

ABSTRACT

The development of digital technology has impacted various industrial sectors, particularly the creative and entertainment media industries. The use of digital media has transformed global consumer behavior in listening to music, shifting from conventional methods to digital platforms through online music players, one of which is Spotify. In Indonesia, Spotify ranks second, competing with other players in the same industry.

This study examines the influence of brand image, price, digital service quality, and advertising on customer loyalty in Spotify music streaming services through purchase decisions. The research aims to understand consumer behavior in subscribing to Spotify by analyzing the variables of brand image, price, digital service quality, advertising, purchase decisions, and customer loyalty among Generation Z in Indonesia.

This study employs a quantitative method with a descriptive-causal research design. A non-probability sampling technique was used, with a total of 421 respondents. The data analysis method applied was Structural Equation Modeling (SEM), processed using SmartPLS 3.

The results of this study indicate a positive and significant influence of Brand Image, Price, Digital Service Quality, and Advertising on Purchase Decisions. Additionally, there is a positive and significant influence of Purchase Decisions on Customer Loyalty. Consumer behavior related to Spotify music player customer loyalty in this study was found to be at 59%, categorized as moderate.

Based on the findings, it is recommended that Spotify create marketing campaigns with engaging advertisements tailored to Spotify users. These advertisements should highlight the exclusive benefits of Spotify Premium accounts, such as enjoying favorite songs without ad interruptions and emphasizing the superior audio quality offered by the Premium service during advertisement promotions.

Keywords: brand image, price, digital service quality, advertising, purchasing decisions, customer loyalty