

Pengaruh Service Quality Terhadap Customer Satisfaction dan Repurchase Intention Layanan Premium pada Aplikasi Streaming Musik Spotify di Indonesia = The Effect of Service Quality on Customer Satisfaction and Repurchase Intention of Premium Services on the Spotify Music Streaming Application in Indonesia

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Abstrak

Aplikasi streaming musik mengalami peningkatan jumlah pelanggan yang signifikan pada Q1 dan Q2 tahun 2020. Pengembang aplikasi harus berusaha sebisa mungkin untuk tetap mempertahankan mereka. Penelitian ini mengkaji bagaimana pengaruh service quality layanan premium terhadap customer satisfaction dan repurchase intention atau berlangganan kembali. Penelitian dilakukan dengan mengumpulkan data menggunakan metode purposive sampling dengan jumlah responden 300 pengguna Spotify Premium kemudian dianalisis menggunakan Partial Least Square - Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa service quality berpengaruh langsung terhadap customer satisfaction. Namun dari keempat dimensi service quality, hanya assurance yang memiliki pengaruh langsung terhadap repurchase intention. Hasil juga menunjukkan bahwa customer satisfaction memediasi hubungan antara service quality dengan repurchase intention.

..... Music streaming applications experienced a significant increase in subscriber numbers in Q1 and Q2 of 2020. Application developers should strive to keep them using the app. This study examines how the effect of premium service quality on customer satisfaction and repurchase intention or re-subscription. The research was conducted by collecting data using a purposive sampling method with a total of 300 Spotify Premium users as respondents and then analyzed using Partial Least Square - Structural Equation Modeling (PLS-SEM). The results showed that service quality had a direct effect on customer satisfaction. However, from the four dimensions of service quality, only assurance has a direct effect on repurchase intention. The results also show that customer satisfaction mediates the relationship between service quality and repurchase intention.