

ABSTRACT

Current technological developments certainly affect various industries, including the music industry. The product referred to in this study is Spotify which has various kinds such as songs, podcasts, and audiobooks. Spotify is the most popular Music Streaming service that exceeds up to 200 million paid subscribers.

Although Spotify already offers a fairly expensive price compared to other platforms and complete features, users should get their satisfaction based on how good the service is by providing value that matches the price users pay. E-Service Quality is all customer interactions on a website.

The purpose of this study is to find out respondents' perceptions about service quality, price, and purchase decisions from Spotify's music streaming service. And to find out if service quality and price can influence consumer purchasing decisions on Spotify music streaming service products.

This type of research is quantitative with the aim of using a descriptive approach. Data collection techniques by conducting surveys through filling in questionnaires by respondents. The population and sample This research has purchased Spotify services with various Indonesian professions and an unlimited population. Data were obtained through a questionnaire determined using a non-probability sampling technique by means of purposive sampling, which resulted in 100 respondents.

The research results show that 76.7% of the purchase decision variables are influenced by e-service quality and price examined in this study, with the remaining 23.3% determined by other factors not included in this analysis.

Keywords: *E-Service Quality, Price, Purchase Decision, Streaming Music*