

# The Effect of Perceived Value and Customer Experience on Repurchase Intention of Premium Spotify Mediated by Satisfaction

M. Dholfi Syafrudin <sup>\*1</sup> Fitria Ridhaningsih <sup>2</sup>

<sup>\*1</sup> Universitas Negeri Padang, Padang, Sumatera Barat, Indonesia

<sup>2</sup> Universitas Negeri Padang, Padang, Sumatera Barat, Indonesia

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### Email Correspondence:

[fitria90@fe.unp.ac.id](mailto:fitria90@fe.unp.ac.id)

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## ABSTRACT

This study aims to analyze the influence of Perceived Value and Customer Experience on Repurchase Intention in Spotify Premium services mediated by Satisfaction. The background of this study is based on the low percentage of Spotify users in Indonesia who subscribe to premium packages, despite the number of users globally continuing to increase. The study employs a quantitative method with a survey approach, involving 150 respondents aged 17–40 years who are Spotify Premium users in the city of Padang, selected through purposive sampling. The research instrument consists of a questionnaire using a Likert scale, and data analysis is conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results of the study indicate that Perceived Value and Customer Experience have a positive and significant effect on Satisfaction and Repurchase Intention. Satisfaction also has a positive and significant effect on Repurchase Intention, and significantly mediates the relationship between Perceived Value and Customer Experience on Repurchase Intention. These findings suggest that increasing perceived value and enhancing the positive user experience will enhance satisfaction, ultimately driving the intention to repurchase Spotify Premium. These findings have implications for Spotify Premium management, enabling the improvement of customer experience strategies and perceived value, which in turn drives satisfaction and increases repurchase intent. Additionally, the results of this study can serve as a reference for other digital service providers in designing features and services that prioritize user satisfaction.

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## INTRODUCTION

The development of digital technology has brought about significant changes to the global music industry. In this era of technological advancement, the behavior and strategies of creators across various industries, including the music industry, have undergone significant changes. With the development of innovation, the music industry has undergone a transformation, where physical products such as vinyl records, CDs, and cassette tapes have given way to online digital works. Music playlists previously downloaded from the internet have now transitioned to digital music streaming services. Although Spotify Premium has millions of subscribers globally, the percentage of premium users in Indonesia remains low, even less than 1% of the total user base. This phenomenon suggests that not all users are interested in subscribing, which may be due to a low perceived value, an unsatisfactory user experience, or suboptimal satisfaction levels. However, previous literature indicates that perceived value, customer experience, and satisfaction play a crucial role in driving repurchase intention.

Subscribing to Spotify (Spotify Premium) is a form of online shopping that anyone can do, where the product offered is an additional service (added value) that enhances the core Spotify product. This activity emerged because of users' interest in enhancing their experience of listening to music and podcasts (Gitas & Pradana, 2024). In addition to perceived value, repurchase intention is also influenced by the customer's overall experience. Customer experience reflects consumers' overall impressions and feelings after interacting with a product or service, and plays an important role in encouraging repeat purchases,

even in competitive market conditions (Jumawar & Nurmartian, 2022). According to the research by Hasniati & Indriasar (2021), customer experience plays a significant role in determining repurchase intention. Additionally, satisfaction is also an important variable that strengthens this relationship. Satisfaction reflects the extent to which consumers' expectations are met or exceeded by the service provided (Kotler, 2016), while perceived value represents consumers' assessment of the benefits received compared to the costs incurred (Zeithaml, 2020).

In this context, Spotify Premium, as one of the leading music streaming services in Indonesia, is a relevant object of study. Spotify is a Swedish company founded in 2006 by Daniel Ek and Martin Lorentzon, and has been operating in Indonesia since 2016. Although Spotify Premium offers various advantages such as ad-free listening, higher audio quality, offline playback, and unlimited skip features, the subscription rate in Indonesia remains relatively low. According to data reported by Media Indonesia, fewer than 1% of Spotify users in Indonesia subscribe to the premium package, which is significantly lower than the total number of free users. This indicates that offering advanced features alone is insufficient to drive repurchase intention if the perceived value and customer experience are not optimal. Based on user reviews on the Google Play Store, many consumers have expressed dissatisfaction with Spotify Premium, particularly regarding application bugs, malfunctioning features such as the skip button, payment system issues, and declining audio quality. These negative reviews reflect the low quality of the perceived value and customer experience received by consumers, which ultimately impacts the low repurchase intention toward Spotify Premium.

Given these challenges, increasing repurchase intention in Indonesia's competitive music streaming market has become a critical concern, especially for premium-based services like Spotify. These conditions highlight the significance of perceived value and customer experience in influencing repurchase intention, particularly in digital service sectors where user interaction is continuous and highly experiential. Given this background, the present study aims to investigate the impact of perceived value and customer experience on repurchase intention, with satisfaction serving as a mediating variable. The novelty of this research lies in its integrated mediation model that analyzes both key antecedents within a single framework. Unlike previous studies, such as Nofiyanti & Wiwoho (2020), which focused on perceived value and satisfaction, or Rafida (2023), which examined customer experience and repurchase intention, this study offers a more holistic perspective by applying the model to a relatively underexplored setting, namely Spotify Premium users in Indonesia.

This study focuses on Spotify Premium services in Padang City, examining satisfaction as a mediating variable between Perceived Value and customer experience, and its impact on repurchase intention. Unlike previous studies, which typically only test the direct influence between these variables or are conducted in the e-commerce sector and other digital services, this study combines both independent variables and the mediation of Satisfaction in the context of music streaming services. This offers a new and relevant perspective for the digital entertainment industry, particularly in local markets where user characteristics differ from those in other regions.

#### Development of Research Hypotheses

Previous studies have consistently highlighted a strong and positive link between brand experience and brand satisfaction. According to Owen Benata (2023), on Mie Gacoan Surabaya customers. The results of this study indicate that customer perceived value influences repurchase intention. Through various values or benefits received, customers feel it is worthwhile, thereby increasing consumer interest in repurchase intention. This research aligns with previous studies conducted by Tarmidi (2022), which found that perceived value has a positive and significant effect on the repurchase intention of Spotify users in Bandung City.

***H1: Perceived Value has a significant effect on Repurchase Intention***

According to research by Hasniati & Indriasar (2021), repurchase intention is positively and significantly influenced by customer experience. This shows that customers are more likely to repurchase a product if they have a positive experience. Customer experience and repurchase intention are positively and significantly correlated, according to Putri's (2023) research on Spotify Premium users among Generation Z in Bandung City. The hypothesis regarding the influence of customer experience on repurchase intention is positive and significant. Thus, a good customer experience directly increases the intention of Generation Z customers in Bandung City to repurchase Spotify Premium services.

***H2: Customer experience has a significant influence on repurchase intention.***

Fadilah (2025). This study found that consumer satisfaction has a positive and significant effect on repurchase intention for Spotify Premium music streaming products. This means that when consumers are satisfied with the product, it increases their interest in repurchasing Spotify Premium music streaming products. Azizah (2024) found that among Disney+ Hotstar users in Jakarta, the hypothesis regarding the influence of e-satisfaction on repurchase intention is positively and significantly influential. Thus, the electronic satisfaction (e-satisfaction) experienced by Disney+ Hotstar users in Jakarta directly increases their intention to repurchase the service.

***H3: Satisfaction has a significant effect on repurchase intention***

Several previous studies have demonstrated that perceived value has a direct and significant impact on satisfaction. Pratiwi (2021) found that on the Joox and Spotify applications, the higher the perceived value of music streaming services by users, the higher their level of satisfaction. This perceived value can encompass dimensions such as the price perceived as commensurate with the benefits of the service, the quality of service features (e.g., ease of use, audio quality), as well as the emotional and social value gained from using the app, including access to exclusive playlists or music-related social interactions. In line with the research conducted by Mahardika (2019), which examined JOOX VIP users in Indonesia, the results indicate that the perceived value variable has a positive and significant influence on customer satisfaction with the use of the JOOX VIP streaming service. This study explains that when users perceive the value of using the JOOX VIP music streaming app in terms of the benefits they obtain, they will experience satisfaction in using the app because they appreciate the benefits of every feature available.

***H4: Perceived value has a significant effect on satisfaction***

According to Hasniati et al. (2021), consumer experience during the purchase process has a positive influence on the level of satisfaction felt. The more experienced consumers are, the broader their understanding of product and service quality. In line with the research conducted by Putri (2019), the user experience variable has a significant influence on the satisfaction variable. The results indicate that the experience gained while using the JOOX app meets consumer expectations, thereby satisfying them in their use of the JOOX app. The user experience gained while using the JOOX app has met consumer expectations, thereby satisfying them.

***H5: Customer experience has a significant effect on satisfaction***

Findings from Shalbrenda's (2024) research suggest that the perceived social value experienced by consumers has a positive impact on the repurchase intention of Generation Z Spotify users in Jakarta, mediated by customer satisfaction. This differs from the study conducted by Khoirunnisa (2024).

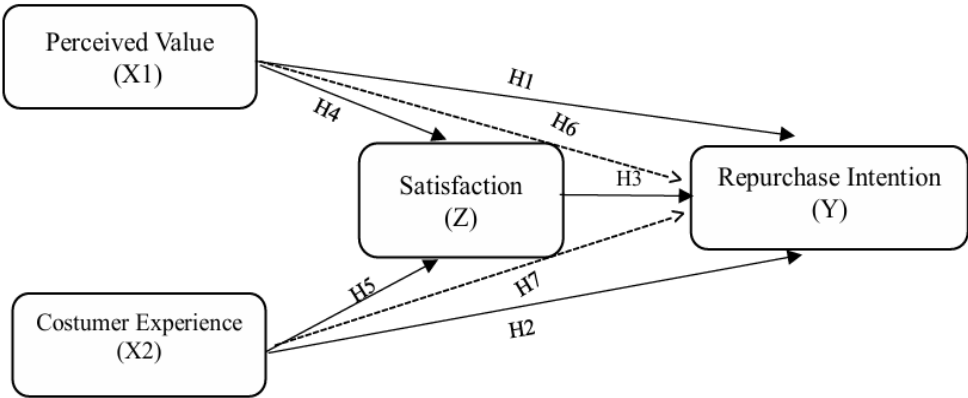
Customer Satisfaction Mediates the Influence of Perceived Value on Repurchase Intention for iPhones Among Generation Z in Kudus District. The hypothesis that the influence of perceived value on repurchase intention, mediated by customer satisfaction, is significant and positive.

**H6:** *Satisfaction mediates the relationship between perceived value and repurchase intention.*

Research by Risma (2024) suggests that customer satisfaction can mediate the relationship between customer experience and online repurchase intention for Netflix streaming services in Padang City, positively and significantly influencing it. Netflix can provide high-quality video streaming services, thereby fulfilling the expectations and desires of service users and fostering customer satisfaction. This sense of satisfaction has created a positive impression among consumers regarding Netflix services, encouraging them to remain committed to continuing their subscriptions and enjoying Netflix streaming services more regularly in the future. However, this result differs from the research conducted by Venessya (2023) on the influence of Customer Experience on Repurchase Intention through Satisfaction. It states that customer experience has a positive influence on the intention to repurchase, but only through customer satisfaction.

**H7:** *Satisfaction mediates the relationship between customer experience and repurchase intention*

As presented in the hypotheses above, perceived value and customer experience play a crucial role in influencing repurchase intention, either directly or indirectly through the mediating variable of satisfaction. The interconnectedness of these variables highlights that repurchase intention is developed through a sequence of related factors, including consumers’ perceived value, their overall experience with the service, and the satisfaction derived from it. To provide a more precise representation of these relationships, Figure 1 illustrates the conceptual framework that serves as the foundation for the subsequent empirical analysis.



**Figure 1. Conceptual Framework**

**RESEARCH METHOD**

This study employs a quantitative survey design using a structured questionnaire as the primary data collection instrument. The research targets individuals who subscribe to Spotify Premium within the city of Padang. The sampling method used is purposive sampling, a non-probability technique that involves selecting respondents based on specific criteria relevant to the study, specifically users aged 17–40 years residing in Padang. The questionnaire was distributed online via Google Forms and successfully obtained 150 valid responses.

The data collected included demographic information such as gender, age, employment status, and income level. Participants responded using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), following the scale recommended by Sugiyono (2019) as cited in the present study. This questionnaire was developed based on validated measurement instruments from relevant and adapted studies. Table 1 shows the variables used in this study, measurement indicators, and sources of citation.

**Table 1. Measurement Variables, Indicators, and Sources**

Variable		Indicator	Source
Perceived Value (X1)		▪ Spotify promises to provide good service quality when using premium features.	(Brama Kumbara, 2021)
		▪ I feel happy when using Spotify's premium features	
		▪ Using Spotify's premium features helps improve my social image.	
Customer Experience (X2)		▪ I feel that the clearer audio feature on Spotify Premium is good for my sense of hearing.	(Jumawar & Nurmantian, 2022)
		▪ I feel that this premium feature of Spotify can put me in a certain mood.	
		▪ My experience using Spotify Premium made me think about how music can affect my productivity.	
Satisfaction (Z)		▪ I am delighted with the features provided by Spotify Premium.	(Sianipar, 2019)
		▪ I am willing to recommend Spotify's premium features to friends and others.	
		▪ I am pleased with Spotify's premium features and will continue to use their services.	
Repurchase Intention (Y)		▪ I will purchase Spotify's premium feature again in the future.	(Ferdinand on Arini Nur, 2020)
		▪ I would recommend Spotify's premium features to people around me.	
		▪ I prefer streaming on Spotify Premium over other streaming apps.	

Data analysis in this study was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.1.1.4. The analytical process began with the evaluation of the measurement model (outer model) to ensure that all constructs met the requirements of convergent validity, discriminant validity, and reliability. Indicators were considered valid if their outer loading exceeded 0.70, Composite Reliability (CR) was greater than 0.70, and Cronbach's Alpha was above 0.60, by the criteria used in this study.

Once the measurement model was validated, the structural model was assessed to examine the relationships among latent variables and test all proposed hypotheses. This included evaluating the coefficient of determination ( $R^2$ ) to determine the explanatory power of the independent variables. Hypotheses were considered statistically supported if the t-statistic exceeded 1.96 and the p-value was less than 0.05.

## RESULTS AND DISCUSSION

### Results

This section presents an analysis of the collected data, beginning with a summary of participant demographics and proceeding to the evaluation of the research model and hypotheses. Describing the respondents' profiles provides a clearer picture of their background, which includes aspects such as gender, age, educational attainment, and employment status. This demographic insight is crucial for situating the research findings within a more meaningful and contextual framework. In terms of gender distribution, most of the participants in this study were female, totaling 81 individuals (53.9%), while males made up 69 respondents (46.1%). Based on age classification, the majority fell within the 17–22 year range, accounting for 73 respondents (48.1%). This was followed by participants aged 23–28 years (44 individuals or 29.2%), 29–34 years (20 individuals or 13.6%), and those above 35–40 years (13 individuals or 9.1%). Regarding their occupation, the largest segment was comprised of students (71 respondents, 46.8%). Other categories included private employees (22 people or 14.9%), entrepreneurs

(17 individuals or 11.7%), freelancers (17 individuals or 11.7%), not yet working (15 individuals or 9.7%), and civil servants (8 individuals or 5.2%). When viewed from the perspective of monthly income, most respondents earned between < Rp1,000,000 per month (75 people or 49.4%). This was followed by those with an income of Rp1,000,000–Rp2,999,999 (35 people, or 23.4%), those in the range of Rp3,000,001–Rp4,999,999 (23 people, or 15.7%), and respondents whose income exceeded Rp5,000,000 (17 individuals, or 11.5%).

**Table 2. Respondent characteristics**

Characteristics		Frequency	Percentage
Gender	Male	69	46,1%
	Female	81	53,9%
	Total	150	100%
Age	17-22	73	48,1%
	23-28	44	29,2%
	29-34	20	13,6%
	35-40	13	9,1%
	Total	150	100%
Occupation	Student	71	46,8%
	Civil servant	8	5,2%
	Private employee	22	14,9%
	Entrepreneur	17	11,7%
	Freelancer	17	11,7%
	Not yet working	15	9,7%
	Total	150	100%
Monthly income	< Rp1.000.000	75	49,4%
	Rp1.000.000 – Rp2.999.999	35	23,4%
	Rp3.000.000 – Rp4.999.999	23	15,7%
	> Rp5.000.000	17	11,5%
	Total	150	100%

*Source: Primary Data 2025*

Convergent validity is evaluated by analyzing the outer loading scores, which indicate the strength of correlation between each indicator and its respective latent variable. If the outer loading value exceeds 0.7, it is generally accepted as evidence that the indicator meets the requirements for construct validity.

**Table 3. Outer Loading**

Variable	Indicator	Outer Loading (>0,7)
Perceived Value (X1)	X1_PV_1	0,789
	X1_PV_2	0,940
	X1_PV_3	0,923
Customer Experience (X2)	X2_CE_1	0,788
	X2_CE_2	0,814
	X2_CE_3	0,844
Satisfaction (Z)	Z_SA_1	0,811
	Z_SA_2	0,878
	Z_SA_3	0,710
Repurchase Intention (Y)	Y_RI_1	0,923
	Y_RI_2	0,788
	Y_RI_3	0,916

*Source: Primary data, processed using SMART PLS v.4.1.1.4*

The analysis reveals that all indicators exhibit outer loading values exceeding 0.7, which supports their validity within each corresponding construct. To evaluate the reliability and validity of each construct in the model, relevant statistical tests were performed. Where a value higher than 0.5 suggests that the indicators sufficiently reflect the associated construct. For construct reliability, it is deemed acceptable when the Composite Reliability (CR) is above 0.7 and Cronbach's Alpha surpasses 0.6, indicating strong internal consistency among items measuring the same underlying factor.

**Table 4. Construct Validity and Reliability**

Variable	Cronbach's alpha	Composite reliability
Perceived Value (X1)	0,861	0,859
Customer Experience (X2)	0,751	0,768
Satisfaction (Z)	0,726	0,776
Repurchase Intention (Y)	0,849	0,848

*Source: Primary data, processed using SMART PLS v.4.1.1.4*

All measured constructs yielded Cronbach's Alpha values exceeding 0.6 and Composite Reliability scores surpassing 0.7, suggesting strong internal consistency within the measurement model. This indicates that the indicators reliably represent the intended constructs.

#### Structural Model

The structural model was analyzed to assess the strength of the relationships among latent constructs, grounded in theoretical foundations. This analysis utilized the  $R^2$  coefficient to assess the extent to which the independent variables account for variance in the dependent variables. The interpretation of  $R^2$  values follows three benchmarks: high (0.67), medium (0.33), and low (0.19), which help assess the model's explanatory strength and its practical predictive utility.

**Table 5. R-Square**

	R-Square	R-Square Adjusted
Repurchase Intention	0,346	0,332
Satisfaction	0,781	0,778

*Source: Primary data, using SMART PLS v.4.1.1.4*

Referring to the outcomes presented in Table 5, the constructs of Repurchase Intention and Satisfaction demonstrate moderate to high R-Square ( $R^2$ ) values. Specifically, the  $R^2$  value for Repurchase Intention is 0.346, indicating that 34.6% of the variance in Repurchase Intention can be explained by the variables in the model, which falls into the moderate category. Meanwhile, the  $R^2$  value for Satisfaction is 0.781, indicating that its predictor variables can explain 78.1% of the variance in Satisfaction.

#### Hypothesis Testing

This study's hypothesis testing seeks to assess whether the proposed relationships between variables are statistically significant. The analysis was performed using the bootstrapping method in SmartPLS version 4.1.1.4. A hypothesis is deemed supported when the results meet certain thresholds: a T-statistic above 1.96 and a P-value below 0.05.

**Table 6. Direct Effect**

	Original Sample (O)	t-statistic	P Values	Description
Customer Experience → Repurchase Intention	0,642	3,738	0,000	Accepted
Customer Experience → Satisfaction	1,261	11,148	0,000	Accepted
Perceived Value → Repurchase Intention	-0,079	0,516	0,606	Rejected
Perceived Value → Satisfaction	-0,443	3,866	0,000	Accepted
Satisfaction → Repurchase Intention	0,287	2,214	0,027	Accepted

*Source: Primary data, using SMART PLS v.4.1.1.4*

Based on Table 6, the hypothesis testing results indicate that most relationships among the variables in this study have t-statistics greater than 1.96 and p-values below 0.05, indicating statistical significance and acceptance of the hypotheses. Specifically, the t-statistics for each hypothesis are as follows: Customer Experience to Repurchase Intention = 3.738, Customer Experience to Satisfaction = 11.148, Perceived Value to Satisfaction = 3.866, and Satisfaction to Repurchase Intention = 2.214. These

results confirm that Customer Experience has a significant positive effect on both Repurchase Intention and satisfaction. Perceived Value significantly influences Satisfaction, and satisfaction has a significant effect on repurchase intention. However, one hypothesis—Perceived Value to Repurchase Intention—has a t-statistic of 0.516 and a p-value of 0.606, which is greater than the 0.05 threshold. Therefore, this hypothesis is rejected. In summary, out of the five tested hypotheses, four are supported, while one is not.

**Table 7. Indirect Effect**

	Original Sample (O)	t-statistic	P Values	Description
Customer Experience → Satisfaction → Repurchase Intention	0,362	2,190	0,029	Accepted
Perceived Value → Satisfaction → Repurchase Intention	-0,127	1,936	0,053	Rejected

*Source: Primary data, using SMART PLS v.4.1.1.4*

Based on Table 7, the results of the mediation hypothesis testing show that one out of the two indirect paths has a t-statistic greater than 1.96 and a p-value less than 0.05, indicating statistical significance. Specifically, the indirect effect of Customer Experience on Repurchase Intention through Satisfaction has a t-statistic of 2.190 ( $p = 0.029$ ); therefore, this mediating relationship is accepted. However, the indirect effect of Perceived Value on Repurchase Intention through Satisfaction has a t-statistic of 1.936 and a p-value of 0.053, indicating that this mediating relationship is not statistically significant and is therefore rejected. In summary, Satisfaction significantly mediates the relationship between Customer Experience and Repurchase Intention, while it does not mediate the relationship between Perceived Value and Repurchase Intention.

## Discussion

The results of the study show that the Perceived Value variable does not have a positive and significant effect on Repurchase Intention, as indicated by the hypothesis test results with a coefficient value of -0.079, a T-Statistic of 0.516, and a P-Value of 0.606 (significant at  $\alpha = 5\%$  because  $P < 0.05$ ). Thus, it can be concluded that the features provided by Premium Spotify have not made a significant contribution to increasing consumer repurchase interest. Hypothesis 1 is rejected.

The results of the study indicate that the Customer Experience variable has a positive and significant effect on Repurchase Intention, as shown by the hypothesis test results with a coefficient value of 0.642, a T-statistic of 3.738, and a P-Value of 0.000 (significant at  $\alpha = 5\%$ , as  $p < 0.05$ ). This indicates that the influence of Customer Experience on Repurchase Intention is substantial and statistically reliable. Hypothesis 2 is accepted.

The results of the study indicate that the Satisfaction variable has a positive and significant effect on Repurchase Intention, as shown by the hypothesis test results with a coefficient value of 0.287, a T-statistic of 2.214, and a P-Value of 0.027 (significant at  $\alpha = 5\%$ , as  $p < 0.05$ ). This indicates that the influence of satisfaction on Repurchase Intention is substantial and statistically reliable. Hypothesis 3 is accepted.

The results of the study indicate that the Perceived Value variable has a positive and significant effect on Satisfaction, as shown by the hypothesis test results with a coefficient value of -0.443, a T-statistic of 3.866, and a P-Value of 0.000 (significant at  $\alpha = 5\%$ , as  $p < 0.05$ ). This indicates that the influence of Perceived Value on Satisfaction is substantial and statistically reliable. Hypothesis 4 is accepted.

The results of the study indicate that the Customer Experience variable has a positive and significant effect on Satisfaction, as shown by the hypothesis test results with a coefficient value of 1.261, a T-statistic of 11.148, and a P-Value of 0.000 (significant at  $\alpha = 5\%$ , as  $p < 0.05$ ). This indicates that the



influence of Customer Experience on Satisfaction is substantial and statistically reliable. Hypothesis 5 is accepted.

The results of the study indicate that the indirect effect of the Perceived Value variable on Customer Repurchase Intention, mediated by Consumer Satisfaction, does not reach statistical significance. This is indicated by a coefficient value of -0.127, a T-statistic of 1.936, and a p-value of 0.053. Since the p-value exceeds 0.05 and the T-statistic is below 1.96, it can be concluded that Perceived Value does not have a significant effect on Repurchase Intention through Satisfaction. Hypothesis 6 is rejected.

The results of the study show that the indirect effect of Customer Experience on Repurchase Intention through Satisfaction is positive and significant. This is indicated by the original sample value of 0.362, the t-statistic of 2.190, and the p-value of 0.029. Since the t-statistic value exceeds 1.96 and the p-value is below 0.05, it can be concluded that satisfaction significantly mediates the relationship between customer experience and repurchase intention. Hypothesis 7 is accepted.

## CONCLUSION

The findings of this study indicate that perceived value and consumer experience play a crucial role in strengthening repurchase intention through the satisfaction generated, not only through direct influence but also indirectly by increasing customer satisfaction. Positive experiences with features and value drive satisfaction, which in turn leads to consumers' intention to repurchase. However, this study also reveals that value toward features does not significantly influence repurchase intention, either directly or as an intermediary variable. This suggests that the value provided or commitment alone may not guarantee repurchase intention unless supported by customer satisfaction and experience. This study has practical implications for Spotify management in Indonesia, suggesting that prioritizing customer experience and satisfaction over solely increasing the perceived value of offered features is essential. Marketing strategies should be directed toward creating a more immersive, responsive, and technically seamless user experience, thereby building a lasting positive impression. For future research, it is recommended to involve respondents from various regions with a larger sample size, as well as add other variables that may be more relevant to the subject of Spotify Premium.

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