



The Effect of Service Quality and Perceived Value on the Loyalty of Spotify-Using Students in Pontianak, with Satisfaction as an Intervening Variable

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ABSTRACT

This research aims to examine the influence of the level of service along with perceived value on the loyalty of students using Spotify in Pontianak using satisfaction as an intermediary variable. The research method used is an associative method with a quantitative approach. The general population of this study were students in the city of Pontianak who used the Spotify, while the research sample was 100 participants with the determination of a method called purposeful sampling with the criteria of students who had used Spotify for at least six months and aged at least 18 years. Structural Equation Modeling (SEM) using Partial Least Squares (PLS) method was used in the data analysis procedure with the help of SmartPLS software. The model was tested using outer model analysis including convergence validation, discriminant validity and reliability tests; and inner model analysis including standard determining coefficient (R-Square) tests, immediate impact tests, and indirect effect tests. The findings revealed that the quality of service and perceived value had a favorable and substantial influence on Spotify customer happiness. There are positive and substantial effects of contentment and perceived value on user loyalty. The service quality does not have significant direct impact on customer devotion. Moreover, the outcome of the indirect test reveals that satisfaction plays the role of mediator in the impact of service quality and perceived quality of service on customer loyalty.

INTRODUCTION

The development of technology in recent decades has changed the way people access and enjoy music. While previously music was enjoyed through conventional media such as radio, MP3 downloads, or physical devices like compact discs (CDs), today music consumption is increasingly shifting to internet-based services through digital streaming platforms (Lestari et al., 2022). Streaming services allow users to access millions of songs conveniently through a single application, expanding the ways people consume music content. Some 46.9 million individuals, or about 35.5% of internet users in Indonesia, access music online, according to a poll by the Indonesian Internet Service Providers Association (APJII, 2016). This change indicates that music streaming services have become a rapidly growing form of digital media consumption amidst increasing internet usage.

Along with these changes, various digital music streaming platforms have developed, offering legal, flexible, and easy access to music and podcast content. One digital entertainment platform that has grown globally and is widely recognized as a streaming service in cyberspace is Spotify (Wulandari et al., 2025). The platform was developed in Stockholm, Sweden in 2006 by Daniel Ek and Martin Lorentzon and offered to the public in 2008 as an internet-based electronic music service. Spotify offers various features such as personalized playlists, song recommendations, and a choice of free and premium services that allow users to access music content flexibly. Spotify usage is related to users' desire to enhance their audio experience when listening to music and podcasts (Shafwah et al., 2025). The development of this service is accompanied by expansion to various countries and collaborations with international music labels and artists, contributing to the increase in the number of users globally.

Odelia & Sembiring (2024) stated that Spotify, as a major music streaming service, faces increasing competition from various other digital platforms. Therefore, service providers need to consider user satisfaction as a factor related to the sustainability of service usage amidst this competition. However, the level of music streaming service usage does not always show the same pattern in each region. Based on Google Trends data (2025), interest in using music streaming applications in West Kalimantan during the 2020–2024 period shows that YouTube Music has a relatively more stable level of interest and tends to be higher than Spotify. During the same period, Spotify experienced an increase in interest, especially in mid-to-late 2023 towards 2024. However, overall, YouTube Music still shows a more dominant level of interest compared to other music streaming applications in the region.

These changing market dynamics have prompted digital service providers, including Spotify, to identify various factors related to Spotify's user interest among young users (Muryani & Muanas, 2025). Furthermore, retaining existing customers is often considered more efficient than acquiring new ones, especially when users have experienced service quality related to satisfaction levels and repeat purchasing behavior (Shafwah et al., 2025). In this competitive digital service landscape, user loyalty is often associated with continued use of a service. User loyalty is seen as a factor related to company sustainability, especially as

user needs continue to evolve along with changing user generational characteristics, including students, who are currently generally Generation Z, who have a preference for dynamic digital services (Lestari et al., 2022).

The link between service quality, perceived customer value, happiness and loyalty in the usage of digital services had been studied by many prior academics, however the results that were drawn are inconsistent. Ernanda (2023) discovered that the quality of service has a good and large impact on Spotify Premium client loyalty via customer satisfaction. However, the study by Muryani & Muanas (2025) found that perceived value is not a major factor influencing Spotify Premium customer loyalty. This means that there are other variables that affect user loyalty. Maliki & Hadi's (2024) study also found different results. It was found that the perceived worth and customer experience concurrently had a substantial effect on user loyalty of Spotify Premium. Meanwhile, Sari & Fachri (2025) study demonstrated that perceived utility, perceived simplicity of use and trust had an impact on contentment and repurchase intention directly or via satisfaction as intervening variable.

These variances in findings imply that the link between quality of service, perceived value, contentment and dedication of digital service consumers still displays disparities in study results. In addition, some previous studies were conducted on different digital services or on user groups in general. Thus, research that precisely analyzes the link between service quality and its perceived value on user loyalty of Spotify with pleasure as an intervening factor among college pupils in Pontianak is still very restricted. Based on the phenomenon of music streaming service usage and the variations in previous research findings, the purpose of this research is to investigate the effect of the level of service and perceived value compared on the commitment of undergraduates using Spotify in Pontianak using fulfillment as an intervening variable. This research aims to analyze the link among quality of service, perceived value, satisfaction and user loyalty in using music streaming apps by undergraduates in Pontianak.

LITERATURE REVIEW

Quality of Service

The quality of service is the degree of discrepancy between the experience received by a client and that expected by the customer (Parasuraman, in Sulistiyowati, 2018). This concept emphasizes the match between customer expectations and the service delivery by the firm. In the larger context of online services, service quality is the capacity of the service provider to offer a service experience matching customer expectation. Quality is a dynamic situation that is linked to goods, services, people tools, procedures, and the environment that meets or exceeds expectations (Tjiptono, 2016).

Amelia & Safitri (2021) stated that quality is a factor related to a company's ability to face market competition, as providing quality products can be the basis for creating customer satisfaction. According to Sulistiyowati (2018), the indicators of service quality consist of five aspects, namely dependability, responsiveness, assurance, empathy, and tangibles. The association of service quality with customer pleasure and loyalty has been shown in previous study.

Ernanda (2023) shown that the quality of service has a good and substantial effect on consumer loyalty to Spotify Premium via customer happiness.

Perceived Value

Perceived value is the variance between a customer's estimate of all the advantages and costs of a product, and the benefits and costs of competing products (Kotler & Keller, 2009). Perceived value is defined as the process of customers' evaluation of the advantages they get from an item or service in proportion to the cost of obtaining the goods. In accordance with Kotler (2008), consumer perceived value is the difference between the customer's appraisal of the advantages and the cost of a product, and all the other options examined by the customer.

Perceived value can also be described as a customer's assessment by comparing a company's products or services with competitors based on benefits, quality, and price, where the perception of value can differ for each customer according to their needs, preferences, financial conditions, and usage situations (Gantara et al., 2013). The perceived value indicator according to research by Sweeney & Soutar (2001) consists of four dimensions, namely emotional value, social value, quality or performance value, and price or value for money. Previous study on the connection between the perceived worth and user loyalty has shown varied outcomes. Maliki & Hadi (2024) found that perceived value has a substantial influence on the loyalty of Spotify Premium. Conversely, research by Muryani & Muanas (2025) showed that perceived value has no significant effect on the loyalty of Spotify Premium users.

User Loyalty

User loyalty is described as the customer's desire to keep supporting the business for a long time by purchasing and utilising the company's goods or services, and by promoting the business's goods to other people of their own free will (Fornell, 2006 in Chandra et al., 2020). The concept of loyalty describes a customer's attachment to a product or service, reflected through continued usage behavior. User loyalty is the propensity of a client to buy or use a product or service again and is typically linked to the amount of client happiness with the company's offerings (Johnson, 1997).

Loyalty can also be formed when customers assess that the value received from a company, both in terms of quality and benefits obtained, is better than that offered by competitors (Wijaya & Jessica, 2010). Furthermore, user loyalty is not formed instantly, but through an ongoing process based on the experience of use or repeated purchases by customers (Firmansyah & Prihandono, 2018). Indicators of user loyalty according to Zeithaml (2000) in Said's (2022) research include three dimensions: continuous word of mouth communication, having no desire to switch to competitors, and purchasing more products from the company. Research conducted by Zarkasyi et al. (2023) shows that user loyalty is influenced by perceived value, product quality, brand equity, and customer happiness. In this study, user loyalty is placed as the variable that is dependent

which indicates the likelihood of users to continue to use Spotify services constantly as a sign of dedication to the service utilised.

Satisfaction

Contentment is a sense of contentment or disappointment that occurs when a client compares the performance of a product with his or her previous expectations (Kotler & Keller, 2016 in Zelviean, 2020). The idea refers to when customers evaluate a product or service experience against the difference between requirements and perceived performance. According to Kotler (2008), consumer contentment is a state of mind that occurs when a consumer analyses the efficiency of a product or service that they received against their previous expectations. Customer satisfaction is the customer's reaction to the amount of fulfilment of perceived demands following the use of a product or service (Oliver in Barnes, 2003). In accordance with this, Gantara et al. (2013) explain that customer satisfaction is when the advantages achieved may meet or even beyond the expectations of customers. On the other hand, a mismatch between the performance of the product and expectations would lead to discontent. Consumer satisfaction indicators according to Kotler & Keller (2016) in Zelviean (2020) consist of five dimensions, namely repurchasing, recommending products to others, paying less attention to brands and advertising of competing products, buying more items of the same brand and giving the firm suggestions or feedback about the products or services utilised.

Previous research findings also demonstrate a relationship between satisfaction and digital service reuse behavior. Sari & Fachri (2025) found that perceived utility, perceived simplicity of use, and trust had direct effect on consumer happiness and repurchase intention, and also indirectly affect repurchase intention via the mediation of happiness among users of Dana digital wallet use for Pontianak. Research performed by Gantara et al. (2013) shows that customer satisfaction is a mediating variable that connects service quality and perceived value with user loyalty. These findings demonstrate a link between consumer satisfaction and digital service reuse behavior.

Framework

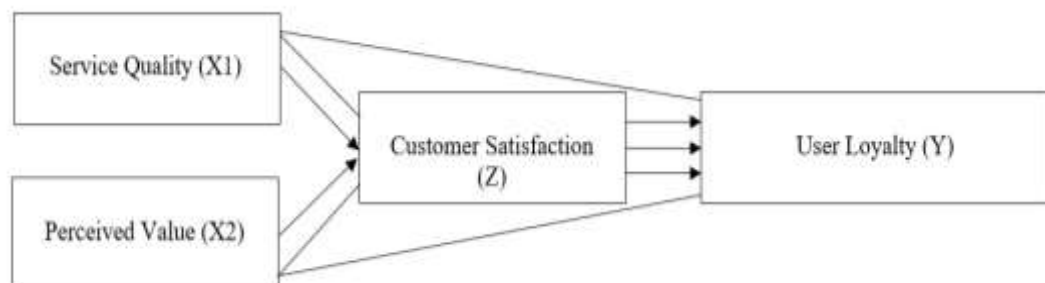


Figure 1. Conceptual Framework

Research Hypothesis

H1: Service Quality (X1) influences User Satisfaction (Z) among student Spotify users in Pontianak.

- H2:** Perceived Value (X2) has an effect on User Satisfaction (Z) among student Spotify users in Pontianak.
- H3:** User Satisfaction (Z) influences User Loyalty (Y) among student Spotify users in Pontianak.
- H4:** Service Quality (X1) has an effect on User Loyalty (Y) among student Spotify users in Pontianak.
- H5:** Perceived Value (X2) has an effect on User Loyalty (Y) among student Spotify users in Pontianak.
- H6:** Service Quality (X1) influences User Loyalty (Y) through User Satisfaction (Z) as an intervening variable in student Spotify users in Pontianak.
- H7:** Perceived Value (X2) influences User Loyalty (Y) through User Satisfaction (Z) as an intervening variable in student Spotify users in Pontianak.

METHODOLOGY

This study employed a quantitative associative approach to examine the effect of service quality and perceived value on Spotify user loyalty in Pontianak, with user satisfaction as an intervening variable. Associative research is appropriate for identifying relationships among two or more variables (Siregar, 2017). The population consisted of Spotify users among students in Pontianak. Since the exact population size was unknown, the sample was determined using the Rao Purba formula with a 10% margin of error, resulting in a minimum sample of 96 respondents. This study involved 100 respondents selected through purposive sampling, namely students aged 18 years and above who had used Spotify for at least six months.

This study used primary and secondary data. Primary data were obtained through questionnaires distributed to Spotify users in Pontianak, while secondary data were collected from relevant reports and documents related to music streaming application usage, Spotify users in West Kalimantan, and trends in music application use in Pontianak. The independent variables were service quality (X_1) and perceived value (X_2), while user loyalty (Y) served as the dependent variable and user satisfaction (Z) as the intervening variable. All variables were measured using a five-point Likert scale ranging from strongly disagree to strongly agree (Sugiyono, 2013).

Data were analyzed using Structural Equation Modeling with the Partial Least Squares approach through SmartPLS. The analysis involved two stages: measurement model evaluation and structural model evaluation. The measurement model was assessed through validity and reliability tests, while the structural model was evaluated using R-square, Q-square, and hypothesis testing. Direct and indirect effects were tested, with a relationship considered significant when the p-value was below 0.05 (Hair et al., 2021).

RESEARCH RESULTS

Data Analysis

Outer Model Measurement

a. Convergent Validity Test

The convergence validity testing was carried out by examining the value of the loading factor of each indicator with respect to the construct being assessed. The value of the loading factor shows how strongly the indicator is related to the latent variable. The convergent validity of an indicator is deemed to be good if the value of the loading factor is over 0.7 which indicates strong association between indicator and construct. The findings of convergent validity test in this research are shown below.

Table 1. Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
Service Quality (X1)	X1.1	0.789	Valid
	X1.2	0.768	
	X1.3	0.832	
	X1.4	0.873	
	X1.5	0.832	
	X1.6	0.809	
	X1.7	0.777	
	X1.8	0.813	
	X1.9	0.756	
	X1.10	0.875	
	X1.11	0.844	
	X1.12	0.840	
	X1.13	0.746	
	X1.14	0.725	
	X1.15	0.751	
Perceived Value (X2)	X2.1	0.712	Valid
	X2.2	0.771	
	X2.3	0.710	
	X2.4	0.765	
	X2.5	0.816	
	X2.6	0.742	
	X2.7	0.796	
	X2.8	0.768	
	X2.9	0.736	
	X2.10	0.803	
	X2.11	0.784	
	X2.12	0.797	
Satisfaction (Z)	Z.1	0.734	Valid
	Z.2	0.774	
	Z.3	0.818	
	Z.4	0.719	
	Z.5	0.778	

	Z.6	0.710	
	Z.7	0.785	
	Z.8	0.863	
	Z.9	0.792	
	Z.10	0.788	
	Z.11	0.756	
	Z.12	0.727	
	Z.13	0.800	
	Z.14	0.822	
	Z.15	0.729	
	Y.1	0.817	
	Y.2	0.813	
	Y.3	0.788	
	Y.4	0.770	
	Y.5	0.830	
User Loyalty (Y)	Y.6	0.772	Valid
	Y.7	0.751	
	Y.8	0.716	
	Y.9	0.785	

Source: Processed data, 2026

Based on the findings of the convergent validation test in table 1, each metric in the variables of Service Quality (X1), Perceived Value (X2), Satisfaction (Z), and User Loyalty (Y) have a loading factor value of more than 0.7. The findings show that all of them indicator has a significant association with the concept that the indicator measures, hence all indicators are said to fulfil the convergent validity requirement.

b. Discriminant Validity

The Fornell-Larcker criteria were used to examine the discriminant validity to ascertain whether a construct can separate itself is meant from other concepts in the study model. A concept is said to have excellent discriminant validity when its correlation value is higher than its connection with other latent concepts. The findings of the test of discriminant validity in this research are shown in below.

Table 2. Discriminant Validity Test Results

Variable	Satisfaction	Quality of Service	User Loyalty	Perceived Value
Satisfaction	0.774			
Quality of Service	0.450	0.803		
User Loyalty	0.764	0.477	0.783	
Perceived Value	0.713	0.475	0.695	0.767

Source: Processed Data, 2026

The findings of a discriminant validity test are shown in Table 2. The Fornell-Larcker value of each construct is greater than its relationship with other

constructs, which means that all constructs fulfil the discriminant validity criterion.

c. Average Variance Extracted (AVE)

Moreover, the construct validity was evaluated by the Average Variance Extracted (AVE). A construct was regarded as legitimate if the AVE was > 0.5 . AVE values are listed below in this research.

Table 3. AVE Test Results

Construct	AVE
Service Quality (X1)	0.645
Perceived Value (X2)	0.589
Satisfaction (Z)	0.599
User Loyalty (Y)	0.613

Source: Processed Data, 2026

Based on the findings of the Average Variance Extracted (AVE) test in table 3, all parameters have AVE values above the minimum limit of 0.5. So, it is declared to fulfil the convergent validity standards, and the indicators utilised are competent to represent the study variables.

d. Reliability Test

Reliability test was performed to find out the reliability of the research instrument by utilising Cronbach's Alpha and Composite Reliability. A construct is regarded dependable if the value of Composite Reliability is > 0.7 and the value of Cronbach's Alpha is > 0.6 . The reliability testing findings of this study are shown below.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Service Quality (X1)	0.961	0.965
Perceived Value(X2)	0.936	0.945
Satisfaction (Z)	0.952	0.957
User Loyalty (Y)	0.921	0.934

Source: Processed Data, 2026

Based on the findings of the reliability test in Table 4, all constructs have Composite Reliability values > 0.7 and Cronbach's Alpha > 0.6 , therefore they are proclaimed reliable and have high consistency as a research instrument.

Inner Model Measurement

a. Coefficient of Determination (R-Square test)

In SEM-PLS analysis, the R-square (R^2) value is an indicator of how well the independent variable can explain the dependent variable. The R^2 score spans from 0 to 1, with thresholds of 0.67 (strong), 0.33 (moderate), and 0.19 (weak). The findings of R-square in this investigation are shown in Table 5.

Table 5. R-Square Test Results

Endogenous Variables	R-Square	R-Square Adjusted
Satisfaction (Z)	0.524	0.515
User Loyalty (Y)	0.640	0.628

Source: Processed Data, 2026

Based on the findings of R-Square test in Table 5, the subsequent outcomes were obtained:

- 1) The Adjusted R-Square value for the Satisfaction variable (Z) is 0.515. This means that the Satisfaction variable may be explained by the Service Quality variable (X1) and Perceived Value (X2) of 51.5%. While 48.5% is explained by other variables outside the model. The R-Square value is 0.524 which is in moderate category.
- 2) The value of Adjusted R-Square User Loyalty variable (Y) is 0.628 which means that the variable Service Quality (X1), Perceived Value (X2) and Satisfaction (Z) can explain the User Loyalty variable of 62.8% while the remaining 37.2% is explained by other variables outside the model. R-Square score of 0.640 denotes intermediate category.

b. Direct Effect

The direct effect standard test is used to examine the direct impact of exogenous latent variables to latent variables that are end based on the route coefficient value acquired via the bootstrapping method. The findings of the direct effect test in this investigation are shown below.

Table 6. Results of Direct Effect

Hypothesis	Relationship between variables	Original Sample Estimate	T Statistics	P Value	Information
H1	Service Quality → Satisfaction	0.415	3.512	0.000	Accepted
H2	Perceived Value → Satisfaction	0.308	3.398	0.001	Accepted
H3	Satisfaction → User Loyalty	0.542	6.037	0.000	Accepted
H4	Service Quality → User Loyalty	0.160	1.583	0.114	Rejected
H5	Perceived Value → User Loyalty	0.194	2.047	0.041	Accepted

Source: Processed Data, 2026

The findings of direct effect test in Table 6 are as follows:

- 1) Service Quality (X1) → Satisfaction (Z) has a positive and significant influence (T-statistic = 3.512 > 1.96; P-value = 0.000 < 0.05).
- 2) Perceived Value (X2) → Satisfaction (Z) has a positive and significant influence (T-statistic = 3.398 > 1.96; P-value = 0.001 < 0.05).

- 3) Satisfaction (Z) → User Loyalty (Y) has a positive and significant influence (T-statistic = 6.037 > 1.96; P-value = 0.000 < 0.05).
- 4) Service Quality (X1) → User Loyalty (Y) has no significant effect (T-statistic = 1.583 < 1.96; P-value = 0.114 > 0.05).
- 5) Perceived Value (X2) → User Loyalty (Y) has a positive and significant influence (T-statistic = 2.047 > 1.96; P-value = 0.041 < 0.05).

c. Indirect Effect

The indirect consequence test is used to examine the indirect effects of exogenous latent variables to endogenous latent variables via mediating factors. The test is based on the findings of distinct indirect impacts of bootstrapping output. The findings of the indirect impact test of this investigation are reported in below.

Table 7. Results of Indirect Effect

Hypothesis	Relationship between variables	Original Sample Estimate	T Statistics	P Value	Information
H6	Service Quality → Satisfaction → User Loyalty	0.225	2,766	0.006	Accepted
H7	Perceived Value → Satisfaction → User Loyalty	0.167	2,841	0.005	Accepted

Source: Processed Data, 2026

Based on the results of the indirect effect test in Table 7, several findings were obtained as follows.

- 1) Service Quality (X1) → User Loyalty (Y) through Satisfaction (Z) has a positive and significant influence (T-statistic = 2.766 > 1.96; P-value = 0.006 < 0.05).
- 2) Perceived Value (X2) → User Loyalty (Y) through Satisfaction (Z) has a positive and significant influence (T-statistic = 2.841 > 1.96; P-value = 0.005 < 0.05).

The results of the Inner Model Testing in this study can be seen in Figure 2.

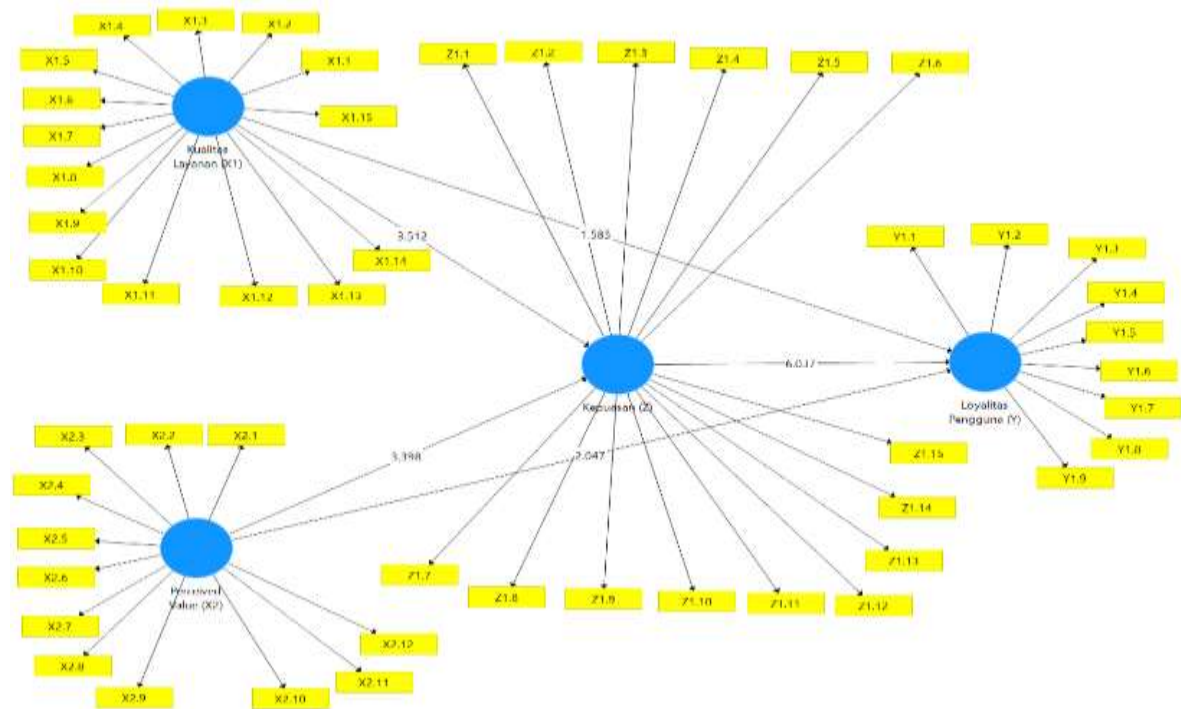


Figure 2. Inner Model Test Results
Source: SmartPLS output, 2026

DISCUSSION

The Effect of Service Quality (X1) on Satisfaction (Z)

The research findings show that the experience quality has a favourable and substantial effect on the Spotify user happiness. This research implies that the higher the level of consumer happiness with Spotify services, the better the service quality. Service quality in this study was measured through various indicators reflecting the service's ability to meet user expectations. These results indicate that good service quality can improve the user experience, thereby encouraging user satisfaction. The results of this research study are in line with the research performed by Amelia & Safitri (2021) which states that the quality of service has a positive effect on customer satisfaction where the better the quality of the service the higher the level of customer satisfaction. These findings suggest that the quality of service is a factor associated to customer happiness, especially for this research in the online services industry.

Influence of Perceived Value (X2) on Satisfaction (Z)

The findings of the research show the perceived worth has a favourable and substantial effect on user satisfaction. This result indicates that the perception of value felt by users is related to the level of satisfaction in using Spotify services. Perceived value the user's judgement of the advantages derived from a service in relation to the expenses or sacrifices involved. The findings of this research show that the more the user perceived value, the greater level of pleasure would be gained. The results are in accordance with the study of Sahri & Sukma (2024) which suggests that perceived value has a beneficial effect on client fulfilment,

where buyer perceived worth and service quality are associated to growing levels of customer happiness.

Satisfaction (Z) towards User Loyalty (Y)

The findings of the research reveal that happiness has a favourable and substantial impact on Spotify user loyalty. This research demonstrates that the happiness experienced by consumers is associated with the degree of loyalty in using Spotify services. User satisfaction in this research describes the user's evaluation of the service experience obtained. When users feel a high level of satisfaction, the tendency to continue using the service also increases. The findings of this study are in accordance with the research of Sari & Fachri (2025) which reveals that user happiness is connected to the desire to reuse digital services via the user's perceived use experience.

The Influence of Service Quality (X1) on User Loyalty (Y)

The findings of the research show that there is no substantial direct influence of service quality on the loyalty of Spotify users. This result shows that the user loyalty on the Spotify services is not closely correlated with the quality of the service. The findings of this study demonstrate that the link between quality of service and customer loyalty is not straightforward but may be impacted by other elements included in the methodology. This conclusion is different from the study conducted by Amelia & Safitri (2021) which revealed that quality of service has a positive influence on customer loyalty. boosting service quality is related to boosting consumer loyalty. The variances in findings imply various links between quality of service and user loyalty in different study settings.

The Influence of Perceived Value (X2) on User Loyalty (Y)

The research findings show that perceived value has a favourable and substantial impact on Spotify users' loyalty. This research implies that users' perceived value is associated with the amount of loyalty of utilising the services of Spotify. Perceived value reflects users' assessment of the benefits obtained from the service used. When users perceive higher value from the service used, the tendency to continue using the service also increases. The findings of this study are in accordance with the work of Maliki & Hadi (2024) who found that perceived value is correlated with the loyalty of Spotify Premium customers. However, it is not in accordance with the findings of Firmansyah & Prihandono (2018), which states that perceived value has no substantial impact on customer loyalty.

The Role of Satisfaction (Z) in Mediating the Effect of Service Quality (X1) on User Loyalty (Y)

The findings of the research reveal that satisfaction mediates the influence of service quality on the customer loyalty. This result implies that pleasure as an intervening variable has a role in the relationship between service quality and user loyalty. These findings suggest that service quality might link to customer

loyalty via the amount of satisfaction experienced by the users. In other words, service quality has no direct effect on customer loyalty, but via the pleasure derived from the feeling of using the service. This conclusion is consistent with the study performed by Safitri & Widyastuti (2023) which reveals that satisfaction has a positive and substantial effect on trust, so satisfaction plays a role in understanding the link between service excellence and user loyalty. Ernanda (2023) research also showed that quality of service is connected to consumer loyalty via user happiness.

The Role of Satisfaction (Z) in Mediating the Effect of Perceived Value (X2) on User Loyalty (Y)

The study's findings show that perceived value affects Spotify customer loyalty with the mediating role of pleasure. This result shows that perceived value influences user loyalty via satisfaction as a mediating variable. The value perceptions of consumers are associated with the degree of enjoyment they gain from the use of the service. The degree of user satisfaction improves if the users feel that high value service usage and associated with the user loyalty in utilising the service. This result is consistent with the study of Ndoen & Kusumadewi (2019) which reveals that client happiness has a positive impact on loyalty and shown capable to moderate the effect of perceived worth on user loyalty. The result is also in accordance with the study of Sari & Fachri (2025) which reveals that satisfaction has a function as the mediator in the association between aspects of digital service consumption and reuse behaviour.

CONCLUSION AND RECOMMENDATIONS

The findings of this research indicate that the quality of service and perceived value impact the pleasure and loyalty of Spotify users as students in the City of Pontianak. The findings of the direct test show that the quality of services along with perceived value have a positive and substantial influence on customer satisfaction. Apart from that, contentment and perceived value also have a beneficial and considerable influence on Spotify customer loyalty. But the quality of service doesn't have a large direct influence on consumer loyalty. Indirect test findings show that the quality of service as well as perceived value have a positive and considerable influence on customer loyalty via fulfilment as an intervening variable. This indicates that satisfaction plays a mediating role in the relationship between service quality and perceived value on Spotify user loyalty. Thus, user loyalty in this study is not only directly influenced by perceived value, but also by the level of satisfaction felt by users with the service provided. Furthermore, the model analysis findings indicate that the quality of service and perceived value may account for the 51.5% fluctuation of customer satisfaction, and the remaining is affected by other elements in the outside of study model. At the same time service effectiveness, perceived value and satisfaction may explain the fluctuation of customer loyalty by 62.8%. The rest is impacted by other factors not explored in this research.

ADVANCED RESEARCH

Future research might broaden the reach of responders, not just limited to students in Pontianak, but also include other user groups or different regions to allow for broader generalizability. The use of different analytical approaches could also be considered to further analyze the relationship between service quality, perceived value, satisfaction, and user loyalty to music streaming services.

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