

## SPOTIFY'S STRATEGY IN BUILDING REPEAT PURCHASE INTENT AMONG PREMIUM USERS IN THE DIGITAL MUSIC STREAMING INDUSTRY



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### Abstract

This study explores Spotify's strategic approach in cultivating repeat purchase intent among its users. By focusing on user engagement, personalized content, and targeted marketing, Spotify has developed effective methods to encourage continued subscriptions and user retention. The analysis examines various tactics used by the platform, including the role of data analytics, user experience, and the impact of promotional offers in shaping consumer behavior. Ultimately, the research highlights how these strategies contribute to Spotify's long-term success in maintaining a loyal user base.

**Keywords:** Spotify Strategy, Repeat Purchase Intent, Customer Retention, User Engagement

## INTRODUCTION

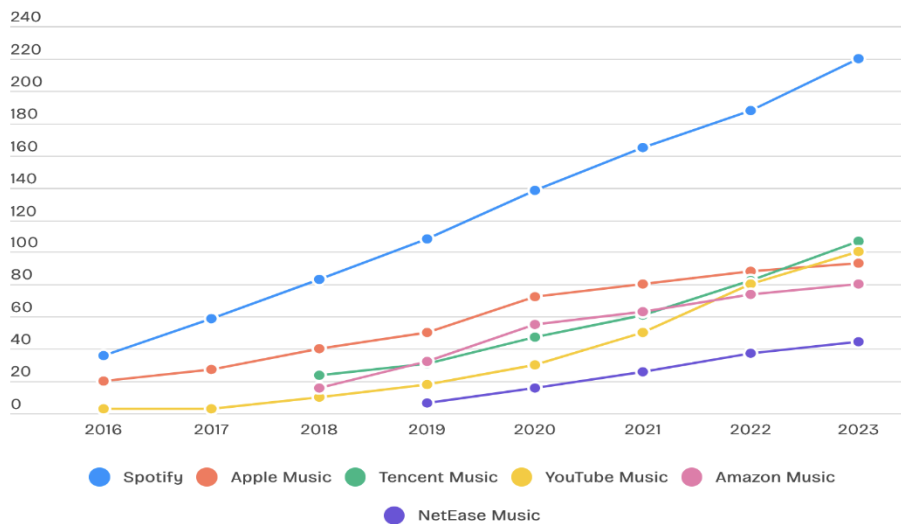
Advances in information and communication technology have changed many aspects of people's lives, including business. Businesses now rely more on technology to attract and retain customers. In Indonesia, the number of internet users has been growing significantly. According to the Indonesian Internet Service Providers Association (APJII) report in 2024, there are 221 million internet users in Indonesia, or about 79% of the population. This growth creates a great opportunity for digital services, including music streaming platforms like Spotify, which are becoming more important in meeting entertainment needs.

Changes in consumer behavior, with increasing reliance on digital technology, have driven transformation in the communication industry, including the rise of digital music streaming. One prominent example is Spotify. Launched in 2008, Spotify offers users the option to access a large music library for free or pay a monthly subscription for additional features like offline playback and higher-quality audio. This business model is known as freemium. According to a study by Franziska and Anna (2015), the freemium model has been a key factor in the success of many businesses. Spotify, as a user of the freemium model, offers a free plan and has been able to attract a large user base, increasing the overall value of the platform for users and advertisers. The study also noted that the freemium model has helped Spotify convert free users into paying subscribers. Spotify has executed its freemium service very effectively.

### Music Streaming Subscribers by App

As one of the first music streaming platforms, Spotify had over 50 million subscribers before Apple had launched its own platform. It has kept this lead, although its market share has declined as more apps have launched.

#### Music streaming subscribers by app 2016 to 2023 (mm)













**Figure 1.**  
**Subscriber Chart**

Source: <https://www.demandsage.com/spotify-stats/>

Spotify has become the world's largest music streaming platform, with a subscriber base far exceeding its competitors. As of 2023, Spotify has over 551 million active users, including 232 million premium subscribers. This makes it the global leader in the music

streaming industry. Spotify's success is driven by its large music catalog, user-friendly interface, and innovative features like personalized playlists, exclusive podcasts, and social features like "Listening Together." Compared to competitors like Apple Music with about 88 million subscribers and Amazon Music with around 82 million, Spotify maintains its position through global reach and ongoing innovation. This information is based on an analysis from Exploding Topics.

One of Spotify's innovations in 2024 is the "Listening Together" feature, which allows users to sync their music playback with friends or even their favorite artists, creating a shared listening experience, even when apart. This feature became popular for its emotional connection, especially in a digital age where people often feel socially disconnected. Not only friends, but also famous artists use this feature to interact with fans, creating special moments that strengthen the bond between musicians and listeners. This innovation shows how Spotify is not just a music streaming platform, but also a social connection medium through music.

#	g#	Artist	Lead Streams	Tracks	1b	100m	10m	1m	Feat Streams
1	1	 <b>Taylor Swift</b> Up to date data	95,392,527,626	442	14	235	393	435	936,406,972
2	2	 <b>Drake</b> Up to date data	81,771,658,962	331	16	200	318	321	25,109,168,211
3	3	 <b>Bad Bunny</b> Up to date data	77,939,741,757	196	18	150	189	190	10,798,349,907
4	4	 <b>The Weeknd</b> Up to date data	64,364,008,913	236	22	98	174	230	9,205,636,436
5	5	 <b>Ed Sheeran</b> Up to date data	50,863,692,574	297	12	75	212	271	4,092,000,470
6	6	 <b>Ariana Grande</b> Up to date data	49,812,229,022	251	19	95	169	228	3,305,064,279
7	7	 <b>Eminem</b> Up to date data	48,374,250,830	335	13	88	263	300	6,209,497,612
8	8	 <b>Justin Bieber</b> Up to date data	45,836,221,624	227	12	72	176	196	13,926,239,120
9	9	 <b>Kanye West</b> Up to date data	43,108,825,554	271	8	92	215	247	8,322,455,946
10	10	 <b>Post Malone</b> Up to date data	43,018,787,549	147	12	71	120	130	4,498,468,001

**Figure 2.**  
**Stream Chart**

Source: <https://chartmasters.org/most-streamed-artists-ever-on-spotify/>

Many top artists actively use the "Listening Together" feature to share live music experiences with their fans, creating more personal and intimate connections. Artists like Ed Sheeran, Drake, Taylor Swift, and Ariana Grande, who are among the most-streamed on Spotify according to ChartdMasters data, often use this feature during album releases or special events. With millions of followers on the platform, their participation strengthens fan bonds and solidifies Spotify as a platform for creative collaboration and social connectivity through music. Spotify uses the freemium model by limiting "Listening Together" access for free users to encourage upgrades to premium subscriptions. Free users can enjoy limited sessions, such as restricted duration or specific playlists, while premium users have full

access, including real-time sharing and uninterrupted music without ads, enhancing the social experience.

**Table 1.**  
**Differences Between Spotify Plans**

<b>Feature</b>	<b>Spotify Free</b>	<b>Spotify Premium</b>
Ads	Ads between songs	No ads
Audio Quality	Standard (160 kbps)	High (320 kbps)
Offline Mode	Not available	Available (can download songs)
Song Skips	Limited to 6 skips per hour (shuffle mode on mobile)	Unlimited skips, on-demand playback
Playlists	Shuffle mode on mobile, on-demand on desktop	On-demand playback on both mobile and desktop
Group Sessions	Not available	Available (host sessions with friends worldwide)
Social Features	Collaborative playlists	Collaborative playlists, Group Sessions, and more
Exclusive Content	Available after a delay	Early access to new releases and exclusive content
Special Features	Spotify Wrapped, Lyrics, Friend Activity	Includes all Free features, plus AI DJ and Playlist Blend

Source: Various literature sources for research purposes, 2024

Spotify offers premium users higher audio quality and greater flexibility, including ad-free listening and offline downloads, enhancing user comfort and encouraging upgrades to premium subscriptions. A key element of Spotify’s strategy is leveraging social connectivity through features like playlist sharing, music collaboration, and social media integration, which foster emotional bonds between users and the platform. Research by Giombi (2021) supports the importance of social connectivity in increasing continued use, although Butcher (2005) suggests its impact on repurchase decision can vary depending on user relationships—highlighting a research gap.

In addition to social connectivity, ubiquity and new content discovery also play crucial roles in user experience. Mäntymäki et al. (2019) found that ease of access enhances customer loyalty and repurchase decisions. Spotify’s recommendation algorithms further engage users by offering relevant new content. However, the relationship between e-satisfaction and customer loyalty in freemium platforms like Spotify remains underexplored. Customer loyalty, defined as the commitment to keep using a service despite alternatives, is a strong predictor of repurchase decisions. According to Hollebeek et al. (2016), loyalty is shaped by consistent user experience, added value, and emotional connection to the brand. This study will evaluate how social connectivity, ubiquity, and content discovery relate to repurchase decisions, both directly and through customer loyalty. A new variable, e-satisfaction, will also be introduced to assess how user perceptions influence their decisions, mediated by both attitude and loyalty. The goal is to provide a comprehensive understanding

of strategies Spotify can use to boost engagement and loyalty in Indonesia’s music streaming market.

**Research Gap**

In today’s increasingly connected digital era, social connectivity has become an important factor in understanding consumer behavior, particularly in relation to repurchase decision. Previous studies, such as Ho (2020) and Shang & Bao (2020), highlight its positive impact through customer engagement and trust in digital platforms. However, contrasting findings like those from Milaković (2021) show that social connectivity can have negative effects under certain conditions, such as during a pandemic, due to increased consumer vulnerability. These inconsistencies reveal a significant research gap regarding the influence of social connectivity on repurchase decision across different contexts.

Additionally, some researchers argue that social connectivity may lose its relevance without strong mediating factors like trust (Izogo, 2022) or customer experience (Butcher, 2005). Yet, in-depth studies on its role across various industries remain limited. Therefore, this study aims to further explore the relationship between social connectivity and repurchase decision in broader and more diverse settings, contributing both to academic literature and digital marketing practices.

**Table 2.**  
**Previous Studies**

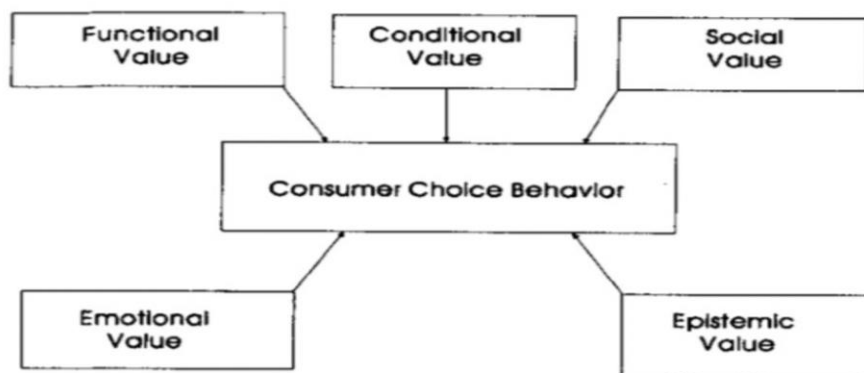
Previous Research	Title of Study	Targeted Variable	Research Method	Result
Ho (2020)	Customer engagement, customer equity and repurchase decision in mobile app	Social Connectivity → Repurchase Decision	SEM	Significant positive
Kumar (2024)	Beyond Likes and Shares: Unveiling the Sequential Mediation of Brand Equity, Loyalty, Image, and Awareness in Social Media Marketing's Influence on Repurchase Decisions for High-Tech Products	Social Connectivity → Repurchase Decision	Multivariate Linear Regression	
Shang & Bao (2020)	How Repurchase Decision Is Affected in Social Commerce?: An Empirical Study	Social Connectivity → Repurchase Decision	PLS-SEM	
Bigne (2016)	The impact of social media and offline influences on consumer behaviour. An analysis of the low-cost airline industry	Social Connectivity → Repurchase Decision	Multivariate Linear Regression	

Previous Research	Title of Study	Targeted Variable	Research Method	Result
Ho & Wang (2015)	Re-purchase decisions and virtual customer relationships on social media brand community	Social Connectivity → Repurchase Decision	SEM	
Butcher (2005)	Differential impact of social influence in the hospitality encounter	Social Connectivity → Repurchase Decision	Multivariate Regression Analysis	Significant negative
Milaković (2021)	Purchase experience during the COVID-19 pandemic and social cognitive theory: The relevance of consumer vulnerability, resilience, and adaptability for purchase satisfaction and repurchase	Social Connectivity → Repurchase Decision	SEM	
Izogo (2022)	Repurchase decision: The roles of trust in company and propensity to trust	Social Connectivity → Repurchase Decision	SEM	Not significant
Istanbulluoglu & Sakman (2022)	Successful complaint handling on social media predicts increased	Social Connectivity → Repurchase Decision	SEM	
Jones (2007)	The Positive and Negative Effects of Switching Costs on Relational Outcomes	Social Connectivity → Repurchase Decision	Regression Analysis	

## REVIEW OF LITERATURE

### Consumer Value Theory

The researcher adopts the Consumer Value Theory (Seth et al., 1991) as the main theoretical foundation in this study. This theory emphasizes the values of consumption with the aim of understanding the reasons consumers choose to purchase or not purchase (or use or not use) a particular product. It also addresses the rationale behind consumers' preference for one product or brand over another. The application of this theory is broad and can encompass various product categories, including non-durable consumer goods, durable goods, industrial products, and services.



**Figure 3.**  
**Model of the Theory of Consumer Value**

Source: Seth (1991)

The Theory of Consumer Value (TCV) offers a comprehensive framework for understanding user motivations on freemium platforms like Spotify. Emotionally, TCV highlights the importance of e-satisfaction—users’ perceived emotional benefit from using the platform—which is shaped by service quality, user experience, and post-purchase communication. This satisfaction plays a crucial role in fostering loyalty and long-term engagement. Functionally, TCV emphasizes the value users place on practical features such as accessibility and performance. In Spotify’s case, the distinction between free and premium services such as offline access demonstrates functional value tied to convenience and ubiquity.

Socially, TCV suggests that user interaction and community-building contribute to perceived value. Through social connectivity, users form meaningful bonds that increase retention and reduce switching to competitors, driven by shared content preferences and network effects. Epistemically, TCV points to the appeal of novelty and knowledge. Spotify delivers this by offering tailored content recommendations and exclusive access to certain features for premium users, satisfying users’ curiosity and discovery needs. Together, these emotional, functional, social, and epistemic values influence users' repurchase decisions, or their willingness to continue premium subscriptions.

#### **Ubiquity (Ease of Access)**

Ubiquity, as defined by Okazaki and Mendez (2013), refers to the high availability of information technology, allowing users to easily access and use it anytime and anywhere. It emphasizes that technology is widely available and accessible in various contexts and locations.

#### **Factors Influencing Ubiquity:**

According to Okazaki and Mendez (2013), several factors influence ubiquity:

1. **Technology Infrastructure:** Adequate technology infrastructure, such as widespread communication networks, fast internet access, and advanced mobile devices, is crucial for enabling ubiquity. Good infrastructure ensures easy and quick access to digital services anywhere and anytime.
2. **Content Availability:** The availability of diverse and engaging content is a key factor in promoting ubiquity. The more content available, such as music, movies, books, and apps, the more attractive digital services become, increasing user participation.

3. **Ease of Use:** The ease of using digital services also plays a role in ubiquity. If services are easy to use, intuitive, and offer a pleasant user experience, they are more likely to be widely adopted.

These factors are essential for driving the widespread adoption and use of digital services.

### **Social Connectivity**

Social Connectivity refers to the ability of individuals or groups to connect, interact, and communicate with others through various social platforms, both online and offline. In the context of digital platforms like Spotify, it includes aspects such as content sharing, following friends, sharing playlists, and interacting through community features. Ho and Wang (2015) define it as users' ability to build and maintain relationships through social media or digital platforms. Additionally, Izogo (2022) highlights that social connectivity creates a more personal social experience, which contributes to increased customer loyalty and repurchase decisions.

#### **Factors Influencing Social Connectivity:**

Several factors affect social connectivity, including:

1. **Interactive Features in Digital Platforms:** Features like content sharing, social media integration, and algorithm-based recommendation systems enhance user interaction on digital platforms. For example, Spotify uses collaborative playlists to promote social connectivity among users.
2. **Personalized User Experience:** Algorithms designed to provide personalized recommendations, like playlists tailored to user preferences, help strengthen social connections. This creates a sense that the platform understands individual needs, encouraging users to share content with friends or communities.
3. **Social Influence of Communities:** Communities within platforms play a crucial role in driving social engagement. Users are more likely to feel connected when there is a sense of belonging offered by the community, whether through direct interaction or shared experiences of enjoying digital content.

Ho and Wang's research (2015) identifies these factors as key elements influencing the level of social connectivity in the context of communication and social interaction.

### **New Content Discovery**

According to Sheth et al. (1991), New Content Discovery is the process by which individuals or consumers discover or become aware of events or content they were previously unaware of. This involves the exploration and discovery of new information that allows them to engage with or attend these events.

#### **Factors Affecting New Content Discovery:**

Sweeney & Soutar (2001) identified several factors influencing New Content Discovery:

1. **Curiosity:** The level of curiosity about new events or content can impact the likelihood of discovering them.
2. **Accessibility:** The availability and ease of access to information about new events also affect discovery. The easier it is to obtain information, the more likely individuals are to discover it.

3. **Relevance:** The relevance of the new content to an individual's interests and needs influences discovery. Content that aligns with their preferences is more likely to catch their attention.
4. **Communication:** Interpersonal communication or word-of-mouth can also play a role. Positive recommendations from others increase the likelihood of discovering new content.

### **E-Satisfaction**

E-satisfaction refers to the level of satisfaction customers feel when interacting with services or products through digital platforms, such as websites or mobile apps. It focuses on how the user experience in shopping, seeking information, or consuming content influences their perception of service quality. According to Sahranavard (2024), e-satisfaction is achieved when customers are content with their experience online, which includes visual appeal, ease of use, and satisfaction with the service quality provided.

#### **Factors Affecting E-satisfaction:**

Several key factors influence e-satisfaction:

1. **Ease of Use:** A user-friendly, intuitive interface that users can navigate easily leads to higher satisfaction. Platforms that minimize technical barriers are more likely to satisfy users (Sahranavard, 2024).
2. **Service Quality:** This includes responsiveness, reliability, professionalism, and the quality of products offered by the platform. High service quality enhances user satisfaction (Sahranavard, 2024).
3. **Content Satisfaction:** Relevant, engaging content that aligns with user preferences is crucial in e-satisfaction. For streaming services like Spotify, content tailored to user tastes boosts satisfaction and loyalty (Mäntymäki et al., 2019).
4. **Security and Privacy:** Users who feel that their personal data is secure are more likely to be satisfied and use the platform more frequently. Ensuring data security enhances customer satisfaction (Sahranavard, 2024).
5. **User Interaction with Service Features:** Effective interaction with features such as playlists, music recommendations, and social functions enhances e-satisfaction. Interactive, engaging features contribute directly to user satisfaction.

Overall, e-satisfaction results from various elements affecting user interactions with digital services. Platforms that meet or exceed customer expectations in ease of use, service quality, security, and relevant content tend to achieve higher satisfaction and stronger user loyalty.

### **Attitude and Customer Loyalty**

Attitude is an individual's evaluation of an object, product, or service, which can be positive, negative, or neutral. It is shaped through experience, perception, and social interaction. In the context of digital services like Spotify, customer attitude is influenced by their experiences and how well the service meets their expectations and emotionally engages them (Sahranavard, 2024). Attitude can be evaluated through two dimensions: affective (emotional) and cognitive (rational assessment), both of which impact consumer behavior, such as loyalty or the decision to recommend the service.

### **Factors Affecting Attitude:**

Key factors influencing attitude include e-satisfaction, where positive user experiences foster positive attitudes toward the service. Poor experiences lead to negative attitudes (Sahranavard, 2024).

### **Customer Loyalty**

Customer loyalty refers to a customer's commitment to continually use a product or service, despite alternative options. It reflects a strong emotional and psychological bond formed through positive experiences, satisfaction, and perceived value (Kotler & Keller, 2009). Loyalty is linked to repurchase behavior and the decision to recommend the service to others. Loyal customers are more resilient to competitor disruption and more valuable in the long run.

### **Factors Affecting Customer Loyalty:**

Key factors influencing customer loyalty, especially in services like Spotify, include social connectivity (shared experiences or content), e-satisfaction (positive post-purchase experiences), and the overall value provided by the service.

### **Repurchase Decision**

Repurchase decision refers to a consumer's willingness to buy a product or service again after an initial experience, reflecting satisfaction and loyalty. It plays a crucial role in business sustainability and growth, as it is tied to customer retention and future purchases. Repurchase decision is influenced by internal factors like personal experience and satisfaction, and external factors like promotions and consumer reviews.

According to Simamora (2014), repurchase decision relates to personal attitude, while Oliver (1999) notes that emotional factors, such as affection for the brand, can boost repurchase decision. Kotler & Keller (2009) suggest that repurchase decision reflects the consumer's plan to repurchase a product they have consumed, which is influenced by their previous experiences and satisfaction. In summary, the repurchase decision is driven by emotions and satisfaction, and businesses can increase the likelihood of repurchase through positive consumer experiences and emotional engagement.

### **Hypothesis Development**

#### **The Effect of Ease of Access on Repurchase Decision**

Ease of access is a key element in enhancing the customer experience in digital services. This has been widely discussed in various studies. Mäntymäki et al. (2019) emphasize that ease of access includes speed, efficiency, and flexibility in accessing services anytime and anywhere. In the music streaming industry, ease of access not only improves user experience but also strengthens the decision to repurchase the service in the future. Rodríguez-Torrico et al. (2020) support this view by stating that, in e-commerce, particularly mobile platforms, ease of access is a primary driver of customer satisfaction. They found that good accessibility through mobile devices directly contributes to user loyalty by minimizing barriers during the purchasing process.

Elgammal et al. (2020), using the S-O-R (Stimulus-Organism-Response) model, show that ease of access in m-commerce platforms contributes to product reputation and brand trust, which, in turn, increases sustainable use and consumer loyalty. Seo et al. (2013), in their study on ubiquitous decision support systems, found that ease of access impacts decision quality by enhancing users' ability to absorb information and perceive usefulness. In this

context, Spotify has utilized intuitive user interfaces and cross-device features to create a seamless access experience.

A local study by Purwanto (2021) found that ease of access significantly influences repurchase decisions in Indonesia, indicating that customers who find it easy to access digital services tend to have higher satisfaction and are willing to use the service again. Based on these five studies, it can be concluded that ease of access plays an important role in creating a positive user experience, which in turn influences repurchase decisions. Therefore, the hypothesis is formulated as follows:

**H1: Ease of access has a positive influence on repurchase decisions on the Spotify app.  
The Influence of New Content Discovery on Repurchase Decision**

Research by Mäntymäki et al. (2019) shows that exploring new content significantly impacts repurchase decisions in music streaming services like Spotify. New content exploration involves users discovering relevant music or content based on their preferences through platform features. Features like recommendation algorithms, curated playlists, and automatic song discovery play a key role in creating an engaging and satisfying user experience.

Liao's (2016) study on factors influencing repurchase decision in online shopping highlights the role of user satisfaction and positive experiences in driving repeat use. In Spotify's case, effective content discovery contributes to transactional satisfaction, as identified by Jones (2007), reinforcing overall repurchase decisions. Furthermore, Satoto (2024) shows that specific transactional satisfaction with a service can act as a mediator, strengthening customers' decision to reuse the service. For Spotify, personalized music discovery offers a unique experience that meets users' entertainment needs, fostering platform loyalty.

Rahmandika & Rohman (2022) emphasize the importance of product variety and online reviews in shaping repurchase decisions. Spotify, with features like "Discover Weekly" and "Release Radar," offers diverse and relevant content, enhancing the user experience and overall positive perception of the platform. Based on these findings, new content discovery on Spotify plays a vital role in driving customer satisfaction, keeping the user experience fresh, and fostering loyalty, ultimately increasing repurchase decision. Hence, the hypothesis is:

**H2: New content discovery has a positive influence on repurchase decision on the Spotify app.  
The Influence of Social Connectivity on Repurchase Decision**

Social connectivity plays a key role in influencing repurchase decision on digital platforms like Spotify. According to Mäntymäki et al. (2019), social connectivity is defined as the platform's ability to enable users to interact with friends, family, or communities through social features. Features like sharing playlists, following friends' listening activities, and social media integration help users feel more emotionally connected to the platform.

Dongwon Lee (2011) highlights that sharing music on social networks strengthens user relationships and enhances interactive experiences, increasing user engagement with the platform. Additionally, Helkkula (2016) found that social interaction through sharing features boosts trust in the platform, motivating users to continue subscribing. Jae-Hak Lee (2016) found that social connectivity contributes to customer satisfaction, which affects loyalty and repurchase decision. In Spotify's context, social features create a sense of

community, strengthening users' emotional ties to the platform. This is supported by Ken Butcher's (2002) findings that social influence encourages repurchase decisions by creating a supportive environment and increasing user trust.

Social connectivity fosters a sense of community and emotional satisfaction, strengthening the relationship between customers and the platform. With facilitated social connections, users are more likely to continue using the service, trust the platform, and ultimately have the decision to repurchase or maintain a subscription. Based on these findings, the hypothesis is:

**H3: Social connectivity has a positive influence on repurchase decisions on the Spotify app.**

#### **The Influence of Social Connectivity on Customer Loyalty**

Research by Obiegbu et al. (2018) shows that social connectivity plays a key role in creating customer loyalty on digital platforms like music streaming services. Social connectivity is defined as an individual's ability to connect, share experiences, and interact with other users. The study indicates that social interactions through features like sharing playlists, following friends' activities, or discussing music enhance emotional connections between users and the platform.

Obiegbu et al. (2018) further suggest that high social engagement fosters a sense of belonging, trust, and added value for customers. This aligns with Waqar and Nabeel (2021), who argue that social connectivity through digital media contributes to customer loyalty by building a more personal relationship between the customer and the platform. Davidavičienė and Davidavičius (2022) add that social network activities strengthen emotional ties to the platform and create deeper commitment.

Laroche (2012) explains that social media plays a crucial role in building brand loyalty, as social interactions reinforce customers' emotional attachment to the platform. Additionally, Juharsah (2024) found that social connections formed through interactive features on digital platforms mediate through customer satisfaction and trust, significantly contributing to customer loyalty. Based on these findings, it can be concluded that social connectivity not only creates a more interactive experience but also strengthens customer loyalty to the platform. Therefore, the hypothesis is:

**H4: Social connectivity has a positive influence on customer loyalty.**

#### **The Influence of Customer Loyalty on Repurchase Decision**

Anderson and Srinivasan (2003) found that customer loyalty plays a crucial role in driving repurchase decisions, especially on digital platforms. Customer loyalty is defined as a strong commitment to continue using or repurchasing a product or service, despite external influences or alternative offerings. Loyal customers tend to have greater trust in the brand and feel more emotionally connected to the service they use, which motivates them to repurchase in the future. Positive, repeated experiences often drive loyalty, strengthening their repurchase decisions.

Rismawan (2021) supports this by emphasizing that consistent, positive customer experiences enhance loyalty, which impacts repurchase decisions. Hadi & Sumarto (2010) state that brand loyalty significantly helps retain customers and encourages repurchase decisions, especially by reinforcing trust in the brand's quality. Sega (2021) also suggests that customer trust in a brand forms the foundation for loyalty, which influences repurchase decisions. Amin (2023) further discovered that loyalty to local brands in Indonesia, like

Winmilk, strongly affects repurchase decisions, indicating that emotional connections built through consistent experiences, trust, and perceived value are key factors driving repurchase decisions.

Based on these findings, customer loyalty is considered a major predictor of repurchase decision, particularly on digital service platforms. Therefore, the hypothesis is:

**H5: Customer loyalty has a positive influence on repurchase decisions.**

## RESEARCH METHOD

### Research Variables

In research, variables represent concepts, characteristics, attributes, or values related to an object, individual, organization, or phenomenon with a certain level of variation. These variables are chosen by the researcher for in-depth analysis and conclusions. This study uses three types of variables: independent variables, mediating variables, and dependent variables.

#### Dependent Variable

The dependent variable is influenced by other variables, either directly by the independent variable or through mediating variables. In this study, the dependent variable is Repurchase Decision, which reflects the tendency or desire of consumers to use a service again in the future based on their experiences, perceptions, and evaluations of previous services.

#### Independent Variables

Independent variables, also known as predictors or antecedents, are believed to influence changes in other variables, either directly or through mediating variables. These variables are not influenced by others in the study but instead trigger changes in the dependent or mediating variables. The independent variables in this research are:

1. **Ease of Access (Ubiquity):** The ability of customers to access services quickly and efficiently.
2. **Social Connectivity:** The interactions and social connections facilitated by the service.
3. **New Content Discovery:** The platform's ability to provide fresh, relevant content to customers.
4. **E-satisfaction:** The satisfaction level of customers using digital services based on their expectations.

#### Mediating Variables

Mediating variables bridge the relationship between independent and dependent variables, explaining how the influence of the independent variable impacts the dependent variable. The influence is indirect, through a mediator. The mediating variables in this study are:

1. **Attitude:** The overall evaluation of the service, either positive or negative.
2. **Customer Loyalty:** The commitment of customers to continue using a particular service despite alternative options.

#### Operational Definitions of Variables

This section outlines the definitions of each variable and the indicators used to measure them. The purpose of creating operational definitions is to ensure a clear and consistent interpretation of each variable, minimizing potential errors in interpretation. The study examines seven main variables: one dependent variable, two mediating variables, and four

independent variables. The dependent variable is the repurchase decision, while attitude and customer loyalty are mediating variables. The independent variables include e-satisfaction, ease of access, new content discovery, and social connectivity. Each variable is supported by relevant indicators to measure the relationships between variables in the research model. These operational definitions and indicators are crucial for the accuracy of data analysis and achieving the research objectives. The detailed operational definitions and indicators are provided in Table 3.1.

**Table 3.1**  
**Variables and Indicators**

Variable	Indicator	Definition	Source
<b>Ubiquity</b>	1. Availability of digital platform 2. Speed in content search 3. Ease of navigation 4. Cross-device compatibility 5. Intuitive user interface design	Ease of access refers to how easily users can access the application quickly and without technical barriers on various devices.	Myatmaki (2023), Okazaki & Mendez (2013)
	2. Relevant recommendations 2. Variety of available content types 3. Ease of discovering new content 4. Regular content updates 5. User interaction with new content	New content discovery refers to the ability of users to find new music or content through relevant recommendations or an adequate search feature in the app.	
<b>Social Connectivity</b>	3. Ability to share playlists or content 2. Ease of following friends' activities 3. Communication facilities between users 4. Strengthening social connections 5. Involvement in digital communities	Social connectivity refers to the ability of users to interact with their social network through content sharing features, comments, or other social activities within the app.	Obiegabu et al. (2018)
	4. Satisfaction with app performance 2. Satisfaction with uninterrupted experience 3. Ability of the app to meet user expectations 4. Ease of performing activities 5. Satisfaction with platform innovation	E-satisfaction refers to the level of customer satisfaction with the digital experience gained from interacting with app-based services, such as Spotify.	
<b>Attitude</b>	5. Trust in the platform 2. Positive perception of the app 3. overall stance customers have toward the app 4. Satisfaction involving perceptions,	Attitude refers to the overall stance customers have toward the app, perceptions,	Sahranavard (2022)

Variable	Indicator	Definition	Source
Customer Loyalty	with app features5. Comfort in emotions, and evaluations using the app	of the app's service quality.	Chen et al. (2012)
	6. Continuous use of the app2. Desire to remain subscribed3. Not easily switching to another platform4. User support for the platform5. Emotional connection with the app	Customer loyalty is the level of commitment a customer has to continue using and recommending a particular service, even when alternatives exist.	
Repurchase Decision	7. Desire to repurchase premium services2. Tendency to recommend the service to others3. Confidence in consistent service quality4. Positive experience in previous transactions5. Willingness to pay more for premium services	Repurchase decision refers to the level of a customer's desire to repurchase a product or service in the future based on prior experiences.	Sahranavard (2022), Myatmaki (2023)

### Types and Sources of Data

This study adopts a quantitative approach to systematically measure and analyze phenomena related to Spotify Premium users in Indonesia. The quantitative method was chosen because it allows the researcher to collect large amounts of data and test hypotheses objectively using statistical analysis. The results are expected to be measurable, reliable, and useful for identifying user behavior patterns based on the collected data.

In this study, data is divided into two types: primary data and secondary data. Primary data was obtained by distributing questionnaires using an agree-disagree scale to measure Spotify users' perceptions, attitudes, and decisions regarding the premium service. The questionnaires were distributed to respondents who are Spotify users in Indonesia, both those using the free service and those who have switched to the premium service. This approach ensures that the data is more relevant and directly sourced from users, making it more representative of the target population.

Meanwhile, secondary data was obtained from industry reports focused on consumer behavior in digital music services. This data came from various pre-existing sources, such as books, reports, journals, notes, and archives. These sources include widely published publications as well as internal or unpublished documents. The reports are used to complement the findings from primary data and provide broader insights into trends in the music industry and freemium service usage. By using secondary data, the researcher can gain a more comprehensive perspective on the industry context.

Combining primary and secondary data is expected to provide a more thorough understanding of the factors influencing users' decisions to switch from Spotify's free service to premium. This approach is also expected to increase the validity of the research results and provide deeper insights into how these factors affect consumer behavior in choosing digital music services.

## **Population and Sample**

This study focuses on Spotify users in Indonesia, particularly those who repeatedly purchase the premium service. The population includes all Spotify Premium users spread across various regions in Indonesia. With the significant increase in the number of Spotify users in Indonesia, this population is highly diverse, encompassing variations in age, occupation, educational background, and lifestyle.

However, due to the large population size, it is not feasible to reach all Spotify Premium users in Indonesia. Therefore, this study uses sampling techniques to represent the population. The study employs a combination of probability sampling and purposive sampling techniques, which allows for both random sample selection and the consideration of specific criteria relevant to the research objectives.

To achieve good generalization in this study, probability sampling was used, where samples were randomly selected from the population of Spotify Premium users in Indonesia. Additionally, purposive sampling was applied, which focuses on selecting individuals based on specific characteristics directly related to the phenomenon being studied. The criteria for sample selection in this study are:

1. Active Spotify users in Indonesia.
2. Users who repeatedly purchase the premium service.

In this study, a sample size of 202 was calculated to increase the accuracy of data analysis and ensure the results can be applied to a larger population. With this representative sample, the study aims to provide a clearer understanding of the factors driving Spotify users in Indonesia to switch from the free service to the premium service.

## **Data Collection Methods**

Data collection in this study was conducted through several methods as follows:

### **Questionnaire**

The questionnaire is a research instrument used to collect data in the form of written questions directed to selected respondents. In this study, the questionnaire consists of both open-ended and closed-ended questions. Open-ended questions are used to gather personal information from respondents and their experiences while using the Spotify app. Meanwhile, closed-ended questions are formulated with predefined answer choices.

To measure the responses from closed-ended questions, an agree-disagree scale was used. This scale allows the data to be analyzed quantitatively through statistical calculations, such as mean, standard deviation, correlation, and other parameter tests. A scale of 1 to 10 was used, where 1 represents the lowest level of disagreement (strongly disagree), and 10 represents the highest level of agreement (strongly agree). A detailed explanation of the measurement scale is provided in the following section.

## **RESULTS AND DISCUSSION**

### **Research Object Description**

This section provides a comprehensive overview of the research subject, including the background of the region or context where the research was conducted, the identities of the respondents who make up the sample, and a summary of their responses. The research adopts a statistical approach using Structural Equation Modelling (SEM) and employs AMOS software (Analysis of Moment Structure) with Maximum Likelihood (ML) estimation to process and interpret the relationships between variables in the research model.

### General Description of the Research Object

In recent years, Spotify has continued to grow as one of the leading music streaming platforms worldwide. With over 500 million active users across various countries, Spotify has successfully attracted attention through a variety of innovative features designed to meet the needs of digital music and entertainment. Spotify's main focus is to provide a personalized and interactive music listening experience through features like personalized playlists, algorithm-based recommendations, and social integration that allows users to share music with friends. Additionally, Spotify works to improve its service quality by providing access to a vast music catalogue, podcast features, and various attractive promotions for its premium services.

The platform serves not only as an entertainment medium but also creates an ecosystem that supports user communities to continuously interact with the content they enjoy. These efforts create a strong appeal and reinforce Spotify's position as a leader in the digital music streaming service industry.

### General Description of Respondents

This study used non-probability sampling with a purposive sampling approach based on specific criteria. The established criteria were:

- Respondents are Spotify users.
- Respondents come from various age groups.
- Respondents are Spotify Premium users.

A total of 203 respondents participated in this study. The data collection process lasted about two weeks in December 2024. All questionnaires were distributed online via a Google Form link, making it easily accessible to the respondents. From the collected data, the researcher gathered various information regarding the respondents' profiles and their experiences with using Spotify. This information was categorized to provide a clearer picture of the respondents' characteristics as part of the research object. The data collection process was conducted carefully to ensure that each response reflected the actual conditions and experiences of the respondents. The researcher also made efforts to explain each part of the questionnaire in simple language, allowing respondents to answer comfortably and accurately.

The results of this study are expected to provide deep insights into the habits and usage patterns of Spotify users. Thus, the study not only enhances understanding of user characteristics but also serves as a foundation for improving Spotify services in the future.

### Categorization of Respondents Based on Identity Profile

Respondents in this study were analyzed based on their identity profiles, such as gender and age. The following is the distribution of respondents by gender.

**Table 4.1**

#### **Respondents Based on Gender**

No	Gender	Frequency	Percentage
1	Female	106	52,5%
2	Male	96	47,5%
Total		202	100 %

Source: Processed primary data, 2025

Based on the table above, it can be seen that the majority of respondents are female, totaling 106 individuals or 52.5%. Meanwhile, male respondents amount to 96 individuals or 47.5% of the total. This indicates that female participation in this study is slightly more dominant than that of males. The distribution of respondents by age is presented in the following table:

**Table 4.2**  
**Respondents Based on**

No	Age Range	Frequency	Percentage
1	< 18 years	6	3%
2	18–24 years	92	45.5%
3	25–34 years	74	36.6%
4	35–44 years	29	14.4%
5	> 45 years	1	0.5%
<b>Total</b>		<b>202</b>	<b>100%</b>

Source: Processed primary data, 2025

From the table, it can be seen that the majority of respondents have been using Spotify for more than 2 years, with a total of 147 individuals or 72.8%. This indicates a high user retention rate for Spotify, where most users feel comfortable and satisfied using the platform over a long period. Meanwhile, 23 individuals (11.4%) have started using Spotify within the last 6 months to 1 year. This suggests that Spotify continues to attract new users who are beginning to explore the features and services it offers. Conversely, the group of users who have been using Spotify for less than 6 months includes 11 respondents or 5.4%. Although this number is relatively small, it indicates that Spotify is steadily expanding its user base, particularly among new users who may be drawn by its ease of access and diverse features.

The group of users who have been using Spotify for 1 to 2 years comprises 21 respondents or 10.4%. This period represents a transition phase where users begin to understand Spotify more deeply and build loyalty to the platform. Finally, the distribution of respondents based on their frequency of music listening is presented in the following table:

**Table 4.4**  
**Respondents Based on Frequency of Listening to Music on Spotify**

No	Music Listening Frequency	Frequency	Percentage
1	Rarely	2	1%
2	Several times a week	15	7.5%
3	Every day	185	91.5%
<b>Total</b>		<b>202</b>	<b>100%</b>

Source: Processed primary data, 2025

Based on the data, 91.5% of respondents listen to music on Spotify daily, showing that it has become an integral part of users' routines. A smaller portion (7.5%) listens several times a week, while only 1% rarely uses it. These findings highlight Spotify's strong user engagement and its role as a trusted, daily entertainment platform.

## CONCLUSION

Based on the analysis presented in this chapter, it can be concluded that Spotify influences users' repeat purchase behavior through key strategic factors such as ease of access, content exploration, digital satisfaction, and the development of a positive attitude. Although not all hypotheses were proven significant, this highlights that digital strategies are not one-size-fits-all.

The findings are expected to contribute both theoretically to the field of digital marketing and practically for music streaming platforms like Spotify to continue innovating based on the dynamic needs and behaviors of users. This research also opens opportunities for further exploration to better understand how user loyalty and preferences are formed in the evolving digital economy. Thus, this study not only reflects the current state but also serves as a foundation for developing future digital business strategies that are more adaptive and user-experience-oriented.

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