

THE EFFECT OF E-SERVICE QUALITY, PRODUCT QUALITY, AND CONSUMER TRUST ON BUYING DECISION FOR PREMIUM PACKAGES ON THE SPOTIFY APPLICATION

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ABSTRACT

The number of Spotify subscribers is increasing yearly, but Spotify has a problem that needs solving. In June 2022, it was revealed that the problem customers often face is due to the imbalance between user expectations and the performance of the Spotify platform. (Khatib, et al., 2019).. In addition, Park (2020) explains that Spotify also has problems with Spotify's features. Users feel dissatisfied because some features cannot be used. So that users feel Spotify is not meeting user expectations. This study aims to determine the effect of E-Service Quality, Product Quality, and Consumer Trust on the Buying Decision of premium packages in the Spotify application—survey research type with a quantitative approach. The population in this study were users of the Spotify premium Spotify application in Malang City. The sampling technique used purposive sampling with a sample of 75 respondents. The data was obtained from a questionnaire using a Likert scale. This research data analysis uses multiple linear regression analysis. This research contributes to understanding the factors influencing purchasing decisions for premium packages in the Spotify application.

Keywords: e-service quality, product quality, consumer trust, buying decision

Introduction

The music industry is one part of the world that will continue to evolve over time. For more than a hundred years, the global music industry has experienced tremendous development. During this period, the music industry has continued to evolve and create new forms from time to time. From time to time, music has evolved from black plates, cassettes, to CDs. Despite having undergone transformations in three different eras, the music industry has yet to experience major changes. According to Ahmad M. Ramli, a Special Staff of the Minister for Regulation and Digital Higher Education of the Ministry of Communication and Information, significant changes in the music industry were evident in the MP3 era. The development of MP3 technology destabilized the distribution of music

in the form of cassettes and CDs, which allowed the distribution of music to not be fully controlled by the producers. (Wijaya A. H., 2022).

According to Indonesiana (2023), global music has come a long way over a hundred years, and is now entering the era of digital music platforms. In Indonesia, the music industry is experiencing rapid growth. H Yudhistira Handikadireja, Board of Trustees of the Branch Board of Persatuan Artis Penyanyi Pencipta Lagu, dan Pemusik Republik Indonesia (PAPPRI) in Garut Regency, revealed that in recent years, there have been several important developments in the music industry in Indonesia. He said that these changes were marked by the transition of the music industry from a conventional model to a digital model. (wartagarut.com, 2023). Based on a study conducted by *dailysocial.id* in 2018, it was found that in Indonesia, people increasingly tend to switch from purchasing CDs or albums to listening to music. Currently, it was found that 88% of people prefer to listen to music via the internet rather than only 12% who still listen to music *offline* (*dailysocial.id*, 2018) in the journal (Samudro & Widyastyuti, 2020).

In this digital age, people no longer purchase physical music, but prefer to listen to music through various digital platforms. (Indonesiana, 2023). The existence of digital technology has made it easier for us to enjoy music through various digital music platforms such as Spotify, JOOX, SoundCloud, *Apple Music*, or laptops from anywhere as long as they are connected to the internet. (INDONESIA.GO.ID, 2022). The music technology that is in great demand today is Spotify. Spotify is an application on mobile phones that provides digital music streaming services, *podcasts*, and videos, and allows users to listen to music with free or paid versions (*appannie.com*, 2019) in the journal (Samudro & Widyastyuti, 2020). Spotify offers two different subscription models, namely free and paid (premium) options. Spotify premium, Spotify's paid music streaming service, offers various subscription options, including a monthly rate of IDR 54,990 for the general public, IDR 24,900 for students, and IDR 79,000 for family plans (Jonatha, 2021).

According to Twinkle (2019) in the journal (Suharyono & Astuti, 2020) Spotify is currently the leading company in the music application industry worldwide. Since its launch in 2008, Spotify has managed to gain a 36% market share in the global music *streaming* industry. To date, Spotify has reached more than 551 million users in Indonesia, which includes 210 million Spotify Premium subscribers spread across 183 countries. Spotify also has more than 100 million songs, including more than 5 million *podcast* titles. (Yuniartha, 2023).

Although the number of subscribers is increasing every year, Spotify has a problem that needs to be solved. In June 2022, it was revealed that the problem that customers often

face is due to the imbalance between user expectations and the performance of the Spotify platform. (Khatib, et al., 2019).. In addition, Park (2020) explains that Spotify also has problems with Spotify's features. Users feel dissatisfied because some features cannot be used. So that users feel Spotify is not in accordance with user expectations.

In Indonesia, Spotify is widely recognized among the public. Many people choose Spotify as a music *streaming* application because of the various features that can be utilized. Spotify itself is an *online-based* music *streaming* platform, so *E-service quality* has a very important role. This is because users will carry out their activities, and if they experience problems when they want to buy a premium subscription, then this can affect the *buying decision for the* premium package in the Spotify application. Therefore, Spotify is required to have the ability to understand the factors that influence consumers in making decisions to buy Spotify premium subscriptions (Ginting et al., 2023).

According to (Tjiptono F., 2014)(Tjiptono F., 2014), *Buying Decision* is a process in which consumers identify their problems, seek information about certain products or brands, and evaluate the extent to which each option can solve these problems, and this ultimately results in a *Buying Decision*.

E-service quality refers to the level of efficiency and effectiveness in customer interactions with services that include purchasing, distributing products, and services online (Yulianto et al., 2014) in the journal. (Samudro & Widyastytuti, 2020). Consumers are more likely to choose to make *online* purchases if the process of ordering and distributing products or services is easy, simple, and well understood (Sin et al., 2012). Users who opt for premium services can enjoy several benefits, including the removal of ads, improved audio quality, and the ability to download music for *offline* enjoyment without using up quota. On the other hand, users of free services cannot access these features (Jonatha, 2021).

According to Gaille (2021), Spotify app users can access Spotify on various devices. While many users use cell phones or personal computers, Spotify can also be accessed through game consoles, Bluetooth speakers, *smartwatches*, and other devices. Spotify also continues to grow its music library, as well as its international reach into new markets. Early adopters helped create a strong brand reputation that continues to grow in the face of competitors, thanks to the simplicity of its business model, extensive content library including podcasts, high quality, user interface, and high visibility. However, Spotify's streaming service requires high-bandwidth data capabilities to deliver high-quality audio and other content. (Powel, 2021) points out that *high-bandwidth* internet access is essential for Spotify's service delivery. Limited access and high data costs can have an impact on

operational results. The choice of this variable is because the quality of digital services plays an important role in purchasing decisions for premium packages such as the Spotify application.

Kotler & Keller (2016) state that *product quality* refers to all things that can be presented to the market with the aim of attracting attention, purchased, used, or consumed by consumers, with the aim of satisfying their wants or needs. In the context of marketing, *product quality* is an important factor used by marketers to determine how the product will be placed in the market, and is also one of the main tools used for product positioning strategies. According to Tjiptono F (2020) quality covers all aspects of a product offering that provides benefits to customers. Whether it is in the form of goods or services, the quality of a product is determined through various influencing dimensions. So that in this context, *product quality* becomes a factor in *buying decisions*.

Ingham (2021) states that Spotify has 16 billion artists and 70 million songs in its digital library. In addition, Spotify adds 60 thousand new songs every day to its database. Spotify's music selection algorithm uses mobile *machine-learning* and data filtering technologies to recommend artists and songs based on the user's previous listening history, thereby gaining insight into the user's tastes and preferences. These algorithmic recommendations also help users discover new artists. Users can save their customized playlists to their account. Spotify has no limit on the number of songs that can be added to a user's library, but each *playlist* is limited to 10,000 titles, and users are limited to a maximum of 10,000 songs on a maximum of five devices (Galliel, 2021). The *product quality* assessed on this platform is music and *podcasts*. high quality content will encourage *buying decisions for the Spotify app premium package*.

(Mahliza, 2020) explains that trust always has a crucial role in influencing how consumers interact with a company. Sellers need to pay attention to trust because it is related to the *buying decisions* made by consumers. Consumers who have built trust in the seller will be interested in making *buying decisions*. (Irawan, 2018). Higher trust will increase the likelihood of consumers to take *buying decisions* (Tanjung *et al.*, 2018). The low level of customer trust in making online purchases is often triggered by concerns about the *product quality* to be purchased. Customers tend to feel hesitant and worried that the items they buy may not match their expectations. The fear of receiving a product that does not meet expectations can be a significant barrier to online purchases. Therefore, the trust factor in online purchases remains a serious problem that online sellers must pay attention to (Dede, 2020).

Spotify's software has technical risks related to the development and functionality of the company's app. Smith (2021) states that Apple's Spotify update had battery issues in Ios15. Users reported battery drain after the software update. Unauthorized access to software and data will result in statutory fines, civil liability, and loss of customer trust in the brand. With GDPR (*General Data Protection Regulation*), companies need to manage data subject rights, data breach notifications, and data transfers.

Selection of the *consumer trust* variable because it plays a role in the intention to purchase the Spotify application premium package. Even though Spotify has problems, the perceived value and benefits of Spotify's premium music content are high, besides that active and loyal Spotify users tend to stay because they are used to and dependent on Spotify products. Consumers feel that there is a lack of substitute alternatives that are considered adequate for current Spotify consumers or that there are no other online music services that are truly equal and able to replace Spotify. Therefore, despite technical problems, consumers feel that the quality and exclusive music content they get is worth the price of the premium package.

The difference between this research and previous research can be seen from the research method. This study uses quantitative research methods with purposive sampling techniques. the next difference is in the sample criteria and variable indicators that are different from previous studies. In addition, the research location is also different from previous studies.

Methods

The type of research used in this study is a survey with a quantitative approach. The quantitative approach in this study reflects a method that focuses on studying a particular population or sample, where data is collected through research instruments and the analysis is quantitative or statistical. This approach aims to test the hypothesis that has been set (Sugiyono, 2019). This research was conducted in the Malang City area with the technique of distributing questionnaires via google form online Spotify application users.

Discussion

Buying Decision

According to Lombok & Samadi (2022), *Buying Decision* is a process in which a consumer determines the choice of buying from various alternatives which are influenced by factors such as location, quality, price, promotion, service , etc. Meanwhile, according to Schiffman & Kanuk (2004), *Buying Decision* is the act of choosing between two or more options, which indicates that a person can make a decision after having several

choices. This decision-making process involves considering and evaluating several alternatives before finally making a decision. In other words, for someone to make a decision, it requires the availability of alternative options as a basis for consideration. *Buying decision* is a component of consumer behavior that includes direct activities in an effort to obtain and determine products and services. This includes the decision-making process that occurs before and after the purchase action. *Buying decision* is considered a process that begins before a decision is made, and continues until after the *buying decision* has been made (Tjiptono F., 2020). According to Kotler & Keller (2016), purchasing decisions are influenced by several factors which include:

1. Cultural Factors

Culture has a broad and deep impact on purchasing decisions. Marketers need to understand the role of culture, subculture and social class of buyers.

2. Social Factors

Purchasing decisions are also influenced by social factors such as reference groups, family, roles, and consumer social status.

3. Personal Factors

Personal factors such as age, life cycle stage of the buyer, occupation, economic environment, personality, self-concept, lifestyle, and values, also influence purchasing decisions.

4. Psychological Factors

A person's purchasing choices are also influenced by key psychological factors, such as motivation, perception, learning processes, and beliefs and attitudes.

Arthur A. Thomson (2016) explains that there are 4 *Buying Decision* indicators, namely:

1. As needed

Customers decide to buy because the products offered match their needs, and the experience of finding the desired item is very easy.

2. Has benefits

Purchased products provide significant value and tangible benefits to consumers.

3. Steadiness in buying products

Consumers make *buying decisions* based on price considerations that are comparable to product quality and in accordance with consumer preferences.

4. Repeat purchase

Consumers are satisfied with previous transactions, so they have the intention to continue making purchases in the future.

E-Service Quality

Collier & Bienstock (2006) define *E-Service Quality* as consumer perceptions of problem solving that occurs and the results, which form the basis for assessing the services that have been provided. According to Kotler and Keller (2016), service quality is defined as a complete set of features of a product or service that can give customers satisfaction with what they need. In other words, a high-quality product or service has characteristics and benefits that match customer wants and expectations. This ultimately allows the company to achieve customer satisfaction, which is the key to success in business competition. According to Tjiptono, F (2012) there are 3 factors that affect *E-Service Quality*, namely:

1. Customer involvement or participation during service delivery
2. Employee motivation in providing services to customers
3. Company workload

According to Kotler & Keller (2016) there are five main indicators that determine service quality, namely:

1. Reliability, which is the company's ability to provide reliable and accurate services consistently.
2. Responsiveness, which is the willingness of employees to help customers and respond quickly to their requests.
3. Assurance, which includes the knowledge and courtesy of employees and their ability to foster trust and confidence in service quality.
4. Empathy, namely the personal attention given by the company to each customer.
5. Physical evidence, namely the appearance of facilities, equipment, and infrastructure.

Product Quality

According to Kotler & Armstrong (2018) *Product Quality* refers to the attributes or characteristics of a product or service that are based on its ability to meet explicitly or implicitly stated customer needs. According to Mowen & Minor (2012) *Product Quality* is the overall evaluation process of improving the performance of a product carried out by customers. Wijaya, T (2018) defines product quality as the overall combination of characteristics of a good or service seen from the aspects of marketing, engineering, production, to maintenance, which makes the product able to meet customer expectations

when used. Quality is actually determined by the customer itself, meaning that it is based on the customer's real experience in using the product whether it is in accordance with certain attributes or requirements. These requirements can be subjective and personal because they involve the individual desires of each customer. In other words, product quality essentially depends on the customer's own evaluation through the use of the product, whether the characteristics and benefits of the product match their expectations and standards or not. This is what determines the quality of a product in the eyes of the customer. According to Wijaya, T (2018) there are several factors that affect the quality of a product.

1. Attractive and original designs that will appeal to consumers' tastes.
2. Products must have a competitive advantage in terms of both function and design compared to other similar products.
3. Products also need to have physical appeal that can touch the senses, a slick appearance, and aesthetic beauty.

Tjiptono, F (2020) suggests several *product quality* indicators as follows:

1. *Performance*
It is the degree to which the main characteristics of the product operate. Performance quality is considered the core function of a product.
2. *Feature*
It is a product characteristic that complements or is secondary to the basic function of the product. In conclusion, features are additional characteristics that add complexity to a product.
3. *Conformance to Specifications*
Indicates the extent to which a product's design and operating characteristics meet pre-defined standards. Conformance to specifications is seen as a characteristic of a product that meets predetermined standards.
4. *Durability*
Related to a measure of the expected operational life of a product or how long the product can be used under normal or full conditions. In conclusion, durability reflects the length of time a product can be used.

Consumer Trust

According to Kotler & Philip (2007), Trust reflects the level of consumer confidence when their thoughts are reinforced by repeated reminders from market participants. This level of trust has the potential to motivate purchase intentions or product use by removing

doubts that may arise. According to Mowen & Minor (2012), "*consumer beliefs* are the knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits." This belief is considered a very important element in forming a commitment or promise related to a product or service.

According to Margaretha & Saragih (2020), the factors consist of:

1. Good service quality such as speed, comfort, and convenience in using a service will increase consumer confidence. Poor service will reduce trust.
2. Convenience Facilities and features that are user friendly and easy to use and understand by consumers will have a positive effect on their trust.
3. Privacy and Security Assurance that consumers' personal data and transactions are safe and confidential will increase consumers' perception of trust in the service provider.
4. Good Reputation The positive and good reputation that a service provider has will also shape consumers' initial trust in them. A bad reputation has a negative effect.
5. Warranty and Responsibility Commitment to provide warranty and responsibility for services provided leads to higher perceptions of trust, and vice versa.

According to Tjiptono F (2014), there are two indicators of *consumer trust*, namely:

1. *Brand Reliability*

Brand reliability includes service conformity to expectations, trust in the product, and assurance of satisfaction. It emphasizes consumers' confidence in the brand's ability to deliver services according to expectations, trust in the product, and certainty that consumers will be satisfied with their experience.

2. *Brand Intentions*

Brand intentions include honesty in resolving problems, consumers' dependence on the product or service used, and assurance of redress on the part of the company. It describes the consumer's level of trust in the brand's willingness to address the problem honestly, their dependence on a particular product or service, and the belief that the company will provide redress if needed.

Relevant research results

Research (Ginting, et al., 2023) with the title Effect of Eservice Quality and price perceptions on satisfaction and repurchase interest in spotify premium in Indonesia. This study uses the variables *E-Service Quality* (X1), *Price Perception* (X2), *Satisfaction* (Y1),

and Repurchase Interest (Y2) using the Validity Test analysis tool, Reliability Test, Multicollinearity Test, Determination Coefficient Test, *Effect Size* (F^2) Test, *Predictive relevance* (Q^2), and Structural Model Testing (*Inner Model*). This research uses *non-probability sampling* method. The results of this study indicate that *E-Service Quality* and Price have a significant effect on satisfaction, while *E-Service Quality* and Price have no significant effect on Repurchase Interest. Satisfaction serves as an intermediary in the relationship between Price and Repurchase Interest, as well as an intermediary in the relationship between *E-Service Quality* and Repurchase Interest.

Mahmud's research (2023) with the title Analysis of the effect of digital promotion and service quality of the go-food application on purchasing decisions. This study uses the variables Digital Promotion (X1), Service Quality (X2) and Purchasing Decisions (Y) with validity test and reliability test analysis tools, multiple regression analysis, coefficient of determination, f test, and t test. This study uses the method The data collection method used in this study was to spread questionnaires. The results showed that digital promotion and Go-Food service quality had a positive and significant effect simultaneously on purchasing decisions, with a significant value of 0.015 (<0.05), indicating acceptance of the hypothesis. In particular, digital promotion has a positive and significant influence on purchasing decisions, as does service quality. Purchasing decisions at food outlets are influenced by digital promotion and Go-Food service quality, as reflected in the R square value of 37.9%, while the rest is influenced by other factors.

Hartono and Adistya's research (2020) with the title The effect of electronic service quality and price perception on purchasing decisions for spotify premium services (case study on apotify application users in Bandar Lampung). This study uses the variables *Electronic Service Quality* (X1), *Price Perception* (X2), and Purchasing Decisions (Y) with the analysis tools Validity Test, Reliability Test, Multiple Linear Regression Test, T Test, F Test, and R^2 Test. This research is a type of *explanatory research* with a quantitative approach. Using *non probability sampling* with *purposive sampling* technique. The results of this study indicate that simultaneous testing shows that *electronic service quality*, and *price perception* have an effect on purchasing decisions for Spotify premium services.

Suharyono and Asturu's research (2020) with the title influence of brand image, product quality, price and promotion on purchasing decisions for premium packages on the spotify music streaming application. This study uses the variables of Brand Image (X1), Product Quality (X2), Price (X3), Promotion (X4), and *Buying Decision* (Y) with the analysis tools Construct Validity Test, Construct Reliability Test, Normality Test,

Mahalanobis Distance Test, Initial Model Alignment Test, and Respecification Model Alignment Test, this study used a simple random sampling method. The results of this study indicate that brand image, product quality, price and promotion simultaneously have a positive effect on *Buying Decision*. While partially brand image and quality have a positive and significant influence on *Buying Decision*.

Mahliza's research (2020) with the title Consumer confidence in online purchasing decisions. This study uses the variables of Consumer Trust (X) and Purchasing Decisions (Y) with the analysis tool Partial least squares (outer loading value), composite value R, *Cronbach's Alpha*, *Cronbach's AVE*, Alpha average variance. The sampling technique used in this study was purposive sampling. The data analysis method used in this research is *Partial Least Square* (PLS). The research findings show that brand image and security level have a significant positive impact on trust. Conversely, the results also show that risk perception has a significant negative effect on trust. In addition, the study shows that the level of consumer trust positively affects the decision to make an online purchase.

Kadeari and Heryanda's research (2021) with the title influence of lifestyle and promotion on purchasing decisions for spotify premium music services, a case study of the millennial generation in Bali. This study uses the variables Lifestyle (X1), Promotion (X2), and Buying Decision (Y) with the Multiple Linear Regression Analysis Test analysis tool. This study uses causal quantitative research *methods* with the sampling technique used, namely *purpose sampling*. The results of this study indicate that lifestyle and promotion have a significant effect on *Buying Decision of Spotify Premium Music* services for millennials in Bali, Lifestyle has a significant effect on *Buying Decision of Spotify Premium Music* services for millennials in Bali, and Promotion has a positive and significant effect on *Buying Decision of Spotify Premium Music* services for millennials in Bali.

Oktaveni and Ardani's research (2019) with the title The effect of product quality on purchasing decisions for nokia cellphones with brand image as a mediator. This study uses the variables Product Quality (X), Purchasing Decisions (Y1), and Brand Image (Z) with the Outer Model Test analysis tool, *Discriminant Validity*, *Composite Reliability*, *Path Coefficients*, *Indirect Effects*. The technique used in this research is *Partial Least Square* (PLS) with the help of SmartPLS 2. *Nonprobability* sampling method, specifically *Accidental sampling*. The results of this study indicate that product quality has a significant positive impact on *Buying Decision*. Furthermore, product quality positively significantly affects brand image, and brand image serves as an intermediary in the effect of product quality on Purchasing Decision.

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