

## **ABSTRACT**

Spotify comes as one of these service providers since 2016 in Indonesia. In 2018 Spotify has a fairly high rating compared to similar apps but the rating is not fully perceived by the customer as evidenced by the existence of some comments and reviews about this application. This shows the application Spotify need to approach the quality of service to improve customer satisfaction in the framework of the formation of consumer loyalty.

Through the research will be measured the effect of service quality dimension that is interface design, reliability, responsiveness, trust, and personalization to consumer loyalty with intervening variable of customer satisfaction of Spotify customer.

Methods of data collection is done through the spread of questionnaires through social media using google docs samples researched as many as 273 respondents. From the questionnaires obtained validity test, reliability test and Good of fitness test. Data analysis techniques used are Structural Equational Model (SEM) using Lisrel 8.8.

Based on the results of data processing found that 4 of 5 service quality variables Interface design, Reliability, Responsiveness, and Trust have a positive and significant impact on customer loyalty through customer satisfaction. While the variable Personalization does not significantly affect customer loyalty through customer satisfaction.

From the results of these studies shows that, to increase customer loyalty Spotify applications must maintain customer satisfaction by developing quality services, especially in the dimensional Personalization. Because the dimension has not significantly influenced consumer satisfaction to increase consumer loyalty.

Keywords: service quality, consumer satisfaction, consumer loyalty, mobile application.