

ABSTRAK

PENGARUH KUALITAS PELAYANAN DAN PERSEPSI HARGA TERHADAP MINAT BELI ULANG LAYANAN SPOTIFY PREMIUM YANG DIMEDIASI OLEH KEPUASAN KONSUMEN

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Pada era digital saat ini, persaingan di industri layanan musik *streaming* semakin ketat, terutama dengan banyaknya platform yang menawarkan jasa serupa. Salah satu kunci untuk menghadapi persaingan dan mempertahankan pelanggan Spotify Premium yaitu dengan meningkatkan minat beli ulang melalui kualitas pelayanan dan penetapan harga yang tepat. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan persepsi harga terhadap minat beli ulang layanan Spotify Premium dengan kepuasan konsumen sebagai variabel mediasi. Penelitian ini berjenis *explanatory research* dengan pendekatan kuantitatif. Populasi pada penelitian ini merupakan Gen Z pengguna layanan Spotify Premium di Bandar Lampung. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah sampel sebanyak 97 responden. Data tersebut diperoleh dari hasil penyebaran kuisioner menggunakan skala *likert*. Teknik analisis data menggunakan *Partial Least Square* (PLS). Hasil penelitian ini menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan konsumen, persepsi harga berpengaruh positif dan signifikan terhadap kepuasan konsumen, kepuasan konsumen berpengaruh positif dan signifikan terhadap minat beli ulang, kualitas pelayanan tidak berpengaruh signifikan terhadap minat beli ulang, persepsi harga berpengaruh positif dan signifikan terhadap minat beli ulang, kualitas pelayanan berpengaruh positif dan signifikan terhadap minat beli ulang yang dimediasi melalui kepuasan konsumen, serta persepsi harga berpengaruh positif dan signifikan terhadap minat beli ulang yang dimediasi melalui kepuasan konsumen.

Kata Kunci: Kualitas Pelayanan, Persepsi Harga, Kepuasan Konsumen, dan Minat Beli Ulang

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY AND PRICE PERCEPTION ON SPOTIFY PREMIUM REPURCHASE INTENTION MEDIATED BY CONSUMER SATISFACTION

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In the current digital era, competition in the music streaming industry is increasingly intense, especially with the growing number of platforms offering similar services. One key to facing competition and maintaining Spotify Premium customers is by increasing repurchase interest through service quality and appropriate pricing strategies. This study aims to determine the influence of service quality and price perception on Spotify Premium repurchase intention with consumer satisfaction as a mediating variable. This research is an explanatory research with a quantitative approach. The population of this study is Gen Z Spotify Premium service users in Bandar Lampung. The sampling technique used was purposive sampling with a total sample of 97 respondents. Data was obtained from questionnaire distribution using a Likert scale. Data analysis technique used Partial Least Square (PLS). The results of this study indicate that service quality has a positive and significant effect on consumer satisfaction, price perception has a positive and significant effect on consumer satisfaction, consumer satisfaction has a positive and significant effect on repurchase intention, service quality does not have a significant effect on repurchase intention, price perception has a positive and significant effect on repurchase intention, service quality has a positive and significant effect on repurchase intention mediated through consumer satisfaction, and price perception has a positive and significant effect on repurchase intention mediated through consumer satisfaction.

Keywords: Service Quality, Price Perception, Consumer Satisfaction, and Repurchase Intention