
THE EFFECT OF PRICE PERCEPTION, E-SERVICE QUALITY, BRAND IMAGE ON SPOTIFY APP REPURCHASE INTEREST PREMIUM ON NATIONAL UNIVERSITY STUDENTS

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Abstract:

This study aims to analyze the effect of perceived price, e-service quality, brand image on repeat purchase intention of students at the National University. The population in this study used the Non-Probability Sampling Technique with a population of 100 people, the students of the National University of Jakarta as respondents. Data analysis techniques using inferential analysis with multiple linear regression and using the Statistical Product and Service Solution (SPSS) version 23 program. The results of the Multiple Linear Regression analysis show that the Price Perception variable (X1) has no positive and significant effect while E-Service Quality (X2 –), Brand Image (X3) has a positive and significant effect on Repurchase Intention (Y). The results of this study are expected to be able to increase Price Perception, E-Service Quality and Brand Image at the Spotify Company so that it can also increase existence and increase subscriptions for National University students.

Keywords: Price Perception, E-Service Quality, Brand Image, Repurchase Intention, Spotify Application

INTRODUCTION

Along with technological developments, consumption in the global music industry sector has begun to change to the Digital level or commonly known as Streaming. Consumers are starting to move to Streaming systems because of the ease of access and flexibility to reach. Music or songs can first be downloaded online since 1993. However, this was opposed by musicians because the purchase of physical albums decreased resulting in losses. So that music developers and producers rack their brains so as not to harm one party so that listeners and musicians do not lose, so a Music Streaming Application was created.

One of the music streaming platforms that is currently being widely used is Spotify. Spotify is a music streaming application that can make it easier for users to find the right music or podcast for every moment on various gadgets, from mobile phones to tablets and computers. Spotify first entered Indonesia on March 30, 2016 and acts as a digital copyright provider for the uploaded music, so that the songs presented are official sites so there is no loss to one party.



Figure 1. Streaming App Download Percentage

Source: Kompas.tekno

Based on Info through the Google Play page, until 2022, which has downloaded the Spotify music streaming application for more than 1M million users with the number of 5 stars obtained as many as 26,090,144 (Source: Google Play). It can be said that so far, Spotify is still the market leader in the use of music streaming applications and users also give a lot of positive values and recommend downloading Spotify music streaming applications compared to other platforms.

Spotify Premium App Offers 2 service models, namely Freemium-based Spotify Premium and Spotify Ads. Spotify with Premium service can remove Ads, improve audio quality and allow users to download music without internet connection, while Spotify with free Ads service can not enjoy these features.

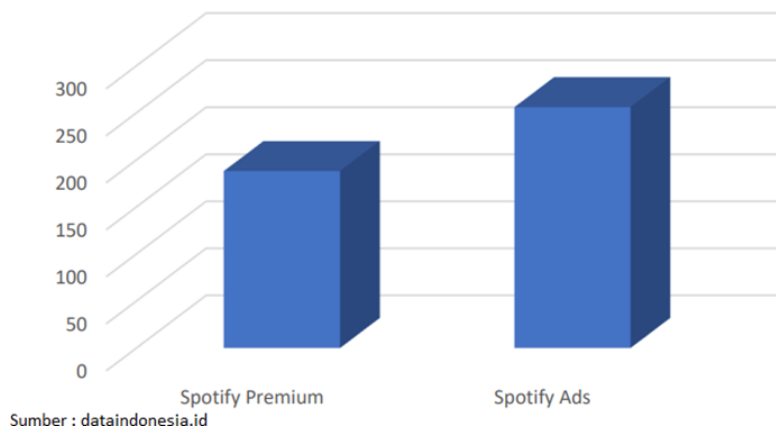


Figure 2. Active Spotify Users

Until now, the Spotify application with ads service is still a hot topic among national university students because most of the students prefer a simple service and do not need to spend money. Among National University Students, Spotify Premium users are still inferior to Spotify Ads. Various reasons are given by National University students not to subscribe, one of which is because they consider spending money to subscribe to Premium is not too important and there are still other interests.

Therefore, to increase Consumer repurchase interest in the Spotify Premium application, there are 3 important factors that can increase Repurchase Interest, namely Price Perception, E-Service Quality and Brand Image so that the company can continue to exist in the world of music industry.

Companies must determine and choose what consumers need and expect because it will have a positive effect on repurchase interest Tariq et al., (2013) in (Savitri & Wardana, 2018). This

is very influential on the Product Life Circle or Product life cycle that will continue to increase and does not decrease and customer satisfaction with what has been felt. This is also supported by Thamrin and Francis (2012) who stated that repurchase interest is the condition of customers who purchase products because of services or goods at the price offered.

Price perception is also very important to influence consumer repurchase interest because it is the beginning of consumer expectations from payments made with the benefits obtained. The price of the Premium application subscription fee is very varied and also affordable, so it can free users to choose which one is suitable for user needs. This is in line with Research from (Sari & Lestari, 2019) which is based on the findings of Resti and Soesanto (2016) which shows that Price Perception can significantly have a positive influence on Repurchase Interest.

One factor that can influence the interest in Repurchase is E-Service Quality, where if consumers find poor service when using or even before using the product, it can reduce the desire to make a repeat purchase. In the use of the Digitalization Era that continues to grow rapidly, business people also rack their brains so that they can provide the best Electronic Service Quality (E-Service Quality) so that consumers can be loyal to the company. In (Ajis et al., 2020) said that Electronic Service Quality is a service provided to consumers through internet network pages as an extension of a website's ability to facilitate shopping activities, and distribution effectively and efficiently. Although using an Online-based system, consumers can give consideration between cheaper prices or the best brand so as to satisfy consumers.

The role of brand image in repeat purchase interest is no less important. If a company creates a positive brand image, it is more likely that consumers will buy back products than companies that have a bad brand image. According to Kotler & Keller (2012) in (Bagus et al., 2021) states that brand image is an image, the similarity of the core impression by someone of something. It also proves that consumers will see the first impression of a brand or even a company before buying the product or using the service again. This is also in line with research conducted by (Putri & Ramli, 2019) which says that brand image affects repurchase interest.

The purpose of this study is to analyze the effect of Price Perception (X1) of Spotify Premium App on Spotify Premium App repurchase interest in National University Students. Next, analyze whether there is an effect of E-Service Quality (X2) on Spotify Premium application repurchase interest in National University Students. As well as analyzing the Brand Image factor (X2) on Spotify Premium app repurchase interest in National University Students.

RESEARCH METHODS

The object used in this study is Spotify Premium App Repurchase Interest in National University Students which is influenced by Price perception (X1), E-Service Quality (X2), Brand Image (X3). Data collection techniques in research use questionnaire techniques with in-depth statements and interviews which then the answers will be analyzed again. In this study, quantitative research methods will be used to analyze the data.

RESULTS AND DISCUSSION

Tabel 1. Output Uji Multikolinearitas Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	1,473	,708			2,080	,040		
Persepsi Harga	,161	,069	,176		2,351	,021	,285	3,511
E-Service Quality	,332	,060	,352		5,530	,000	,393	2,546
Brand Image	,572	,077	,486		7,451	,000	,374	2,673
a. Dependent Variable: Repurchase Interest								

Sumber : Data diolah Peneliti,2023

In Table 1, it can be said that the Variance Inflation Factor (VIF) of each independent variable has the following values :

- a. The VIF value in the Price Perception variable (X1) is 3.511 < 10 and the Tolerance value is 0.285 > 0.1.
- b. The VIF value in the E-Service Quality (X2) variable is 2.546 < 10 and the Tolerance value is 0.393 > 0.1.
- c. The VIF value in the Brand Image variable (X3) is 2.673 < 10 and the Tolerance value is 0.374 > 0.1.

Therefore, it can be said that the regression equation model does not occur multicollinearity.

Table 2 Auto Correlation Test Output

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,924 ^a	,853	,849	,652	1,838
Predictors: (Constant), Brand Image, E-Service Quality, Price Perception					
Dependent Variable: Repurchase Interest					

Source : Data processed by Researchers, 2023

From the output above, it is stated that the DW value is 1.736. This means that the number of independent variables and the number of Respondents is 96 with a K value or the number of Variables as many as 4. Obtained DL values of 1,582 Du 1,560 and Dw 1,838, it can be concluded that there is no negative autocorrelation in this study.

Table 3. Glacier Test Output

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	1,705	,453			3,763	,000

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Price Perception	-,085	,044	-,356	-1,929	,057
E-Service Quality	-,027	,038	-,109	-,694	,489
Brand Image	,054	,049	,177	1,099	,275
a. Dependent Variable: ABS_RES					

The output results in table 3 found that the significance value of the three independent variables was more than 0.05. Thus, it can be concluded that there is no heteroscedasticity problem in the regression model.

Table 4 Normality Test Output Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,64160038
Most Extreme Differences	Absolute	,122
	Positive	,122
	Negative	-,093
Test Statistic		,122
Asymp. Sig. (2-tailed)		,001 ^c
Exact Sig. (2-tailed)		,103
Point Probability		,000
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction.		

Source: Data processed by researchers, 2023

From the output results in table 4 can be known the significant value (Exact Sig. (2-Tailed)) of 0.103. So it can be concluded that ($0.103 > 0.05$) then the residual value is normal.

Table 5 Output Uji F

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	227,633	3	75,878	178,504	,000 ^b
	Residual	39,107	92	,425		
	Total	266,740	95			
a. Dependent Variable: Repurchase Interest b. Predictors: (Constant), Brand Image, E-Service Quality, Price Perception						

Source: Data Processed by Researchers, 2023

Based on table 5 shows that the calculated F value is 178.504 with a Sig. value of 0.000 this indicates that it is smaller than the Significance level of 0.05. This means that the perception of Price, E-Service Quality and Brand Image simultaneously affects the Spotify Premium App

Repurchase Interest in National University Students. Therefore, H_a accepted H_0 rejected and it can be concluded that all Independent variables can explain any change in the value of the Dependent variable because it has a Positive and Significant effect.

Tabel 6 Output Koefisien Determinasi (R2)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,924 _a	,853	,849	,652	1,838
a. Predictors: (Constant), Brand Image, E-Service Quality, Price Perception					
b. Dependent Variable: Repurchase Interest					

Source : Data Processed by Researchers, 2023

Based on the results of table 6, the Coefficient of Determination (R2) is 0.849 or around 84.9%. This shows that the influence of the Independent Variables of Price Perception (X1), E-Service Quality (X2), and Brand Image (X3) on the Dependent Variable of Repurchase Interest (Y) is 84.9%. While the remaining 15.1% was influenced by other variables that were not explained in this study.

Table 7. T Test Output

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constant)	1,473	,708		2,080
Persepsi Harga	,161	,069	,176	2,351	,021
E-Service Quality	,332	,060	,352	5,530	,000
Citra Merek	,572	,077	,486	7,451	,000
a. Dependent Variable: Minat Pembelian Ulang					

Source : Data Processed by Researchers, 2023

Based on table 7 it is found that :

- The Effect of Price Perception (X1) on Repurchase Interest (Y) based on t Calculate in the table of 2.351 with T Table 5% and the result of Significance 0.021 (0.021 < 0.05) So, based on these results H_1 Accepted and H_0 rejected so that it can be said that Price Perception has a positive influence on Spotify Premium App repurchase interest in National University Students.
- The Effect of E-Service Quality (X2) on Repurchase Interest (Y) based on t Calculate in the table of 5.530 with T Table 5% and the result of Significance 0.000 (0.000 < 0.05) So, based on these results H_1 Accepted and H_0 rejected so that it can be said that E-Service Quality has a positive influence on the interest in repurchasing Spotify Premium Application in National University Students.
- The Effect of Brand Image (X3) on Repurchase Interest (Y) based on t Calculate in the table of 7.451 with T Table 5% and the result of Significance 0.000 (0.000 < 0.05) So, based on these results H_1 Accepted and H_0 rejected accepted so that it can be said that Brand Image has a positive influence on the interest in repurchasing Spotify Premium Application in National University Students

The Effect of Price Perception on Repurchase Interest

The results of the study on price perception variables had a positive and significant effect on Spotify Premium App Repurchase Interest in National University Students. This is also in line with this hypothesis and means that price perception is important for consumers and has a positive impact on the company.

Price Perception is the process of consumers assessing prices and facilities that Malik Et wants or needs. (2012). Price perception is very influential on repurchase interest because it is an initial consumer assessment of what is issued and what is given by the company, so that if it is in accordance with expectations, consumers will return to buy/subscribe. Tariq et al., (2013) said that companies must determine and choose what consumers need and expect because this will positively affect repeat purchase interest.

This is also in line with research from (Sari & Lestari, 2019) which is based on the findings of Resti and Soesanto (2016) which shows that Price Perception can significantly have a positive influence on Repurchase Interest.

The Effect of E-Service Quality on Repurchase Interest

The results of the analysis that have been carried out can be concluded that there is a positive and significant influence of E-Service Quality Variables on Spotify Premium Application Repurchase Interest. From these results, it can be said that E-Service Quality can increase Spotify Premium App Consumer Repurchase Interest.

Chase (2018) said that, E-Servqual is a service provided to internet network consumers as an extension of a site's ability to facilitate shopping, purchasing, and distribution activities effectively and efficiently. Online service will give its own impression because it feels that what is desired can be achieved, if consumers get bad service, consumers will not resubscribe. This will be better if the company is able to improve the features, services and appearance so that the quality is maintained and consumers remain comfortable using the features provided.

This is also in line with research conducted by (Elisa, 2020) which says that E-Service Quality has a positive effect on Repurchase Interest so that if E-Service Quality increases, it will affect repurchase interest so that companies are able to provide quality Online services so that consumers will make repeat purchases.

The influence of Brand Image on repeat purchase interest

The results of the analysis test show that there is a positive and significant influence on the Brand Image variable on repurchase interest and the hypothesis proposed is acceptable.

The image of the brand has a positive view by consumers and there will be several considerations in purchasing decisions (Dewi & Elwisam, 2021). Everything that is good will be able to leave good things as well. Consumers will prefer quality service because it will increase loyalty to the company.

Judging from the test results above, companies must be able to realize the importance of a positive branding to the community so that it can be better known and also leave a mark on memory.

The brand itself according to (Kusdyah, 2012) is a name or symbol associated with a product or service and causes psychological meaning or association.

That is, brand image is considered important for customers and can be used as research by the company so that the better the brand image provided by the company, the more customers

who have repurchase interest in the premium Spotify application, otherwise if the company's brand image is bad, then repurchase interest will decrease.

This is also in line with research conducted by (Putri & Ramli, 2019) which says that brand image affects repurchase interest.

CONCLUSION

Based on the results of the data and discussion about, it was concluded that the perception of Price has a positive and significant effect on the interest in repurchasing the Spotify Premium application at national universities. E-Service Quality has a positive and significant effect on the interest in repurchasing the Spotify Premium application in national university management students. Also, Brand Image has a positive and significant effect on Spotify Premium app repurchase interest in national university students.

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