

**THE EFFECT OF *E-SERVICE QUALITY*, PRODUCT QUALITY, AND PRICE  
PERCEPTION ON REPURCHASE INTEREST THROUGH CONSUMER  
SATISFACTION ON *PREMIUM SPOTIFY MUSIC* STREAMING PRODUCTS**

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### **Abstract**

This study was conducted on people throughout Indonesia who are at least 18 years old and have subscribed to Spotify Premium for approximately the last 3 months. The goal is to determine the direct influence of electronic service quality variables, product quality, and price perception on repurchase intentions. The direct influence of consumer satisfaction variables on repurchase intention and mediated the variables of electronic service quality, product quality, and price perception on repurchase intention. The data collection method used was a questionnaire with *a purposive sampling technique* on 190 respondents from Indonesia who had subscribed to Spotify Premium for approximately the last 3 months and were at least 18 years old. Hypothesis testing using path analysis with the help of the SPSS 25 program. The results of this study state that: 1) The quality of electronic services has a positive and significant effect on consumer satisfaction. 2) Product quality has a positive and significant effect on consumer satisfaction. 3) Price perception has a positive and significant effect on consumer satisfaction. 4) Consumer satisfaction has a positive and significant effect on repurchase interest. 5) The quality of electronic services has a positive and significant effect on the interest in repurchases. 6) Product quality has a positive and significant effect on repurchase interest. 7) Price perception has a positive and significant effect on repurchase interest. 8) The quality of electronic services has a positive and significant effect on repurchase interest through consumer satisfaction as an intervening variable. 9) Product quality has a positive and significant effect on repurchase interest through consumer satisfaction as an intervening variable. 10) Price perception has a positive and significant effect on repurchase interest through consumer satisfaction as an intervening variable.

**Keywords:** E-service quality, Product Quality, Price Perception, Interest in rebuying, Consumer Satisfaction

## **Introduction**

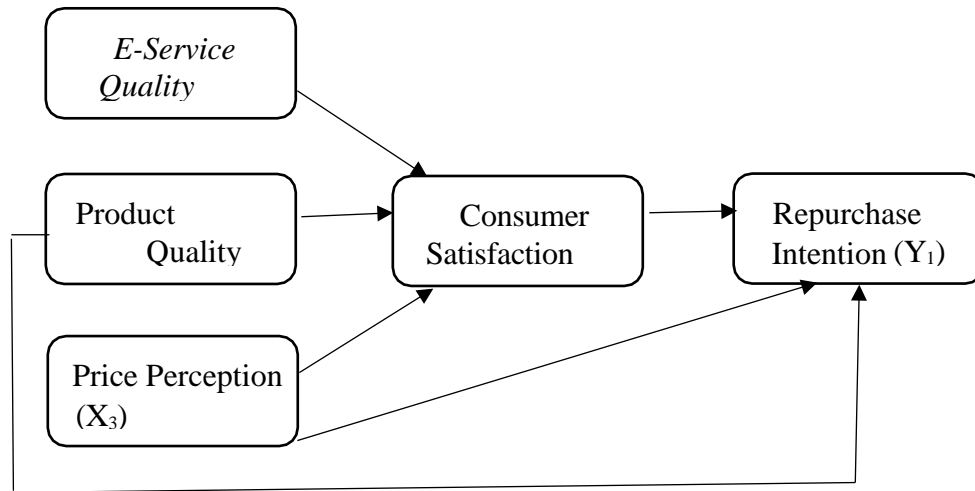
Nowadays is a digital era where technology is growing rapidly, this can be characterized by the number of people who use cell phones and internet users every day Ginting (2023). With the large number of cell phone usage among the public, the use of digital applications is also increasing. Various kinds of digital entertainment that can be accessed via smartphones include playing online games, watching movies / videos, reading novels / comics, including listening to music. Currently, the music industry is growing in line with technological developments Suharyono & Astuti (2020). Listening to music itself is often a hobby or activity that is considered to be uplifting and can be done by various groups, and this can increase enthusiasm and build a mood that brings positive energy Andaryani (2019). At this time, the ease of access in listening to music can increasingly be felt, namely by easily streaming music.

In Indonesia itself, there are several music platforms that are currently popular, including JOOX, Apple Music, Spotify Youtube Music, and Langit Musik. The following is data on the most downloaded music applications globally and Spotify Premium user data. Spotify has two service models provided, namely free and paid (premium). In the premium service there is the removal of ads, improved sound quality, and the ability to save songs and listen to them again offline without using internet data quotas. So that consumers can enjoy premium packages by paying a fee for subscribing according to the subscription rate provided. Currently, digital music consumption is officially on the rise. With the increase in the number of active subscribers each year, it shows that the interest in repurchasing premium packages tends to be stable and is accompanied by achieved customer satisfaction. In the era of rapidly growing digitalization, business people strive to ensure that companies can provide the best e-service quality to customers so that they feel comfortable when listening to music Fauziah & Digidowiseiso (2023). So that with adequate e-service quality, customer satisfaction increases and consumers who feel satisfied tend to be loyal to make repeat purchases. Apart from E-service quality, another supporting variable is product quality. Furthermore, the variable that is sensitive to consumers is price perception. Price perception is a view of how much it costs to spend or sacrifice to get a certain product Putro & Nurmahdi (2020).

This phenomenon reflects the importance of Spotify Premium to always improve e-service quality and product quality and price perceptions in order to maintain customer satisfaction and increase consumer repurchase interest. So the purpose of this study is to determine the direct effect of e-service quality, product quality, and price perception on repurchase intention through

customer satisfaction and the indirect effect of e-service quality, product quality, and price perception on repurchase intention through customer satisfaction.

The framework for this study was developed as follows:



**Figure 1.** Conceptual Model

Source: Data Process (2024)

The hypothesis developed in this research is explained as follows:

H1: The Effect of E-Service Quality on Consumer Satisfaction

H2: The Effect of Product Quality on Consumer Satisfaction

H3: The Effect of Price Perception on Consumer Satisfaction

H4: The Effect of Consumer Satisfaction on Repurchase Intention

H5: The Effect of E-Service Quality on Repurchase Intention

H6: The Effect of Quality Product on Repurchase Intention

H7: The Effect of Price Perception on Repurchase Intention

H8: The Effect of E-Service Quality on Repurchase Intention through Consumer Satisfaction

H9: The Effect of Product Quality on Repurchase Intention through Consumer Satisfaction

H10: The Effect of Price Perception on Repurchase Intention through Consumer Satisfaction

## **Literature Review**

### *E-Service Quality*

According to Ajis & Adistya (2020), e-service quality is the service offered to internet users to provide facilities for shopping, purchasing, and distribution activities effectively and efficiently. According to Hidayati & Heryanda (2022), e-service quality has four indicators, including:

- a. Efficiency. Refers to the customer's ability to search for information related to products or services through websites or online platforms.
- b. Fulfillment. Relates to the extent of the accuracy of the service site's promises to user expectations.
- c. System Availability. It is a promise of consistent and stable service when accessed by users.
- d. Privacy. It is a guarantee to users about the extent to which the site is secure and protects user information data.

### *Product Quality*

In terms of marketing, product quality is very important because the product is the result of the company's activities offered to the target market to meet the needs and desires of customers (Achilles & Wardhana, 2020). Here are some indicators of product quality according to Fiani (2022):

- a. Performance. Related to the ability of the service to meet the needs of the users.
- b. Durability. The consistency of the service can be utilized.
- c. Additional Features. Related to the extra features that characterize a service.
- d. Reliability. Reliability is defined as the small likelihood that it will fail to be used.
- e. Aesthetics. Related to the appeal of the service to the five senses, such as the appearance and design of the service.
- f. Impression of Quality. It is a quality derived from the reputation of a product and the company's responsibility towards that product.

### *Price Perception*

According to Rifa'i (2020), price is one of the elements of the marketing mix that generates revenue or can be said to incur costs. The following are the indicators for measuring price perception according to Kotler and Keller (2016):

- a. Price Affordability. The price set by the company is accessible to users.
- b. Price Competitiveness. It refers to the purchasing power resulting from the comparison of prices with similar competitors.
- c. Price in Accordance with Benefits. Users' expectations regarding the benefits obtained with the offered price are met or not.
- d. Price in Accordance with Product Quality. The price will be used as a comparison by users because they see a better quality among those services.

### *Repurchase Interest*

According to Nofiyanti & Wiwoho (2020), repurchase interest is the repeated purchase of a product within a certain period and having a positive attitude towards a good or service based on previous experience. The following are indicators of repurchase interest according to Marina (2020), including:

- a. Transactional interest. It is the urge to always purchase the goods that have been used or bought.
- b. Referential Interest. It is the urge to recommend a product that has been purchased, so that others can also buy the product based on their consumption experience.
- c. Preferential interest. It is the interest that shows how someone acts because they always have a primary preference for the products they have used.
- d. Exploratory interest. It is the interest in a person's attitude who continuously seeks information about the product they desire.

### *Consumer Satisfaction*

According to Fiona (2021), customer satisfaction can be described as the feeling of happiness or disappointment after using a product or service. The following are indicators of consumer satisfaction according to (Yuliana & Purnama, 2021), including:

- a. Alignment of expectations, where customer satisfaction is not measured directly, but based on whether customer expectations and company performance align.
- b. Experience, where satisfaction is measured by asking whether users feel a pleasant experience when using the service or product.
- c. Consumer satisfaction, which is measured by asking whether users feel satisfied with using a service or product.

## **Methods**

This research was conducted on people throughout Indonesia who are at least 18 years old and have subscribed to Spotify Premium for at least the last 3 months. The aim is to determine the direct effect of the variables of electronic service quality, product quality, and price perception on repurchase intentions. The direct effect of consumer satisfaction variables on repurchase intentions and mediating variables of electronic service quality, product quality, and price perception on repurchase intentions. The data collection method used was a questionnaire with a purposive sampling technique of 190 respondents. The type of data used in this study is primary data obtained through a Google Form survey. The independent variables in this study are E-Service Quality, Product Quality and Price Perception. The Intervening Variable is Consumer Satisfaction and the dependent variable is Repurchase Intention.

E-Service Quality is measured from the development of Hidayati (2022), Efficiency, Fullfillment, System Availability, Privacy. According to Fiani (2022) Product Quality indicators are measured by Performance, Durability, Features, Reliability, Aesthetics, Quality Impression. Indicators of Price Perception Variables according to Kotler and Keller (2016) consist of Price Affordability, Price Competitiveness, Price Matches Benefits, Price Matches Product Quality. Indicators to measure Repurchase Intention according to Marina (2020) consist of Transactional Interest, Referential Interest, Preferential Interest, Explorative Interest. Indicators to measure Consumer Satisfaction according to Yuliana (2021) consist off Expectation Congruence, Experience, Customer Satisfaction. The data analysis method used in this research is Path Analysis with the help of the SPSS 25 program.

## Result And Discussion

### Result

**Table 1.** Validity Test.

Variable	Item	Sig	Results
E-Service Quality	X <sub>1.1</sub>	<0,01	Valid
	X <sub>1.2</sub>	<0,01	Valid
	X <sub>1.3</sub>	<0,01	Valid
	X <sub>1.4</sub>	<0,01	Valid
Product Quality	X <sub>2.1</sub>	<0,01	Valid
	X <sub>2.2</sub>	<0,01	Valid
	X <sub>2.3</sub>	<0,01	Valid
	X <sub>2.4</sub>	<0,01	Valid
	X <sub>2.5</sub>	<0,01	Valid
	X <sub>2.6</sub>	<0,01	Valid
Price Perception	X <sub>3.1</sub>	<0,01	Valid
	X <sub>3.2</sub>	<0,01	Valid
	X <sub>3.3</sub>	<0,01	Valid
	X <sub>3.4</sub>	<0,01	Valid
Repurchase Intention	Y <sub>1.1</sub>	<0,01	Valid
	Y <sub>1.2</sub>	<0,01	Valid
	Y <sub>1.3</sub>	<0,01	Valid
	Y <sub>1.4</sub>	<0,01	Valid
Consumer Satisfaction	Y <sub>2.1</sub>	<0,01	Valid
	Y <sub>2.2</sub>	<0,01	Valid
	Y <sub>2.3</sub>	<0,01	Valid

This research data is said to be valid if the indicators in the study are seen through convergent validity. This validity test is carried out with the criteria if the significance is less than 0.05, it can be concluded that the question indicator is valid.

**Table 2.** Reliability Test.

Variable	Cronbach Alpha	$\alpha$ Constancy	Results
E-Service Quality	0,786	0,60	Reliable
Product Quality	0,808	0,60	Reliable
Price Perception	0,774	0,60	Reliable
Repurchase Intention	0,723	0,60	Reliable
Consumer Satisfaction	0,729	0,60	Reliable

A research instrument is considered reliable using Cronbach alpha if the reliability coefficient reaches 0.60 or more.



**Table 3.** Normality Test.

	Asymp. Sig. (2 tailed)	Sig	N
X <sub>1</sub> ,X <sub>2</sub> ,X <sub>3</sub> – Y <sub>2</sub>	0,095	0,05	190
X <sub>1</sub> ,X <sub>2</sub> ,X <sub>3</sub> , Y <sub>2</sub> – Y <sub>1</sub>	0,200	0,05	190

The normality test is carried out by looking at the Kolmogorov-Smirnov magnitude at the 5% confidence level.

**Table 4.** Multicollinearity Test.

	Variable	Tolerance	VIF
Model 1	E-Service Quality	,923	1,084
	Product Quality	,865	1,157
	Price Perception	,928	1,077
Model 2	E-Service Quality	,896	1,116
	Product Quality	,827	1,209
	Price Perception	,912	1,096
	Consumer Satisfaction	,878	1,139

One way to detect multicollinearity symptoms in a regression model is by looking at the value of Tolerance and Variance Inflating Factor (VIF).

**Table 5.** Heteroscedasticity Test.

	Variable	Sig
Model 1	ESQ-CS	,787
	PQ-CS	,055
	PP-CS	,129
Model 2	ESQ-RI	,316
	PQ-RI	,055
	PP-RI	,129
	CS-RI	,316

A good regression model is that there is no heteroscedasticity, the test is carried out by using the Glejser Test method with the criteria if the significance value > 0.05 then there is no heteroscedasticity.

**Table 6.** T Test.

	Variable	t count	t table	Sig
Model 1	ESQ-CS	1,125	1,972	,035
	PQ-CS	4,708	1,972	<,001
	PP-CS	3,126	1,972	,002
Model 2	ESQ-RI	3,447	1,972	<,001
	PQ-RI	2,411	1,972	,017
	PP-RI	3,122	1,972	,002
	CS-RI	12,407	1,972	<,001

The t test is done by comparing the t value with the t table value. If t count  $\geq$  t table with a significance below 0.05, it means that partially or individually the independent variable significantly affects the dependent variable

**Table 7.** Coefficient of Determination ( $R^2$ ) Test.

	R	R Square	Adjusted R Square
$X_1, X_2, X_3 - Y_2$	,752	,565	,555
$X_1, X_2, X_3, Y_2 - Y_1$	,679	,462	,450

The Coefficient of Determination ( $R^2$ ) test determines how far the model's ability to apply variations in the dependent variable.

**Table 8.** Path Analysis.

	R Square	Variable	Standardized Coefficient Beta
Analisis Jalur 1	,565	ESQ-CS	,143
		PQ-CS	,326
		PP-CS	,209
Analisis Jalur 2	,462	ESQ-RI	,197
		PQ-RI	,150
		PP-RI	,180
		CS-RI	,749

Path analysis is performed where exogenous variables affect endogenous variables directly or indirectly, path analysis is used to see the causal relationship in multiple linear regression.

**Table 9.** Sobel Test.

E-Service Quality	Statistic Test	P-Value	Conclusion
0,207(a)	2,082	0,037	Significant Effect
0,276(b)			
0,098(sa)			
0,022(sb)			
Product Quality	Statistic Test	P-Value	Conclusion
0,274(a)	4,421	0,000	Significant Effect
0,276(b)			
0,058(sa)			
0,022(sb)			
Price Perception	Statistic Test	P-Value	Conclusion
0,256(a)	3,029	0,002	Significant Effect
0,276(b)			
0,082(sa)			
0,022(sb)			

Sobel test testing calculates using the Sobel Calculator online with a significance value of less than 0.05 ( $<0.05$ ).

### *Discussion*

#### *The Effect of E-Service Quality on Consumer Satisfaction*

Based on the results of the hypothesis test (t-test) in Table 4.16, it shows that e-service quality has a positive and significant effect on consumer satisfaction with the Spotify Premium music streaming product. E-Service Quality is the quality of service offered by the company digitally to consumers. Meanwhile, customer satisfaction is a feeling that arises when consumer expectations for a product or item are met. In Pangestu's (2022) research, it was found that e-service quality has a positive effect on consumer satisfaction. This means that the better the e-service quality offered, the higher the consumer satisfaction.

#### *The Effect of Product Quality on Consumer Satisfaction*

Based on the results of the hypothesis test (t-test) in Table 4.16, it shows that e-service quality has a positive and significant effect on consumer satisfaction with the Spotify Premium music streaming product. E-Service Quality is the quality of service offered by the company digitally to consumers. Meanwhile, customer satisfaction is a feeling that arises when consumer expectations for a product or item are met. In Pangestu's (2022) research, it was found that e-service quality has a positive effect on consumer satisfaction. This means that the better the e-service quality offered, the higher the customer satisfaction.

#### *The Effect of Price Perception on Consumer Satisfaction*

Based on the results of the hypothesis test (t-test) in Table 4.16, it shows that price perception has a positive and significant effect on consumer satisfaction with the Spotify Premium music streaming product. This means that the more affordable the offered price, the higher the level of consumer satisfaction. Price perception itself is the way consumers evaluate the price of a product, whether the price is fair, affordable, or commensurate with the quality and benefits that consumers receive. The price can be considered appropriate or fair if it influences the consumer's experience and evaluation of Spotify Premium. The results of this study are supported by Paris

(2020) and Juniantara & Sukawati (2019), who state that price perception has a positive and significant impact on consumer satisfaction.

#### *The Effect of Consumer Satisfaction on Repurchase Intention*

Based on the results of the hypothesis test (t-test) in Table 4.16, it shows that consumer satisfaction has a positive and significant effect on the repurchase interest in the Spotify Premium music streaming product. This is in line with the research conducted by Wulandari & Marlana (2020) where consumer satisfaction has a positive and significant effect on repurchase intention.

#### *The Effect of E-Service Quality on Repurchase Intention*

Based on the results of the hypothesis test (t-test) in Table 4.16, it shows that e-service quality has a positive and significant effect on the repurchase intention for Spotify Premium. E-service quality is an online service that makes consumers satisfied with whatever they offer. The more attractive and trend-following it is, the more consumers will return to make repeat purchases. If further analyzed by focusing on the four indicators of e-service quality that emphasize the quality of service offered to consumers, it can be outlined that this concept of e-service quality has significant implications for consumer trust. This is in line with the research conducted by Anwar & Wardani, 2021; Fiona, 2021; Rifki, 2022, which shows that e-service quality has a significant positive effect on repurchase intention.

#### *The Effect of Quality Product on Repurchase Intention*

Based on the results of the hypothesis test (t-test) in Table 4.16, it shows that product quality has a positive and significant effect on the repurchase interest in Spotify Premium. The quality of the product itself is the extent to which a product can meet the expectations of its consumers. The better the quality of the product provided by Spotify Premium, the higher the repeat purchase interest from its consumers. This is in line with research conducted by Anwar & Wardani, 2021; Rifki, 2022; Fatmalawati & Andriana, 2021, which shows that product quality has a significant positive effect on repurchase intention.

*The Effect of Price Perception on Repurchase Intention*

Based on the results of the hypothesis test (t-test) in Table 4.16, it shows that price perception has a positive and significant effect on the repurchase interest in Spotify Premium. Price perception itself is the view accepted by consumers regarding the value of a product offered. The more affordable the price offered by Spotify Premium, the higher the repeat purchase interest from its consumers. If analyzed further regarding its four indicators, the focus will be on the affordability of the provided price. This is in line with the research conducted by Laela, 2021; Komalasari, 2024, and Aziz, 2023, which shows that price perception has a significantly positive effect on repurchase intention.

*The Effect of E-Service Quality on Repurchase Intention through Consumer Satisfaction*

Based on the results of the path analysis, it is known that the direct effect of e-service quality has a greater value on repurchase intention compared to its indirect effect mediated by customer satisfaction. This means that e-service quality has a more significant direct influence on consumers' repurchase intention compared to the influence mediated by customer satisfaction. Based on the results of the first Sobel test, it shows that customer satisfaction does not play a role in mediating the e-service quality variable towards repurchase intention. This proves that consumer satisfaction is unable to mediate the relationship between e-service quality and repurchase intention.

*The Effect of Product Quality on Repurchase Intention through Consumer Satisfaction*

Based on the results of the path analysis, it is known that the direct effect of product quality has a greater value on repurchase intention compared to its indirect effect mediated by customer satisfaction. This means that product quality has a more significant direct impact on consumers' repurchase intention compared to the influence mediated by customer satisfaction. Based on the results of the first Sobel test, it shows that consumer satisfaction does not play a role in mediating the variable of product quality towards repurchase intention. This proves that consumer satisfaction is unable to mediate the relationship between product quality and repurchase intention.

*The Effect of Price Perception on Repurchase Intention through Consumer Satisfaction*

Based on the results of the path analysis, it is known that the direct effect of price perception has a greater value on repurchase intention compared to its indirect effect mediated by consumer satisfaction. This means that price perception has a more significant direct effect on consumers' repurchase intention compared to the effect mediated by customer satisfaction. Based on the results of the first Sobel test, it shows that customer satisfaction does not play a role in mediating the variable of price perception towards repurchase intention. This proves that consumer satisfaction is unable to mediate the relationship between price perception and repurchase intention.

**Conclusion**

The conclusion from the data analysis and discussion is as follows:

- a. E-service quality has a significant impact on consumer satisfaction with the Spotify Premium Music Streaming Product. The highest impact is found in item  $X_{1,3}$ , which indicates the extent to which consumers can easily find their preferred music on Spotify Premium.
- b. Product quality significantly affects consumer satisfaction with the Spotify Premium Music Streaming Product. The highest impact is found in item  $X_{2,2}$ , which measures the extent to which consumers can enjoy the increasingly better upgrades of Spotify Premium services.
- c. Price perception significantly affects consumer satisfaction with the Spotify Premium Music Streaming Product. The highest influence is found in item  $X_{3,3}$ , which measures the extent to which consumers like the Spotify Premium service because the service price matches the features offered.
- d. Consumer satisfaction significantly affects the repurchase interest in Spotify Premium Music Streaming Product. The highest influence is found in item  $Y_{2,2}$ , which is when consumers have a good experience using the Spotify Premium service.
- e. E-service quality significantly affects the repurchase intention of Spotify Premium Music Streaming Products. The highest influence is found in item  $X_{1,3}$ , which indicates how easily consumers can find their favorite music on Spotify Premium. Therefore, the more positive the e-service quality provided, the more it will encourage repurchase intention for Spotify Premium Music Streaming Products.
- f. Product quality has a significant impact on the repurchase interest in Spotify Premium Music Streaming Products. The highest influence is found in item  $X_{2,2}$ , which measures how much

consumers can enjoy the increasingly better upgrades of Spotify Premium services. Therefore, the more positive the product quality value provided, the more it will encourage repurchase interest in Spotify Premium Music Streaming Products.

- g. Price perception significantly influences the repurchase intention of Spotify Premium Music Streaming Products. The highest influence is found in item  $X_{3,3}$ , which measures the extent to which consumers like the Spotify Premium service because the service price matches the features offered. Thus, the more positive the perceived value of the price given, the more it will encourage repeat purchase interest in the Spotify Premium Music Streaming Product.
- h. Consumer satisfaction significantly affects the repurchase interest in Spotify Premium Music Streaming Products. This means that if consumer satisfaction is well met, it will increase the repurchase interest in Spotify Premium Music Streaming Products.
- i. E-service quality has a significant influence on repurchase interest through consumer satisfaction with the Spotify Premium Music Streaming Product. This means that the more positive the e-service quality in creating consumer satisfaction, the the repurchase interest will increase.
- j. The quality of the product has a significant impact on the repurchase intention through consumer satisfaction with the Spotify Premium Music Streaming Product. This means that the more positive the product quality in creating consumer satisfaction, the higher the repurchase intention will be.
- k. Price perception significantly affects repurchase interest through consumer satisfaction with Spotify Premium Music Streaming Products. This means that the more positive the price perception in creating consumer satisfaction, the higher the repurchase interest will be.

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