

# Analisis Faktor-Faktor Yang Mempengaruhi Repurchase Intention pada Platform Musik Spotify Premium = Analysis of Factors Influencing Repurchase Intention on the Spotify Music Platform

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## Abstrak

Penelitian ini dilakukan untuk mengetahui faktor-faktor yang mempengaruhi pembelian ulang (Repurchase Intention) pada Platform Musik Spotify Premium. Dalam melakukan penelitian ini, sampel yang digunakan adalah para pengguna layanan Spotify Premium minimal 6 bulan terakhir yang berusia 16-55 tahun. Metode pengambilan sampel menggunakan non probability sampling yang dilakukan dengan penyebaran kuesioner yang berupa Google Forms dan disebarluaskan secara online melalui media sosial seperti, Instagram dan Whatsapp. Penyebaran kuesioner berhasil mengumpulkan 218 responden, Data yang telah terkumpul diolah dengan metode Structural Equation Modeling (SEM) dan menggunakan software AMOS 24. Hasil penelitian menunjukkan bahwa ada 5 hubungan yang signifikan yaitu nilai yang dirasakan (Perceived Value) berpengaruh signifikan terhadap mulut ke mulut (Word of Mouth), Perceived Value berpengaruh signifikan terhadap kepuasan pelanggan (Customer Satisfaction), Sensitivitas Harga (Price Sensitivity) berpengaruh signifikan terhadap Customer Satisfaction, Customer Satisfaction berpengaruh signifikan terhadap Word of Mouth dan Word of Mouth berpengaruh signifikan terhadap Repurchase Intention. Ada 4 (Empat) hubungan yang menunjukkan tidak ada hubungan yang signifikan yaitu Perceived Value terhadap Repurchase Intention, Price Sensitivity terhadap Word of Mouth, Price Sensitivity terhadap Repurchase Intention dan Word of Mouth terhadap Repurchase Intention.

.....This research aims to identify the factors influencing Repurchase Intention on the Spotify Premium music platform. The study utilizes a sample of Spotify Premium users aged 16-55 who have subscribed for at least 6 months. Non-probability sampling method was employed, utilizing Google Forms as a questionnaire distributed online via social media platforms such as Instagram and WhatsApp. A total of 218 respondents successfully completed the questionnaire. The collected data was analyzed using Structural Equation Modeling (SEM) with AMOS 24 software. The results of the study reveal significant relationships between five factors. Perceived Value has a significant impact on Word of Mouth and Customer Satisfaction. Price Sensitivity significantly affects Customer Satisfaction. Customer Satisfaction is significantly associated with Word of Mouth, and Word of Mouth significantly influences Repurchase Intention. However, four relationships were found to have no significant association: Perceived Value and Repurchase Intention, Price Sensitivity and Word of Mouth, Price Sensitivity and Repurchase Intention, and Word of Mouth and Repurchase Intention. This study provides valuable insights into the factors that influence Repurchase Intention on the Spotify Premium music platform. The findings highlight the importance of Perceived Value, Price Sensitivity, Customer Satisfaction, and Word of Mouth in driving users' intention to repurchase the premium service. These results can inform marketing strategies and contribute to the understanding of consumer behavior in the music streaming industry.