions (Pakurár et al., 2019).

Assessment of service quality felt by consumers is generally based on the results of services that can be received and felt, this assessment can be made on a subjective evaluation of intangible things, the capacity to respond quickly to an obstacle, and a sense of empathy for consumers (Areiza-Padilla & Galindo-Becerra, 2022).

Price

In economic theory, price is a unit of value given to a commodity as a source of information on the performance that has been operated by producers or commodity owners (Prasilowati et al., 2021). In product competition from a market, the price of goods or services is determined through supply and demand when buying and selling activities occur when sellers and buyers interact. Price can also be interpreted as an exchange value based on the tariff of a product being traded (Hikaru et al., 2020) which is an important component of the product to be the main comparison for consumers in making purchases.

In general, customer perceptions of price can be evaluated in two ways; increase or decrease customer satisfaction, which then refers to the significance of customer behavior (Yaqub et al., 2019). In the science of the marketing mix, price is one of the marketing elements that is able to generate income and satisfaction from customers where a company must match prices with the quality and quantity of the products being traded (Sudaria et al., 2019).

Customer Satisfaction

Satisfaction is often associated with the extent to which consumers can give a positive opinion of a product or service used, where customers are given an effective form of compensation when making a purchase transaction at a certain cost. (Iqbal et al., 2018). Customer satisfaction can be seen through the reciprocal effect of satisfaction that is achieved when customers feel confident that their expectations are fulfilled for the purchases made.



Satisfied customers will make repeat purchases and become users of certain brands of goods or services (Lubis et al., 2021).

Customer satisfaction can be measured through significant results from marketing activities that act as a liaison between buyers and companies through the products offered (Dam & Dam, 2021). In addition to the different factors of the products being traded, companies also need a variety of customers with different characters in order to explore understanding customer satisfaction and trust in order to create trust between products and customers in the hope of increasing product usability and profitability (Ali, Saleh, et al. , 2021).

Service Quality towards Customer Satisfaction

Research Kasiria et al. (2017) explained that service quality produces a close relationship with customer satisfaction where service quality is an important element for the continued operation of a business. In Fida et al. (2020) stated that the service quality variable with customer satisfaction builds a positive influence on service quality perceived by customers as an antecedent to support customer satisfaction.

Meanwhile, Joudeh and Dandis (2018) stated that service quality has a positive influence on customer satisfaction because the level of service received by customers increases their level of satisfaction in attracting them when using services they have purchased and satisfying them to the level expected.

H₁: Service quality has a positive effect on customer satisfaction.

Price towards Customer Satisfaction

Research by Prasilowati et al. (2021) explained that there is a positive and significant effect between price and customer satisfaction and produces a significant effect with the currency value which can be a medium of exchange for certain products. In Wantara and Tambrin (2019) it is stated that price conformity can support customer satisfaction after achieving the level of benefits expected by customers so as to encourage customers to trust the product and make repeat purchases.

According to Hartatie and Haksama in Pasharibu et al. (2018) states that the level of customer satisfaction is measured after comparing what is received with what is expected. When the price of a product is affordable, the price of the product is in accordance with customer expectations and is able to increase customer satisfaction.

H₂: Price has a positive effect on customer satisfaction.

Customer satisfaction towards customer loyalty

Dam and Dam's research (2021) explains that there is a positive and significant influence between customer satisfaction on customer loyalty where customer satisfaction has an antecedent effect on customer loyalty. In Wantara and Tambrin (2019) customer satisfaction provides two main benefits for companies, namely in the form of customer loyalty and providing positive word of mouth recommendations to other prospective customers.

In Almohaimmeed's research (2019) there is a positive influence between customer satisfaction and customer loyalty when customers repurchase a product and are able to produce new customers who are interested in the product.

H₃: Customer satisfaction has a positive effect on customer loyalty.

Service quality terhadap customer loyalty



Research by Nguyen et al. (2020) explains that there is a positive and significant influence between service quality and customer loyalty. When customers are satisfied with the quality of service received from a product, they tend not to be interested in changing or switching to another product because of the risk of obstacles they will face when switching products. In Haghkhah et al. (2020) emphasized that there is a significant positive effect between service quality on customer loyalty where customers feel that the experience of good service quality can increase the customer's ability to make the best purchasing decisions.

Research by Aburayya et al. (2020) proved that there is a positive influence between service quality and customer loyalty which indicates that service quality affects company results in improving relationships with customers and building customer loyalty.

H4: Service quality has a positive effect on customer loyalty.

Price towards customer loyalty

Research Hikaru et al. (2020) explained that there is a positive and significant influence between price and customer loyalty where prices according to the product are offered in accordance with the benefits that can be felt or obtained by customers in order to maintain customer loyalty. In Wantara and Tambrin (2019) it is proven that there is a positive effect between price on customer loyalty when the price of a product has been expected by customers, they feel loyalty to the product has also increased.

In the research by Subaebasni et al. (2019) there is a positive effect between price and customer loyalty where price can be used as a benchmark that affects customers because the price of a product can be used to obtain that product.

H5: Price has a positive effect on customer loyalty.

Service quality towards customer loyalty mediated by customer satisfaction

Research Ati et al. (2020) explained that there is a positive and significant influence between service quality on customer loyalty which is mediated by customer satisfaction where customers who are satisfied with the experience and quality of service obtained when using a service will give a positive perception of the service. In Lesmana et al. (2021) proves that there is a positive influence between service quality on customer loyalty mediated by customer satisfaction where there is good service communication and being able to solve customer problems can increase customer loyalty and will make repeat purchases and recommendations to other customers.

In the research by Subaebasni et al. (2019) proved that there is a positive influence between service quality and customer loyalty mediated by customer satisfaction where good service from a business will make them make repeated purchases and recommend the business to other customers.

H6: Service quality has a positive effect on customer loyalty mediated by customer satisfaction.

Price towards customer loyalty mediated by customer satisfaction

Research by Ahmed et al. (2022) explained that there is a positive and significant influence between price and customer loyalty which is mediated by customer satisfaction where the service industry prioritizes good relationships with customers through adequate product prices and can be felt by customers being able to help retain satisfied customers. In



Wantara and Tambrin (2019) it is explained that with prices that match customer expectations and expectations, customers feel satisfied and loyal in buying these products.

Described in Subaebasni et al. (2019) there is a positive influence between price and customer loyalty mediated by customer satisfaction where customers begin to form expectations for the value and satisfaction offered by various markets that offer a product and will make purchases based on their expectations.

H7: Price has a positive effect on customer loyalty mediated by customer satisfaction

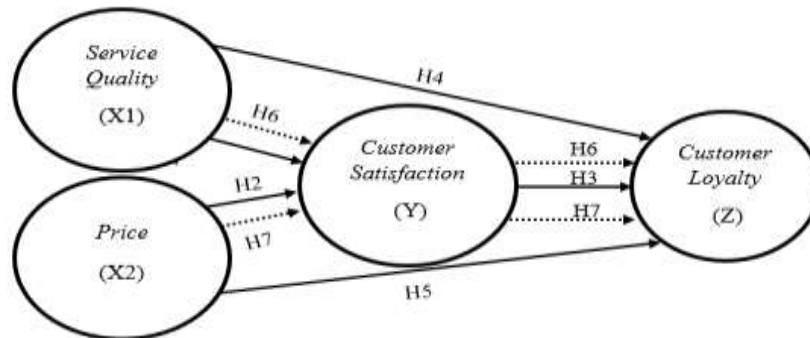


Figure 2 Research Model

Source: Data Processed by Researchers (2022)

RESEARCH METHODS

This study uses a quantitative method with a purposive sampling technique to evaluate customer satisfaction and loyalty to the Spotify music streaming application service. This study uses a Google Form survey as a medium that will be distributed to respondents to collect the required data and to show the influence relationship between the variables used in this study.

This research was conducted in the Greater Jakarta area, with the target respondents being users of the Spotify music streaming service application. The criteria for the sample respondents from this study were at least 18 years old, users of the Spotify music application and had used paid (premium) services at least three times in the last six months. Target respondents of this study amounted to 200 respondents.

This research questionnaire uses an adapted statement from Haghkhah et al. (2020), El-Adly (2019), Le et al. (2020), Sulaiman and Tjhin (2023), Zielke (2018), Pasharibu et al. (2018), Fernandes and Guerra (2019), Hashem (2020), Ashfaq et al. (2019) and A. N. H. Le & Ho (2019). The measurement of the answer scores in this study used a six-point Likert scale (Thompson, 2018).

SPSS software will be used as a measure of the level of validity of the indicators that have been answered by respondents to show a significant correlation between variables. Correlation measurement between variables will use factor analysis of EFA (Exploratory Factor Analysis) with a factor loading value of >0.40 . The reliability test that will be used in this study is the Cronbach alpha coefficient test. The questionnaire will be considered reliable if the Cronbach alpha coefficient is greater than 0.60.

Hypothesis testing was carried out using the Structural Equation Model (SEM) research method through AMOS software. In SEM testing, suitability and statistical testing will be carried out using absolute fit indices (AFI). according to Husain (2019) AFI is the most basic



form of testing in the SEM test by measuring the model as a whole. The measurement instruments used by AFI are X2 probability, RMSEA, GFI, TLI, CFI and CMIN/DF.

To test the mediation hypothesis, researchers will use the Sobel test. According to Zhao et al. (2022) The Sobel test is used to test the mediating effect of scientific and technological innovation to explore the moderating effect of increasing the structure of an industry with a probability value of > 0.05 .

RESULTS AND DISCUSSION

There were 264 respondents who filled out the research questionnaire. 8 respondents (3%) who did not meet the criteria for filling out the questionnaire, so that the total number of respondents who met the criteria as valid respondents was 256 (97%) of the total questionnaire fillers. Based on gender, there were 150 male respondents (58.6%) and 106 female respondents (41.4%). Based on age, there were 47 respondents aged 18-22 years (18.4%), 188 respondents aged 23-27 years (73.4%), 12 respondents aged 28-32 years (4.7%), 4 (four) respondents aged 33-37 years (1.6%), and 5 (five) respondents aged over 40 years (2.0%). Based on employment status, there were 10 respondents with unemployed status (3.9%), 153 respondents working (59.8%), 40 respondents having their own business (15.6%), and 53 respondents having student status (20.17%). Based on domicile, 123 respondents live in the Jakarta area (48%), 9 (nine) respondents live in the Bogor area (3.5%), 13 respondents live in the Depok area (5.1%), 14 respondents live in the Tangerang area (5.5%), and 97 respondents live in the Bekasi area (37.9%). Based on the results of the descriptive analysis, the majority of all respondents answered the agree option on all questionnaire statements regarding customer loyalty, service quality, price, and customer satisfaction.

The results of the following validity and reliability tests show that the customer loyalty variable has six (6) indicators and consists of two (2) dimensions. The first dimension consists of CL6, CL2, CL1, and CL3 with factor loadings ranging from 0.638 to 0.937, proving that the four indicators are valid. These three variables have a Cronbach's alpha value $\alpha = 0.826$, stating that these dimensions can be trusted. The second dimension consists of CL5 and CL4 with factor loadings both 0.955 and 0.922, proving that the two variables are valid. Both of these variables have a Cronbach's alpha value $\alpha = 0.885$, indicating that these dimensions can be trusted.

The service quality variable has 12 indicators and consists of two (2) dimensions. The first dimension consists of SQ10, SQ11, SQ8, SQ9, SQ12, SQ5 and SQ13 with factor loadings ranging from 0.493 to 0.952, proving that the seven indicators are valid. The first dimension has a Cronbach's alpha value $\alpha = 0.918$, stating that the dimension can be trusted. The second dimension consists of SQ1, SQ2, SQ3, SQ7 and SQ15 with factor loadings ranging from 0.657 to 0.933, proving that the five indicators are valid. The second dimension has a Cronbach's alpha value $\alpha = 0.895$, stating that the dimension can be trusted.

The price variable consists of nine (9) indicators and has no dimensions, with factor loadings from 0.716 to 0.851, proving that all indicators are valid. Cronbach's alpha value $\alpha = 0.927$ states that all of these variables can be trusted.

The customer satisfaction variable has 12 indicators and consists of two (2) dimensions. The first dimension consists of CS4, CS6, CS5, CS1, CS9, CS3, CS8 and CS2 with factor



loading values ranging from 0.773 to 0.950, proving that the eight indicators are valid. The first dimension has a value of Cronbach's alpha $\alpha = 0.944$, stating that the dimension can be trusted. The second dimension consists of CS11, CS10, CS12, CS7 with factor loading values ranging from 0.723 to 0.994, proving that the five indicators are valid. The second dimension has a Cronbach's alpha value $\alpha = 0.890$, stating that this dimension can be trusted.

Table 1 Validity and Reliability Test Results

Indicators	Factor Loadings	Cronbach's Alpha
<i>Customer Loyalty 1</i>		.826
CL6	.937	
CL2	.831	
CL1	.795	
CL3	.638	
<i>Customer Loyalty 2</i>		.885
CL5	.955	
CL4	.922	
<i>Service Quality 1</i>		.918
SQ10	.952	
SQ11	.907	
SQ8	.866	
SQ9	.759	
SQ12	.710	
SQ5	.504	
SQ13	.493	
Indicators	Factor Loadings	Cronbach's Alpha
<i>Service Quality 2</i>		.895
SQ1	.933	
SQ2	.911	
SQ3	.794	
SQ7	.735	
SQ15	.657	
<i>Price</i>		.927
PR3	.851	
PR1	.846	
PR2	.845	
PR4	.830	
PR7	.800	
PR6	.798	
PR9	.767	
PR5	.723	
PR8	.716	



Customer Satisfaction 1		.944
CS4	.950	
CS6	.878	
CS5	.858	
CS1	.852	
CS9	.819	
CS3	.783	
CS8	.775	
CS2	.773	
Customer Satisfaction 2		.890
CS11	.994	
CS10	.879	
CS12	.791	
CS7	.723	

Source: Data processed by Researchers (2023)

The results obtained from the CFA test show that the probability value of X^2 is $0.080 \geq 0.05$, the RMSEA value is $0.032 \leq 0.08$, the GFI value is $0.959 \geq 0.95$, the TLI value is $0.989 \geq 0.95$, the CFI value is $0.993 \geq 0.95$, and the CMIN/DF value is $1.140 \leq 2.00$, proves that all absolute fit of index criteria obtain significant results and the research model is acceptable. After the model has been analyzed and constructed to make it a fit model, a structural equation model (SEM) test is performed to analyze the latent construct results.

Table 2 Absolute Fit of Index (2023)

<i>Absolute of Fit Index</i>	<i>Cut of Point</i>	Hasil Analisis
X^2	≥ 0.05	0.220
RMSEA	≤ 0.08	0.032
GFI	≥ 0.95	0.959
TLI	≥ 0.95	0.989
CFI	≥ 0.95	0.993
CMIN/DF	≤ 2.00	1.140

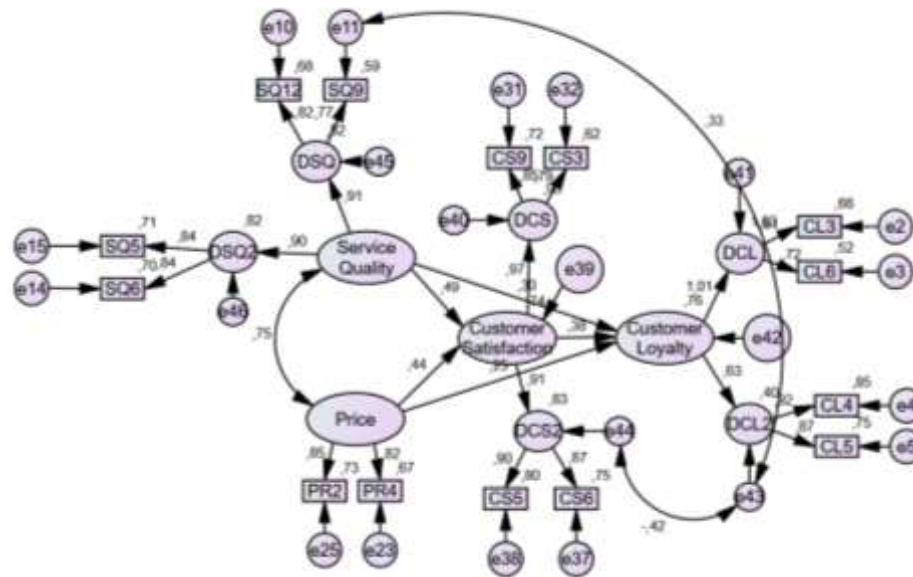


Figure 3 Structural Equation Model

Source: Data processed by Researchers (2023)

SEM results that are already fit are followed by hypothesis testing to prove whether the hypothesis can be accepted or not.

Table 2 Hypothesis Test Results

	Hypothesis		C.R.	P	Result	
H ₁	Service Quality	Customer Satisfaction	4,575	***	Accepted	
H ₂	Price	Customer Satisfaction	4,311	***	Accepted	
H ₃	Customer Satisfaction	Customer Loyalty	2,731	0,006	Accepted	
H ₄	Service Quality	Customer Loyalty	2,363	0,018	Accepted	
H ₅	Price	Customer Loyalty	2,172	0,030	Accepted	
H ₆	Service Quality	Customer Satisfaction	Customer Loyalty	2,341	0,019	Accepted
H ₇	Price	Customer Satisfaction	Customer Loyalty	2,303	0,021	Accepted

Sumber: Data diolah oleh Peneliti (2023)



The results of testing the H1 hypothesis show that the service quality variable has a positive and significant influence on customer satisfaction. The significance value of the SEM calculation produces a C.R. of 4.575, proving that this hypothesis is accepted. The results of this hypothesis are strengthened by research by Kasiria et al. (2017), Joudeh and Dandis (2018), Le et al. (2020), and Ali and Gardi et al. (2021) which states that the service quality variable has a positive and significant effect on customer satisfaction variable.

The results of testing the H2 hypothesis indicate that the price variable has a positive and significant effect on customer satisfaction. The significance value of the SEM calculation produces a C.R. of 4.311, proving that this hypothesis is accepted. The results of this hypothesis are strengthened by the research of Prasilowati et al. (2021), Wantara and Tambrin (2019), Pasharibu et al. (2018), and Subaebasni et al. (2019) which states that the price variable has a positive and significant effect on customer satisfaction.

The results of testing the H3 hypothesis show that the variable customer satisfaction has a significant positive effect on the variable customer loyalty. The significance value of the SEM calculation produces a C.R. of 2.731, proving that this hypothesis is accepted. The results of this hypothesis are in line with the research by Dam and Dam (2021), Wantara and Tambrin (2019), Almohaimmeed (2019), and Hayati et al. (2020) which states that the customer satisfaction variable has a positive and significant effect on the customer loyalty variable.

The results of testing the H4 hypothesis show that the service quality variable has a positive and significant influence on customer loyalty. The significance value of the SEM calculation produces a C.R. of 2.363, proving that this hypothesis is accepted. The results of this hypothesis are strengthened by research by Nguyen et al. (2020), Haghkhah et al. (2020), Aburayya et al. (2020), and Myo et al. (2019) which states that the service quality variable has a positive and significant effect on the customer loyalty variable.

The results of testing the H5 hypothesis show that the price variable has a positive and significant influence on customer loyalty. The significance value of the SEM calculation produces a C.R. of 2.172, proving that this hypothesis is accepted. The results of this hypothesis are strengthened by research by Hikaru et al. (2020), Wantara and Tambrin (2019), Subaebasni et al. (2019), and Othman et al. (2019) which states that the price variable has a positive and significant effect on customer loyalty.

The results of testing the H6 hypothesis indicate that the service quality variable has a significant positive effect on the customer loyalty variable which is mediated by the customer satisfaction variable. The significance value of the SEM calculation produces a C.R. of 2.341, proving that this hypothesis is accepted. The results of this hypothesis are in line with the research of Ati et al. (2020), Lesmana et al. (2021), and Subaebasni et al. (2019) which states that the service quality variable has a positive and significant effect on the customer loyalty variable which is mediated by the customer satisfaction variable.

The results of testing the H7 hypothesis indicate that the price variable has a positive and significant influence on the customer loyalty variable which is mediated by the customer satisfaction variable. The significance value of the SEM calculation produces a C.R. of 2.303, proving that this hypothesis is accepted. The results of this hypothesis are in line with the research of Ahmed et al. (2022), Wantara and Tambrin (2019), and Subaebasni et al. (2019) which states that the price variable has a positive and significant effect on the customer loyalty variable which is mediated by the customer satisfaction variable.

CONCLUSIONS AND SUGGESTIONS

Conclusions



Based on the research results that have been found, it can be proven that service quality, price, and customer satisfaction are able to have a positive and significant impact on customer loyalty both directly and indirectly. State that all the hypotheses that have been put forward in this study can be fully accepted.

Suggestions

Based on the research results, it is proven that service quality, price and customer satisfaction variables have a positive and significant effect on customer loyalty. So it is recommended for further research to use other variables that can be developed in order to produce updated research results. One of the variables that can be changed or added is brand image as research conducted by Dam and Dam (2021) which shows that this variable is capable of producing a significant influence on customer loyalty. The following research was carried out in the Jabodetabek area, it is hoped that for further research it will be able to expand the scope of research and use more diverse reference sources in order to produce good research results with strong reference sources.

BIBLIOGRAPHY

- Aburayya, A., Marzouqi, A. Al, Alawadhi, D., Abdoulid, F., & Taryam, M. (2020). An empirical investigation of the effect of employees' customer orientation on customer loyalty through the mediating role of customer satisfaction and service quality. *Management Science Letters*, 10, 2147–2158.
https://growing-science.com/msl/Vol10/msl_2020_72.pdf
- Ahmed, S., Asheq, A. Al, Ahmed, E., Chowdhury, U. Y., Sufi, T., & Mostofa, M. G. (2022). The intricate relationships of consumers' loyalty and their perceptions of service quality, price and satisfaction in restaurant service. *The TQM Journal*, 22.
https://www.researchgate.net/profile/Ahmed-Asheq-2/publication/359219304_The_intricate_relationships_of_consumers'_loyalty_and_their_perceptions_of_service_quality_price_and_satisfaction_in_restaurant_service/links/6245aa2f57084c718b78f7b0/The-intricate-r
- Ahrholdt, D. C., Gudergan, S. P., & Ringle, C. M. (2019). Enhancing loyalty: When improving consumer satisfaction and delight matters. *Journal of Business Research*, 94, 18–27. file:///C:/Users/DELL/Downloads/1635848389_12048-etarjome English.pdf
- Ali, B. J., Gardi, B., Othman, B. J., Ahmed, S. A., Nechirwan, Ismael, B., Hamza, P. A., Aziz, H. M., Sabir, B. Y., Sorguli, S., & Anwar, G. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management (IJEEM)*, 5(3), 14–28.
https://www.researchgate.net/profile/Bayad-Ali/publication/351780048_Hotel_Service_Quality_The_Impact_of_Service_Quality_on_Customer_Satisfaction_in_Hospitality/links/60a9741592851ca9dcdad96a/Hotel-Service-Quality-The-Impact-of-Service-Quality-on-Customer
- Ali, B. J., Saleh, P. F., Akoi, S., Abdulrahman, A. A., Muhamed, A. S., Anwar, G., & Noori, H. N. (2021). Impact of Service Quality on the Customer Satisfaction: Case study at Online Meeting Platforms. *International Journal of Engineering, Business and Management (IJEEM)*, 5(2), 65–77.
https://aipublications.com/uploads/issue_files/6IJEEM-APR20212-Impact.pdf
- Almohaimmed, B. (2019). Pillars of Customer retention: An Empirical Study on the influence of Customer satisfaction, Customer Loyalty, Customer Profitability on



- Customer Retention. *Serbian Journal of Management*, 14(2), 421–435.
file:///C:/Users/DELL/Downloads/15517-Article Text-118392-2-10-20191204.pdf
- Anderson, A., Maystre, L., Mehrotra, R., Anderson, I., & Lalmas, M. (2020). Algorithmic Effects on the Diversity of Consumption on Spotify. *WWW '20*, 11.
<http://www.cs.toronto.edu/~ashton/pubs/alg-effects-spotify-www2020.pdf>
- Areiza-Padilla, J. A., & Galindo-Becerra, T. (2022). The importance of e-service quality in the livestreaming music concert business. *Cogent Social Sciences*, 8(1), 17.
<https://www.tandfonline.com/doi/pdf/10.1080/23311886.2022.2051791>
- Ashfaq, M., Yun, J., Waheed, A., Khan, M. S., & Farrukh, M. (2019). Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China. *SAGE Open*, 1–14.
<https://journals.sagepub.com/doi/pdf/10.1177/2158244019846212>
- Ati, A., Majid, M. S. A., Azis, N., & Hamid2, A. (2020). Mediating the Effects of Customer Satisfaction and Bank Reputation on the Relationship between Services Quality and Loyalty of Islamic Banking Customers. *Malaysian Journal of Consumer and Family Economics*, 25, 28–61. file:///C:/Users/DELL/OneDrive/Desktop/Work/Judul Baru/Judul Baru.2/H6.2_Mediating the Effects of Customer Satisfaction.pdf
- Barber, J. (2022). *Spotify review: The most popular music service needs to fix some serious issues*. TechHive. <https://www.techhive.com/article/633283/spotify-review.html>
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593.
<https://koreascience.kr/article/JAKO202106438543453.pdf>
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50, 322–332. [https://dspace.adu.ac.ae/bitstream/handle/1/2061/Modelling the relationship.pdf?sequence=1&isAllowed=y](https://dspace.adu.ac.ae/bitstream/handle/1/2061/Modelling%20the%20relationship.pdf?sequence=1&isAllowed=y)
- Elizar, C., Indrawati, R., & Syah, T. Y. R. (2020). Service Quality, Customer Satisfaction, Customer Trust, and Customer Loyalty in Service of Paediatric Polyclinic Over Private H Hospital of East Jakarta, Indonesia. *Journal of Multidisciplinary Academic*, 4(2), 105–111. <https://www.kemalapublisher.com/index.php/JoMA/article/viewFile/442/443>
- Fernandes, T., & Guerra, J. (2019). Drivers and deterrents of music streaming services purchase intention. *Int. J. Electronic Business*, 22. <https://repositorio-aberto.up.pt/bitstream/10216/125212/2/343125.pdf>
- Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *SAGE Open*, 10. <https://journals.sagepub.com/doi/pdf/10.1177/2158244020919517>
- Garrett, U. (2022). *Best music streaming services in 2022*. CNN Underscored. <https://edition.cnn.com/cnn-underscored/reviews/best-music-streaming-service>
- Haghhah, A., Rasoolimanesh, S. M., & Asgari, A. A. (2020). Effects of Customer Value and Service Quality on Customer Loyalty: Mediation Role of Trust and Commitment in Business-to-Business Context. *Management Research and Practice*, 12(1), 27–47.
<https://mrp.ase.ro/no121/f3.pdf>
- Hamdani, N. A., & Permana, I. (2021). Customer Loyalty: A Case Study of Spotify. *Annals of R.S.C.B.*, 25(3), 4591–4598. file:///C:/Users/DELL/Downloads/1964-Article Text-3662-1-10-20210328 (1).pdf
- Hashem, T. N. (2020). Examining the Influence of COVID 19 Pandemic in Changing



- Customers' Orientation towards E-Shopping. *Modern Applied Science*, 14(8), 59–76.
https://www.researchgate.net/profile/Tareq-Hashem/publication/342888188_Examining_the_Influence_of_COVID_19_Pandemic_in_Changing_Customers'_Orientation_towards_E-Shopping/links/5f0c2041a6fdcc4ca4662f12/Examining-the-Influence-of-COVID-19-Pandemic-in-Chang
- Hayati, S., Suroso, A., Suliyanto, & Kaukab, M. E. (2020). Customer satisfaction as a mediation between micro banking image, customer relationship and customer loyalty. *Management Science Letters*, 10, 2561–2570.
https://growing-science.com/msl/Vol10/msl_2020_89.pdf
- Hikaru, D., Purba, J. T., Budiono, S., Rajagukguk, W., & Adirinekso, G. P. (2020). Measurement of Brand Image, Price, Promotion, Ease of Use and Satisfaction to Customer Loyalty of on line Transportation in Urban Area. *IEOM Society International*, 1243–1254. <http://www.ieomsociety.org/brazil2020/papers/556.pdf>
- Husain, T. (2019). An Analysis of Modeling Audit Quality Measurement Based on Decision Support Systems (DSS). *European Journal of Scientific Exploration*, 2(6), 9.
https://www.researchgate.net/profile/T-Husain/publication/341215761_An_Analysis_of_Modeling_Audit_Quality_Measurement_Based_on_Decision_Support_Systems_DSS/links/5eb42b9845851523bd4ad030/An-Analysis-of-Modeling-Audit-Quality-Measurement-Based-on-Decision-
- Iqbal, M. S., Hassan, M. U., & Habibah, U. (2018). Impact of self-service technology (SST) service quality on customer loyalty and behavioral intention: The mediating role of customer satisfaction. *Cogent Business & Management*, 5(1), 23.
<https://www.tandfonline.com/doi/pdf/10.1080/23311975.2018.1423770>
- Jancer, M. (2022). *The Best Music Streaming Services to Get Your Groove On*. Wired.
<https://www.wired.com/gallery/best-music-streaming-apps/>
- Joudeh, J. M. M., & Dandis, A. O. (2018). Service Quality, Customer Satisfaction and Loyalty in an Internet Service Providers. *International Journal of Business and Management*, 13(8), 108–120. https://www.researchgate.net/profile/Jamal-Joudeh/publication/330185292_Service_Quality_Customer_Satisfaction_and_Loyalty_in_an_Internet_Service_Providers/links/5c330dd2a6fdccd6b598902d/Service-Quality-Customer-Satisfaction-and-Loyalty-in-an-Internet-Serv
- Kasiria, L. A., Cheng, K. T. G., Sambasivan, M., & Sidin, S. M. (2017). Integration of standardization and customization: Impact on service quality, customer satisfaction, and loyalty. *Journal of Retailing and Consumer Services*, 35, 91–97.
file:///C:/Users/DELL/OneDrive/Desktop/Work/Judul Baru/H1_Integration of Standardization and Customization.pdf
- Khatib, S. M., Seong, L. C., Chin, W. Si., & Tze, H. K. (2019). Factors of E-service Quality among Malaysian Millennial Streaming Service Users. *Int. Journal of Economics and Management*, 13(1), 63–77. https://www.researchgate.net/profile/Chui-Seong-Lim/publication/334315880_Factors_of_E-service_Quality_among_Malaysian_Millennial_Streaming_Service_Users/links/5d23f39892851cf440727e45/Factors-of-E-service-Quality-among-Malaysian-Millennial-Streaming-Serv
- Le, A. N. H., & Ho, H. X. (2019). The Behavioral Consequences of Regret, Anger, and Frustration in Service Settings. *Journal of Global Marketing*, 1–19. <https://sci-hub.ru/10.1080/08911762.2019.1628330>



- Le, D. N., Nguyen, H. T., & Truong, P. H. (2020). Port logistics service quality and customer satisfaction: Empirical evidence from Vietnam. *The Asian Journal of Shipping and Logistics*, 36, 89–103.
<https://reader.elsevier.com/reader/sd/pii/S2092521219300653?token=7D63181E91DA2D842306DACE80B2719169A3371424467F7F31100C577AFC2242D1CB4310C4F2F9D582095F7028E9D543&originRegion=eu-west-1&originCreation=20221215093801>
- Lesmana, R., Sutarman, A., & Sunardi, N. (2021). Building A Customer Loyalty Through Service Quality Mediated by Customer Satisfaction. *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(3), 38–45. <https://ajhssr.com/wp-content/uploads/2021/03/E21533845.pdf>
- Lie, D., Sudirman, A., Efendi, & Butarbutar, M. (2019). Analysis of Mediation Effect Of Consumer Satisfaction On The Effect Of Service Quality, Price and Consumer Trust On Consumer Loyalty. *International Journal Of Scientific & Technology Research*, 8(8), 421–428.
https://d1wqtxts1xzle7.cloudfront.net/61052754/Jurnal_International_Acai20191028-98696-f4lbhk-libre.pdf?1572327113=&response-content-disposition=inline%3B+filename%3DAnalysis_of_Mediation_Effect_Of_Consumer.pdf&Expires=1681393820&Signature=a4e-keZar5DMUli
- Lubis, A., Dalimunthe, R., Absah, Y., & Fawzee, B. K. (2021). The Effect of Corporate Communication and Service Quality on Customer Loyalty and Satisfaction in Sharia Banking. *Journal of Asian Finance, Economics and Business*, 8(3), 1267–1274.
file:///C:/Users/DELL/OneDrive/Desktop/Work/Judul Baru/Judul Baru.2/H6_The Effect of Corporate Communication and Service Quality on Customer Loyalty and Satisfaction in Sharia Banking.pdf
- Lüders, M. (2021). Ubiquitous tunes, virtuous archiving and catering for algorithms: the tethered affairs of people and music streaming services. *Information, Communication & Society*, 24(15), 2342–2357.
<https://www.tandfonline.com/doi/pdf/10.1080/1369118X.2020.1758742>
- McKerrell, H. (2023). *Best music streaming services 2023: free streams to hi-res audio*. What HiFi. <https://www.whathifi.com/best-buys/streaming/best-music-streaming-services>
- Myo, Y. N., Khalifa, G. S. A., & Aye, T. T. (2019). The Impact of Service Quality on Customer Loyalty of Myanmar Hospitality Industry: The Mediating Role of Customer Satisfaction. *International Journal of Management and Human Science (IJMHS)*, 3(3), 11. file:///C:/Users/DELL/Downloads/805-Article Text-1862-1-10-20190807.pdf
- Nguyen, D. T., Pham, V. T., Tran, D. M., & Pham, D. B. T. (2020). Impact of Service Quality, Customer Satisfaction and Switching Costs on Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 7(8), 395–405.
file:///C:/Users/DELL/OneDrive/Desktop/Work/Judul Baru/H2_Impact of Service Quality, Customer Satisfaction and Switching Costs on Customer Loyalty.pdf
- Nobar, H. B. K., & Rostamzadeh, R. (2018). The Impact of Customer Satisfaction, Customer Experience and Customer Loyalty on Brand Power: Empirical Evidence From Hotel Industry. *Journal of Business Economics and Management*, 19(2), 417–430.
file:///C:/Users/DELL/Downloads/5678-Article Text-12792-2-10-20181010.pdf
- Othman, B. A., Harun, A., Rashid, W. N., Nazeer, S., Abdul, Kassim, W. M., & Kadhim, K. G. (2019). The influences of service marketing mix on customer loyalty towards Umrah travel agents: Evidence from Malaysia. *Management Science Letters*, 9, 865–876.



- http://m.growingscience.com/msl/Vol9/msl_2019_72.pdf
- Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The Service Quality Dimensions that Affect Customer Satisfaction in the Jordanian Banking Sector. *Sustainability*, 11, 24. file:///C:/Users/DELL/Downloads/sustainability-11-01113 (1).pdf
- Pane, M. A., Rini, E. S., & Fawzee, B. K. (2022). The Impact Of Percieved Ease of Use, Brand Awareness And Freemium Business Model on Buying Interest of Spotify Users In Medan City. *International Journal of Economic, Technology and Social Sciences*, 3(1), 15–23.
- Park, M. (2020). Factors Affecting Consumers' Intention to Use Online Music Service and Customer Satisfaction in South Korea. *Degree Project in Information and Communication Technology*, 16. <https://www.diva-portal.org/smash/get/diva2:1471131/FULLTEXT01.pdf>
- Pasharibu, Y., Paramita, E. L., & Febrianto, S. (2018). Price, service quality and trust on online transportation towards customer satisfaction. *Jurnal Ekonomi Dan Bisnis*, 21(2), 240–264. file:///C:/Users/DELL/Downloads/1965-Article Text-6380-2-10-20181217 (1).pdf
- Prasilowati, S. L., Suyanto, S., Safitri, J., & Wardani, M. K. (2021). The Impact of Service Quality on Customer Satisfaction: The Role of Price. *Journal of Asian Finance, Economics and Business*, 18(1), 451–455. <https://koreascience.kr/article/JAKO202100569418315.pdf>
- Pratiwi, H., Rosmawati, P., & Usman, O. (2019). *Effect of Price, Promotion, Brand Trust, and Customer Satisfaction on Customer Loyalty in Packaging Products Mineral Water Aqua*. 14. <https://deliverypdf.ssrn.com/delivery.php?ID=217116104122089026064127124101070103121046070053091056099116020109091025113116025081057056103059050003021087122023004118088090000085032086058069011114120079007108106025080050118122127101092082099108004022031020>
- Ramya, M. N., Kowsalya, A., & Dharanipriya, K. (2019). Service Quality and Its Dimensions. *EPRA International Journal of Research and Development (IJRD)*, 4(2), 38–41. https://www.researchgate.net/profile/Ramya-N/publication/333058377_SERVICE_QUALITY_AND_ITS_DIMENSIONS/links/5cd9afb2a6fdccc9ddaa6156/SERVICE-QUALITY-AND-ITS-DIMENSIONS.pdf
- Spotify. (2022). *Spotify Shares Our Vision To Become the World's Creator Platform*. Newsroom Spotify. <https://newsroom.spotify.com/2022-06-08/spotify-shares-our-vision-to-become-the-worlds-creator-platform/>
- Subaebasni, S., Risnawaty, H., & Wicaksono, A. R. A. (2019). Effect of Brand Image, the Quality and Price on Customer Satisfaction and Implications for Customer Loyalty PT Strait Liner Express in Jakarta. *International Review of Management and Marketing*, 9(1), 90–97. file:///C:/Users/DELL/Downloads/out.pdf
- Sudaria, S. A., Tarofder, A. K., Khatibi, A., & Tham, J. (2019). Retracted: Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. *Management Science Letters*, 9, 1385–1396. http://m.growingscience.com/msl/Vol9/msl_2019_125.pdf
- Sulaiman, Y. Y., & Tjhin, V. U. (2023). Continuance Intention to Subscribe to a Video on-Demand Service: a Study of Netflix Users in Indonesia. *Journal of Theoretical and Applied Information Technology*, 101(5), 1819–1844. <http://www.jatit.org/volumes/Vol101No5/18Vol101No5.pdf>



- Thompson, C. (2018). *The Case for the Six-Point Likert Scale*. Quantum Workplace.
<https://www.quantumworkplace.com/future-of-work/the-case-for-the-six-point-likert-scale>
- Vahid. (2022). *Spotify Premium Price by Country 2023*. Howtospotify.
<https://howtospotify.com/spotify-premium-price/#Spotify-PreMIUm-Individual-Price->
- Wantara, P., & Tambrin, M. (2019). The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik. *International Tourism and Hospitality Journal*, 2(1), 9. <https://rpajournals.com/wp-content/uploads/2019/02/ITHJ-2019-01-14.pdf>
- Yaqub, R. M. S., Halim, F., & Shehzad, A. (2019). Effect of service quality, price fairness, justice with service recovery and relational bonds on customer loyalty: Mediating role of customer satisfaction. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 13(1), 62–94. <https://www.econstor.eu/bitstream/10419/196187/1/4328.pdf>
- Yudha, K. S. A., & Tricahyono, D. (2021). Pengaruh Harga dan Citra Merek Terhadap Minat Berlangganan Spotify Premium Pada Mahasiswa di Indonesia. *E-Proceeding of Management*, 8(4), 3218–3227. <file:///C:/Users/DELL/Downloads/15311-30058-1-SM.pdf>
- Zhao, M., Gao, Y., Liu, Q., & Sun, W. (2022). The Impact of Foreign Direct Investment on Urban Green Total Factor Productivity and the Mechanism Test. *International Journal of Environmental Research and Public Health*, 19, 20.
<file:///C:/Users/DELL/Downloads/ijerph-19-12183.pdf>
- Zielke, S. (2018). Effects of Price image dimensions on consumer buy intention. *European Journal of Marketing*, 44(6), 748–770. <https://parsmodir.com/wp-content/uploads/2019/03/price-image.pdf>