

The Influence of Service Quality, Price, and Promotion on Customer Satisfaction and Loyalty for Spotify Premium

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ABSTRACT

The purpose of this research is to analyze the effect analysis of service quality, price, and promotions on customer satisfaction and loyalty on Spotify premium users. The analysis used was the AMOS application program version 26.0. This research was conducted in the city of Yogyakarta. This research is a causality study with variables including service quality, price, and promotions and dependent variables including customer satisfaction and loyalty. The population used is all Spotify premium users in Indonesia. The sampling technique used nonprobability sampling, namely purposive sampling. The number of samples used was 235 respondents and analyzed using the SEM approach. The results of data analysis show that service quality and price have a positive and significant effect on customer satisfaction. Price and satisfaction have a positive and significant effect on customer loyalty. Service quality has a positive and significant effect on customer satisfaction and service quality has a positive and significant effect on customer loyalty.

INTRODUCTION

The advancement of technology from year to year will continue to increase and evolve, thereby driving the creation of the digital era we are experiencing today. In this digitally driven age, it is much easier to access information, entertainment, communication, fulfill daily needs, and more, thanks to technological progress. The rapid development of technology, particularly in the field of technology and information, has had a significant impact on various aspects of life, including how people listen to music. In this all-digital era, the way younger generations listen to music has transformed. Most young people have shifted to online music streaming applications on their digital devices. According to research conducted by the Association of Internet Service Providers in Indonesia (APJII), 46.9 million people in Indonesia, which accounts for 35.5% of the internet user population, already listen to music online (APJII 2023). One of the popular music streaming applications widely used by the younger generation is Spotify.

Spotify is one of the platforms used for online music streaming. Spotify, originating from Sweden, was founded in 2006 and entered the Indonesian market in 2016. It operates as a digital copyright source for uploaded music, ensuring that the songs provided are official, and users have access to a vast collection. Spotify allows users to listen to music from a wide range of music genres and artists, both local and international. Spotify offers two different subscription models: a free (freemium) version and a paid (premium) version. Spotify Premium features enable users to download music for offline listening without using data, remove ads, and enhance audio quality. These features are not available in the free (freemium) version of Spotify. Hawkins and Mothersbaugh (2010) argue that marketers often find it more profitable to retain existing subscribers rather than acquiring new ones. This concept is relevant to Spotify members as customers. By retaining long-standing Spotify customers, it demonstrates that these customers are satisfied with the quality of Spotify's service, leading to natural loyalty.

According to empirical data, Wu (2013) claims that service quality has a significant and direct impact on customer satisfaction. This is in addition to the fact that both company image and customer satisfaction can directly influence consumer behavioral intentions. Empirically, Albuquerque et al. (2021) state that service quality positively influences customer loyalty. Furthermore, research by Lee S. Y. (2017) on the relationship between service quality and customer loyalty demonstrates a significant positive relationship between service quality and customer loyalty. The results of Martin-Consuegra et al.'s (2007) research provide empirical support showing that price fairness perceptions affect customer loyalty. Asadi et al. (2014) show that price fairness perceptions have a significant impact on customer loyalty. In addition, research conducted by Kaura et al. (2015) on service quality, service convenience, price, fairness, customer loyalty, and the mediating role of customer satisfaction has results showing that service quality dimensions, price and fairness perceptions, and service convenience have a positive impact on customer satisfaction and customer loyalty. In contrast to other studies, the research conducted by Ahmed et al. (2021) regarding the relationship between customer loyalty and their perceptions of service quality, price, and satisfaction in restaurant services, if related to the topic I am discussing, shows that service quality and price have a direct and significant impact on customer satisfaction. Additionally, service quality and price have a significant indirect effect on customer loyalty through the mediating effect of customer satisfaction. The inconclusive results in previous studies regarding the relationships between service quality and loyalty, price and loyalty, and promotion and loyalty in various object contexts certainly raise research gaps or issues. Therefore, based on this, this thesis attempts to re-examine the relationships between these variables, but in the context of Spotify.

Customer satisfaction and loyalty are closely interrelated (Cheng et al., 2018), as loyalty is the result of customer satisfaction (Hult et al., 2018). Loyalty will develop when customers are happy with the products they purchase, meaning that loyalty is a characteristic of customers who continue to stay even after their desires, in this case, customer happiness, are met (Morisada et al., 2019). Customer loyalty is defined as: "The relationship between a company and its customers in which satisfaction is created, providing a solid foundation for repeat purchases" by Tamher et al. (2019). A study by Shandi Purwoko, Arif Haryana, and Mariati Tamba (2020) successfully demonstrated that customer satisfaction has a positive impact on loyalty. These findings support the findings of research by Cut Shafira Rizkya (2016). Based on this explanation, a hypothesis can be drawn:

H1: Satisfaction has a positive influence on loyalty.

Service is any action or benefit that one party may offer to another, according to Woen & Santoso (2021). In essence, services offer convenience, care, improvement, and various other features. Customers will benefit from a company's ability to meet their requirements and desires in the form of satisfaction and loyalty. As shown by Albari, Atika Kartikasari (2019), and Sunghyup Sean Hyun (2010), many researchers have successfully demonstrated the beneficial impact of service quality on customer satisfaction. Therefore, every business should enhance the quality of its services to remain competitive and sustainable. It is also stated that providing higher quality services can enhance client loyalty and happiness. Based on this explanation, a hypothesis can be drawn:

H2: Service quality has a positive influence on customer satisfaction.

According to Hasan et al. (2013), service quality can positively influence loyalty and satisfaction. Furthermore, Sofyan et al. (2013) successfully demonstrated how good customer service affects consumer loyalty. These researchers support what Bei and Chiao (2001; 2006) have stated. Based on this explanation, a hypothesis can be drawn:

H3: Service quality has a positive influence on consumer loyalty.

According to Shandi Purwoko, Arif Haryana, and Mariati Tamba (2020), a product price that is too high will affect consumer dissatisfaction, while a low price will influence customer satisfaction. Albari, Atika Kartikasari (2019), and Cut Shafira Rizkya (2016) have successfully demonstrated the relationship between fair pricing and customer satisfaction. Sunghyup Sean Hyun (2010), who emphasizes that the pricing strategy of a product will have a positive impact on customer satisfaction, supports this research. Based on this explanation, a hypothesis can be drawn:

H4: Price has a positive influence on customer satisfaction.

The establishment of fair pricing has a direct and beneficial impact on customer loyalty, as demonstrated by Hassan et al. (2013) and Mart'n-Consuegra et al. (2007). These empirical results also support the findings of Bei & Chiao (2001; 2006), which show that fair pricing has a favorable impact on customer loyalty, both directly and through satisfaction as a mediating variable. According to Harald (2017), customers will be loyal if a company charges a price for a product that aligns with the value advantage provided to the customers. This perspective illustrates the theoretical relationship between pricing strategies and customer loyalty. Prasad et al. (2015) conducted a similar study, and their findings show that pricing has a beneficial and substantial impact on client loyalty. Based on this explanation, a hypothesis can be drawn:

H5: Price has a positive influence on customer loyalty.

Research by Tjahjaningsih (2013) shows that advertising has a positive and significant impact on customer satisfaction. According to Erdiansyah & Imaningsih (2021), promotions have a beneficial effect on customer satisfaction. Consequently, it is anticipated that various promotions will enhance customer satisfaction. Researchers like Novianti et al. (2018) further reinforce this by finding that segmented promotions have a substantial and positive impact on customer satisfaction. Based on this explanation, a hypothesis can be drawn:

H6: Promotion has a positive influence on customer satisfaction.

Lumintang (2013) discussed findings from previous studies, including their own, revealing that the promotion variable has a significant positive impact on customer loyalty. Steppen (2013) presented findings from further previous research indicating that promotions have a strong positive impact on customer loyalty. Tahmasbizadeh, Hadavand, and Manesh (2016) conducted a study similar to the ones mentioned above, and their findings demonstrated that promotions have a substantial and positive impact on customer loyalty. Based on this explanation, a hypothesis can be drawn:

H7: Promotion has a positive and significant influence on customer loyalty.

The conceptual framework, or framework of thought, is an example of how theory relates to identified factors that explain the phenomenon under investigation (Sugiyono, 2018). Here is the conceptual framework used by the researcher:

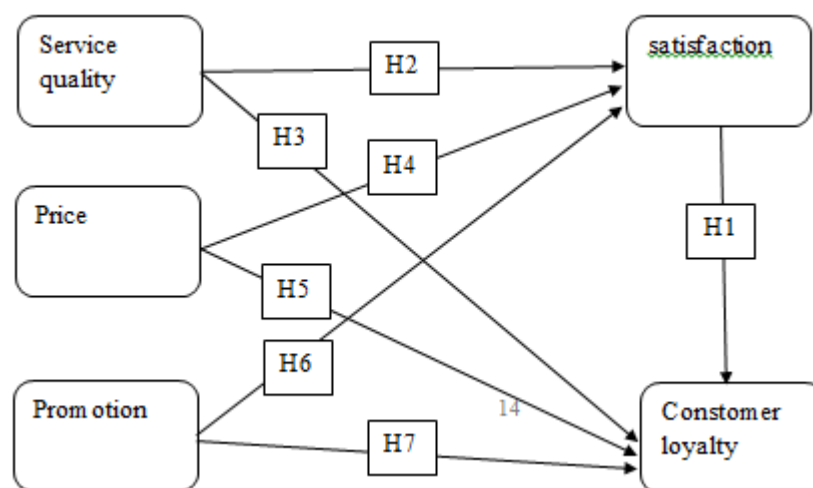


Figure 1. Research Model

RESEARCH METHOD

Causality research design is used in this study. The research method, known as the causality research design, is constructed to examine the possibility of cause-and-effect relationships between variables to classify variables. In this type of research, researchers can typically predict cause-and-effect relationships, allowing them to classify independent and dependent variables (Anwar, 2014). The context of this research is located in Indonesia. This is more realistic because the questionnaire is distributed online, and the respondents come from various regions, including Sumatra, Java, Kalimantan, Sulawesi, and others. The object of this research is the millennial generation up to generation Z in Indonesia who are users of Spotify Premium. The population in this study consists of consumers who subscribe to Spotify Premium. The sample is a portion of the population, which includes many individuals within the population. Since it's not feasible to study the entire population, a subset is used. In research, the sample is used to draw conclusions that can then be applied to the entire population (Ferdinand, 2014).

The sampling method in this study uses purposive sampling, which involves selecting samples that meet specific criteria. The sample criteria in this research are all consumers in Indonesia aged 15-30 who subscribe to Spotify Premium. According to Hair et al. (2014), the sample size should ideally be 100 or more. As a general rule, the minimum sample size should be at least five times the number of questions to be analyzed. The sample size guideline depends on the number of indicators multiplied by 5 to 10 (Hair et al., 2014). In this research, the researcher used a multiplication of 10 to determine the sample size as follows:

$$\text{Sample size} = \text{number of indicators} \times (5-10)$$

$$\text{Sample size} = [(21 \times 2) + 5] \times 5 = 235$$

So, the minimum sample size used in this research is approximately 235 respondents, supported by Ghazali's (2014) recommendation for a sample size ranging from 100 to 235 samples. Data collection was carried out by distributing online questionnaires through social media platforms such as Instagram, utilizing features like Instagram Stories, and using WhatsApp groups. The questionnaire for this research was created using Google Forms, applying a 5-point Likert scale.

In this study, the method used is SEM (Structural Equation Modeling). SEM is a combination of two different statistical methods: simultaneous equation methods and factor analysis (Ghozali, 2014). The

main purpose of this analysis is to assess how well the model used fits the available data and to provide statistical support for the hypotheses proposed in this research. The study utilizes the AMOS 26 application for the analysis.

RESULTS AND DISCUSSION

Before deciding whether all the statement indicators are suitable for research instruments, a validity test was conducted on a large sample involving 33 respondents. In this testing, a significance level of 5% was used. If the calculated correlation coefficient (r calculated) exceeds the expected correlation value (r table), it can be concluded that the statement is valid. Conversely, if r calculated is less than r table, the statement is considered invalid. Based on the validity test results involving 33 respondents, it can be concluded that all the statements presented to the respondents are valid. This can be seen from the fact that the calculated correlation coefficient (r calculated) is greater than the expected correlation value (r table), which is 0.344. Therefore, it can be concluded that all the statements in the questionnaire are suitable instruments to measure the data in this research. After ensuring that all the statement variables meet the criteria for becoming research instruments, the next step is to conduct a reliability test involving 33 respondents. A statement is considered reliable if the Cronbach's Alpha value exceeds 0.6. From the results of the reliability test involving 33 respondents, it can be concluded that all the variables in the statements are considered to have adequate reliability. This is because all the variables have met the expected value, with a Cronbach's Alpha value exceeding 0.6.

In this study, a total of 235 respondents were surveyed. The majority of the respondents were female, with 135 respondents, accounting for 57.4% of the total. Additionally, 157 individuals, or 66.8%, fell within the age range of 21-25 years, making this age group the dominant one among the respondents. The majority of the respondents, 132 individuals (56.2%), had completed their education at the Diploma/Bachelor's/Master's/Doctorate level or equivalent. This educational background was the dominant group among all the respondents. Furthermore, most of the respondents, 127 individuals (54.0%), identified themselves as students. This occupation group was the dominant one among all the respondents. In terms of monthly expenditure, the majority of the respondents, 131 individuals (55.7%), reported a range of expenditures between Rp 1,000,000 and Rp 3,000,000. Finally, the majority of the respondents, 121 individuals (51.5%), originated from the regions of Java and its surrounding areas. This regional background was the dominant group among all the respondents.

In this research, validity was tested using the Confirmatory Factor Analysis (CFA) tool integrated into the AMOS software. To assess the validity of an indicator, it was considered valid if its estimated value exceeded 0.50. If the estimated value was less than 0.50, the indicator was considered not valid. The results of the validity testing using the AMOS software can be seen in the following table:

Table 1. Validity Test

Variables	Indicator	Loading Factor	Border	Validity
Service Quality	SQ1	0.845	>0,05	Valid
	SQ2	0.768		Valid
	SQ3	0.799		Valid
	SQ4	0.762		Valid
Price	P1	0.902	>0,05	Valid
	P2	0.900		Valid
	P3	0.820		Valid
	P4	0.944		Valid
Promotion	PR1	0.884	>0,05	Valid

	PR2	0.815		Valid
	PR3	0.841		Valid
	PR4	0.809		Valid
	PR5	0.869		Valid
Customer	CS1	0.782	>0,05	Valid
Satisfaction	CS2	0.852		Valid
	CS3	0.654		Valid
	CS4	0.747		Valid
Customer	CL1	0.915	>0,05	Valid
Loyalty	CL2	0.833		Valid
	CL3	0.916		Valid

Source: Primary data, processed 2023

Based on the table of validity testing involving 235 respondents and 21 questionnaire items, it can be concluded that all the questions have loading factors with values exceeding 0.50. Therefore, the conclusion that can be drawn is that all the questions in the questionnaire can be considered valid and suitable for use in this research.

Table 2. Reliability Test Results

No.	Variables	Cronbach Alpha	Description
1	Service Quality	0,872	Reliable
2	Price	0,940	Reliable
3	Promotion	0,925	Reliable
4	Customer Satisfaction	0,846	Reliable
5	Customer Loyalty	0,922	Reliable

Source: Primary data, processed 2023

Based on these results, it can be concluded that all the research instruments are reliable and can be used in this research. A statement is considered to have reliability if the Cronbach's Alpha value exceeds 0.6. From the results of the reliability test mentioned above, it can be concluded that all variables in the statements are considered to have adequate reliability. This is because all the variables have met the expected value, with a Cronbach's Alpha value exceeding 0.6.

The assessment of goodness of fit is one of the primary objectives in SEM (Structural Equation Modeling) analysis, with the goal of measuring how well the proposed model fits the sample data. The results of the goodness of fit assessment can be seen in the data presented below

Table 3. The Goodness of Fit Test Results Structural Model

No.	Index	Criteria	Results	Description
1	CMIN/DF	CMIN/DF \leq 2.0	1,072	Fit
2	RMSEA	RMSEA \leq 0.08	0,018	Fit
3	GFI	GFI 0.8 - 0.9	0,932	Fit
4	TLI	TLI 0.8 - 0.9	0,996	Fit
5	CFI	CFI 0.8 - 0.9	0,997	Fit

Source: Primary data, processed 2023

The results of the Goodness of Fit index assessment that have been conducted aim to display the fit test results with the structural model. The CMIN/DF value is acceptable, with a value of 1.072 (good fit). The RMSEA value is also satisfactory and less than 0.08, with a value of 0.018 (good fit). The GFI value is 0.932, which meets the criteria (marginal fit). The TLI and CFI values are also acceptable, with values of 0.996 and 0.997, respectively (marginal fit). The results of the structural model have relatively good fit, allowing for the continuation to the final stage of hypothesis testing. Hypothesis testing shows that all hypotheses are supported.

Table 4. Hypothesis Test

Hypothesis	Path	Std.		P	Std. coefficient	Description
		Estimation	C.R			
H1	CS-CL	0,123	3,495	0,000	0.263	H1 Supported
H2	SQ-CS	0,060	4,673	0,000	0,434	H2 Supported
H3	SQ-CL	0,081	2,260	0,024	0,144	H3 Supported
H4	PR-CS	0,044	2,774	0,006	0,198	H4 Supported
H5	PR-CL	0,059	8,113	0,000	0,478	H5 Supported
H6	P-CS	0,051	3,703	0,000	0,269	H6 Supported
H7	P-CL	0,066	2,099	0,036	0,122	H7 Supported

Source: Primary data, processed 2022

The results of the hypotheses 1 indicate that customer satisfaction has a positive and significant impact on customer loyalty. This means that the higher the level of customer satisfaction, the greater the level of customer loyalty. This is beneficial for the company as it helps maintain a good relationship between the company and customers, encourages repeat purchases, and generates word-of-mouth recommendations. These findings are consistent with previous research conducted by Purwoko et al. (2020), Suroto et al. (2021), Albari & Kartikasari (2018), and Rizkya (2016), which also show that customer satisfaction influences customer loyalty. The results of the hypotheses 2 show that service quality has a positive impact on customer satisfaction. This means that customers perceive the company's service quality positively. When customers experience services that are considered positive, their expectations are more likely to be met, ultimately contributing to higher satisfaction levels. These findings are consistent with previous research conducted by Purwoko et al. (2020), Suroto et al. (2021), Albari & Kartikasari (2018), Rizkya (2016), and Hyun (2010), which also demonstrate that service quality has a positive impact on customer satisfaction.

The results of the hypotheses 3 indicate that service quality has a positive and significant impact on customer loyalty. Service quality encompasses a set of characteristics and features of a product or service in its performance. In practice, companies can enhance service quality by providing the best service to their customers with the goal of improving customer satisfaction and, ultimately, fostering loyalty. These findings align with previous research conducted by Purwoko et al. (2020), Suroto et al. (2021), Albari & Kartikasari (2018), Rizkya (2016), and Hyun (2010), which also found that service quality significantly influences customer loyalty. The results of the hypotheses 4 indicate that price has a positive and significant impact on customer satisfaction. This implies that price is crucial in influencing customer satisfaction. Affordable prices can enhance customer satisfaction, particularly because customers have previous experiences with the product or service and have experienced its benefits after using the premium service. These findings are consistent with previous research conducted by Purwoko et al. (2020), Suroto et al. (2021), Albari & Kartikasari (2018), Rizkya (2016), and Hyun (2010), which also found that price significantly affects customer satisfaction.

The results of the hypotheses 5 show that price has a positive and significant impact on customer loyalty. It can be concluded that price fairness is a factor that can influence customer loyalty, following the principles of demand law. Customer loyalty can increase a company's profits. These findings align with previous research conducted by Albari & Kartikasari (2018), Rizkya (2016), and Hyun (2010), which also found that price significantly affects customer loyalty. The results of the hypotheses 6 indicate that sales promotion has a positive and significant impact on customer satisfaction. Sales promotion refers to short-term incentives aimed at boosting product sales. The more effective the sales promotion, the higher the level of customer satisfaction. These findings are in line with research conducted by Diyanthini & Ni Ketut Seminari (2013), which also confirms that sales promotion has a positive impact on customer satisfaction. The research is further supported by statements from Zhang (2014), indicating that sales promotion significantly affects satisfaction. The results of the hypotheses 7 show that promotions have a positive and significant impact on customer loyalty. This means that the more effective the promotions, the higher the level of customer loyalty. Conversely, if promotions are less effective, they may reduce customer loyalty. These findings are consistent with previous research by various researchers such as Lumintang (2013), Steppen (2013), Chakiso (2015), Tahmasbizadeh et al. (2016), Simanjuntak and Ardani (2018), Kuncoro and Sutomo (2018), who have also found that promotions have a positive and significant impact on customer loyalty. This indicates that promotions can play a crucial role in introducing products to customers and enhancing customer loyalty to those products.

CONCLUSION

In this chapter, the researcher will provide conclusions from the study titled "The Influence of Service Quality, Price, and Promotion on Customer Satisfaction and Loyalty." The conclusions obtained are as follows: (1) The analysis results show that customer satisfaction has a positive and significant impact on customer loyalty. This means that as satisfaction increases, so does loyalty; (2) The analysis results show that service quality has a positive and significant impact on customer satisfaction. This can be interpreted as an improvement in product quality resulting in more satisfied customers; (3) The analysis results also show that service quality has a positive and significant impact on customer loyalty; (4) The analysis results show that price has a positive and significant impact on customer satisfaction. This can be interpreted as price reductions or increases by Spotify Premium leading to higher levels of satisfaction; (5) The analysis results show that price has a positive and significant impact on customer loyalty. This can be interpreted as price adjustments or maintenance by Spotify Premium resulting in increased loyalty; (6) The analysis results show that promotions have a positive and significant impact on customer satisfaction. This can be interpreted as Spotify Premium promotions increasing customer satisfaction; (7) The analysis results show that promotions have a positive and significant impact on customer loyalty. This can be interpreted as increased promotions by Spotify Premium leading to increased customer loyalty; (8) Lastly, the analysis results show that customer loyalty and satisfaction can be predicted through service quality, price, and promotion. These conclusions highlight the significant impact of service quality, price, and promotions on customer satisfaction and loyalty, providing insights into strategies that Spotify Premium can use to enhance customer relationships and brand loyalty.

The findings in this study indicate that customer satisfaction and loyalty in choosing and using Spotify Premium services are influenced by two main factors, product quality, and price. This means that if Spotify Premium can continue to improve its service and product quality, it can retain satisfied and loyal customers. Additionally, if Spotify Premium can offer affordable prices or attractive promotions, it can meet customer expectations and create satisfied and loyal customers. Good service also plays a crucial role in ensuring customer satisfaction and obtaining a positive perception from them, which, in turn, can generate satisfied and loyal customers for Spotify Premium. Therefore, the results of this research have business implications for Spotify Premium, especially in enhancing service quality, innovative

promotions, and competitive pricing in the Indonesian market. After going through this research process, several limitations have been identified, and we would like to offer suggestions for future research: (1) This research only focuses on consumers of the Spotify music streaming application, so the results may not fully reflect consumer behavior on other music streaming platforms. Future research should consider a broader range of platforms; (2) The independent variables in this study are limited to service quality, price, and promotion. Future research can explore other factors influencing customer satisfaction and loyalty to expand understanding of this phenomenon; (3) Data collection in this research used online questionnaire methods through Google Form, which has the potential for respondent understanding issues. Future research should consider direct data collection to gain deeper insights into the factors affecting customer satisfaction and loyalty.

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