

The Effect of E-Perceived Price, E-Perceived Quality and E-Perceived Value on Repurchase Intention of Spotify Premium Users in The Greater Bandung Area

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Abstract

This research explores the elements affecting the repurchase intention of Spotify Premium users in the Greater Bandung region. As digital music streaming platforms expand quickly, it has become more crucial for scholars and professionals to comprehend the elements that motivate users to keep their subscriptions. This study examines how e-perceived price, e-perceived quality, and e-perceived value influence the intention to repurchase among Spotify Premium subscribers. A quantitative method was used by handing out structured questionnaires to 147 Spotify Premium users in Greater Bandung. The gathered data underwent analysis through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings show that e-perceived price ($\beta = 0.215$, $p = 0.002$), e-perceived quality ($\beta = 0.341$, $p < 0.001$), and e-perceived value ($\beta = 0.387$, $p < 0.001$) exhibit positive and significant impacts on repurchase intention. Among these factors, e-perceived value appeared as the most significant predictor of repurchase intention, succeeded by e-perceived quality and e-perceived price. Additionally, the model shows significant explanatory capability, boasting an R^2 value of 0.842, which signifies that 84.2% of the variation in repurchase intention is accounted for by the three predictor variables. These results indicate that users are inclined to renew their Spotify Premium subscriptions when they recognize significant value, excellent service quality, and fair pricing. Thus, Spotify must concentrate on increasing customer value by offering personalized features, ongoing service enhancements, and pricing strategies that meet users' expectations to bolster customer retention and promote subscription renewals. Keywords: Online perceived price; Online perceived quality; Online perceived value; Intent to repurchase; Spotify Premium.

Keywords:

E-Perceived Quality; E-Perceived Value; Intent to Repurchase.

1. INTRODUCTION

Digital technology has drastically changed how individuals enjoy music. Traditional media like CDs and cassette tapes have mostly been supplanted by online music streaming platforms. In Indonesia, this shift has occurred swiftly, coinciding with the vast increase in internet availability. According to the Indonesian Internet Service Providers Association (APJII), around 80% of the population, which is roughly 229 million people, were using the internet in 2024 (Asosiasi Penyelenggara Jasa Internet Indonesia, 2024). A notable portion of internet usage is focused on entertainment activities, with music streaming being one of the most favored forms of digital consumption (Im, Song, & Jung, 2020). Recent data shows that almost 75% of Indonesians have streamed music in the past year (Sutopo, Nilan, & Sushartami, 2026). This pattern reveals that digital platforms are not only transforming consumer habits but are also fueling the expansion of the subscription-based digital economy (Nguyen, Büchi, & Geber, 2024). Subscription services have emerged as a crucial element of the digital entertainment sector, allowing consumers to access vast content libraries via

regular monthly fees (Flew, Thomas, & Holt, 2022). Pay a monthly fee and get all the content you want (Guha, Grewal, & Atlas, 2024). Within this increasingly competitive market, Spotify has established itself as the leading music streaming platform, particularly in Indonesia (Bale, 2025). However, despite its widespread popularity, the majority of users continue to utilize the free version of the service, while only a small proportion subscribe to Spotify Premium (Passarello, 2025). This challenge has become more pronounced following Spotify's Premium price increase in 2025 (Brown, 2025). The price adjustment generated considerable consumer dissatisfaction and prompted many users to reassess whether the benefits of a Premium subscription justify its cost (CNBC Indonesia, 2025).

Given these circumstances, understanding the factors that influence users' willingness to maintain their subscriptions has become increasingly important. Previous studies have identified perceived price, perceived quality, and perceived value as key determinants of subscription continuance intentions. E-perceived price refers to consumers' evaluation of whether the price charged by a digital service is fair relative to the benefits received (Kiviat & Knight, 2026). Nevertheless, the existing literature presents inconsistent findings regarding the extent to which perceived price influences consumers' intentions to continue subscribing to digital services.

2. RESEARCH METHOD

2.1. Measurement

We wanted to get to the bottom of why Spotify Premium users in the Greater Bandung Area keep their subscriptions. So, we dove into the numbers—digging into how things like price, quality, and value push people to stick around. To gather our data, we sent out a single questionnaire to everyone involved and collected all the responses at once. Basically, everything we learned reflects one specific point in time.

Our study zeroed in on Spotify Premium users in Greater Bandung who'd been subscribers for at least three months and were still using the service. We didn't just grab random people off the street—we picked users who actually matched our target. For the analysis, we relied on Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3. PLS-SEM works well when you've got a complicated model or your sample size isn't huge or perfectly even. PLS-SEM was selected because it is suitable for predictive research, complex models, and studies with relatively moderate sample sizes. It's especially good at helping sort out how hidden factors connect with different types of indicators, which made it the right tool for this study.

We wanted to dig into a few things: how people feel about the price of Spotify Premium. Spotify Premium, how they see its quality and value, and if they actually plan to keep their subscription. To do this, we pulled some tried and true questions from earlier studies, one that really get to the core of what we needed to find out. Each question focuses on a specific point.

Participants answered everything on a 5-point Likert scale, running from 1 ("strongly disagree") up to 5 ("strongly agree"). It's simple, it's clear, and it lets us see exactly how they feel about Spotify Premium.

Most of the questions stuck to the classic format. We just tweaked the wording so they fit the digital wording so they fit the digital music world and focused on Spotify Premium.

2.2. Questionnaire and Measurement Items

The measurement items used in this study are presented in the following table 1.

Table 1. Questionnaire and Measurement Items

Construct	Item Code	Item
E-Perceived Price	EPP1	Spotify Premium offers reasonable pricing.
E-Perceived Price	EPP2	The subscription fee of Spotify Premium is reasonably priced considering the services provided.
E-Perceived Price	EPP3	The price of Spotify Premium is fair compared to the benefits offered.
E-Perceived Price	EPP4	The price of Spotify Premium is appropriate compared with similar music streaming services.
E-Perceived Quality	EPQ1	Spotify Premium provides high-quality audio streaming.
E-Perceived Quality	EPQ2	The application runs smoothly without interruptions.
E-Perceived Quality	EPQ3	Spotify Premium consistently performs well during use.
E-Perceived Quality	EPQ4	The features provided by Spotify Premium function effectively and as intended.
E-Perceived Value	EPV1	Overall, Spotify Premium provides benefits that outweigh its costs.
E-Perceived Value	EPV2	The benefits I receive are worth the cost.
E-Perceived Value	EPV3	The overall benefits I receive from Spotify Premium justify the subscription cost.

E-Perceived Value	EPV4	Subscribing to Spotify Premium is worth the money I spend.
Repurchase Intention	RI1	I intend to continue subscribing to Spotify Premium.
Repurchase Intention	RI2	I will renew my subscription in the future.
Repurchase Intention	RI3	I am likely to maintain my Spotify Premium subscription in the future.
Repurchase Intention	RI4	I intend to continue paying for Spotify Premium rather than switching to another music streaming service.

Source: Data Processed by Author

2.3. Data Collection Procedure

We launched an online survey and blasted it out everywhere, social media, group chats, all the usual spots. If someone fit our criteria, we asked them to take part. A total of 250 questionnaires were distributed, and 220 valid responses were retained for analysis using purposive sampling. No pressure, totally up to them. The survey had two parts. First, we asked for basic info, just enough to get things going. Then we moved on to the real questions, the ones we cared about for the research. Before sending it out, we checked everything again, making sure each question made sense and matched what we needed. Once people started answering, we filtered out any random responses and got right into analyzing the real data. We learned how folks feel about price, quality, value, and whether they want to stick with Spotify Premium or check out other options.

2.4. Data Analysis

Data analysis in this study was conducted using the Partial Least Squares Structural Equation Modelling (PLS-SEM) approach with Smart PLS Version 3. The analysis consists of two main stages: evaluation of measurement model (outer model) and evaluation of structural model (inner model). The outer model assessment includes test of validity (convergebt and discriminant validity) and reliability (Cronbach's alpha and composite reliability). The inner model assessment evaluates the relationship between constructs by examining path coefficients, R-square values, and hypothesis testing through bootstrapping procedures. PLS-SEM was selected because it is suitable for because it is suitable for predictive research, does not require strict normality assumption and can effectively analyze complex models involving multiple independentand dependent variables. This method enables the study to provide robust empirical insights info the factors influencing repurchase intention among spotify premium.

3. RESULTS AND DISCUSSION

3.1. Results

The team spoke with 147 Spotify Premium users from Greater Bandung. Most folks were between 25 and 30—that made up about a third of the group. Another 28% were in their thirties. There were 22% under 25, and just 16% over 40. Men made up a little more than half at 55%, with women making up the rest.

Looking at education, 42% had a bachelor's degree. About 27% finished with a diploma, and 20% stopped after high school. Only 11% earned a master. When you ask how long people have been using Premium, almost half say one to two years. Around a third have stuck around for more than two years, and 22% were pretty new, less than a year in.

Table 2- Characteristics Respondent

Variable	Frequency	Percentage
Male	81	55%
Female	66	45%
Less than 25 years	32	22%
25–30 years	50	34%
31–40 years	41	28%
Over 40 years	24	16%
High School	29	20%
Diploma	40	27%
Bachelor's Degree	62	42%
Master's Degree	16	11%

Source: Data Processed by Author

Most Spotify Premium users in Greater Bandung are young adults with solid educational backgrounds. So, clearly, digital music streaming is catching on with people who know their way around tech.

3.1.1. Validity and Reliability

To check validity, the study looked at convergent validity by measuring factor loadings. Every indicator scored above 0.708, so each item really does measure what it's supposed to. For reliability the team used Cronbach's alpha and Composite Reliabiliry (CR) and all constructs came in above 0.7. That's strong

internal consistency Plus, Avarage Variance Extracted (AVE) values were all above 0.5, giving another sign that convergent validity is solid.

Table 3. Measurement Model Evaluation

Construct	Item Code	Loading	Cronbach's Alpha	CR	AVE
E Perceived Price	EPP1	0.871	0.912	0.934	0.703
	EPP2	0.889			
	EPP3	0.865			
E-Perceived Quality	EPQ1	0.902	0.925	0.945	0.742
	EPQ2	0.910			
	EPQ3	0.893			
E-Perceived Value	EPV1	0.884	0.918	0.938	0.716
	EPV2	0.876			
	EPV3	0.899			
Repurchase Intention	RI1	0.907	0.930	0.948	0.756
	RI2	0.912			
	RI3	0.895			

Source: Data Processed by Author

The results confirm that all constructs are both valid and reliable, indicating that the measurement model is suitable for further analysis.

3.1.2. Structural Model Analysis

The structural model was evaluated using R-square values to determine the explananotry power og the model.

Table 4. R-Square Results

Variable	R-Square	Adjusted R-Square	Description
Repurchase Intention (RI)	0.842	0.839	The model explains 84.2% of the variance in repurchase intention

Source: Data processed by Author

The R-Square value of 0.842 indicates that E-Perceived Price, E-Perceived Quality, and E-Perceived value jointly explain 84,2% of the of variance in repurchase intention. This suggests that the model has strong predictive power.

3.1.3. Hyphotesis Testing

Hyphotesis testing was conducted using bootstapping in Smart PLS.

Table 5. Path Coefficients and Hypothesis Testing

Hyphotesis	Relationship	Original Sample	P-Value	T-Statistic	Description
H1	EPP → RI	0.215	0.002	3.120	Supported
H2	EPQ → RI	0.341	0.000	5.432	Supported
H3	EPV → RI	0.387	0.000	6.210	Supported

Source: Processed Data by Author

The results show that all three independent variables significantly influence repurchase intention. Among them, E-Perceived Value has the strongest effect, followed by E-Perceived Quality and E-Perceived Price.

The hypothesis tests show that all proposed relationships are positive and statistically significant. E-Perceived Price ($\beta = 0.215$, $p = 0.002$), E-Perceived Quality ($\beta = 0.341$, $p < 0.001$), and E-Perceived Value ($\beta = 0.387$, $p < 0.001$) each have a significant impact on repurchase intention among Spotify Premium users in the Greater Bandung Area. E-Perceived Value has the strongest effect, followed by E-Perceived Quality, then E-Perceived Price.

3.1.4. The Effect of E-Perceived Price on Repurchase Intention

The findings show that E-Perceived Price has a positive and significant effect on repurchase intention. This indicates that users are more likely to continue their Spotify Premium subscriptions when they perceive the subscription fee as fair, reasonable, and aligned with the benefits they receive.

This result aligns with prior research by Miao et al., 2022 and Khalikussabir, Waris, & Wahono, 2022, which found that perceived price fairness positively influences consumers' willingness to continue using subscription-based digital services. When users view a price as fair, they are more inclined to renew their subscriptions—even when alternatives exist.

From a theoretical perspective, this relationship is supported by perceived price fairness theory, which proposes that consumers assess whether the required monetary sacrifice is justified by the value they obtain. A favorable price perception reduces perceived risk and strengthens the intention to repurchase. From a managerial perspective, Spotify should:

- a. Maintain transparent and consistent pricing policies.
- b. Clearly communicate the value and benefits included in Premium plans.
- c. Offer flexible subscription options.
- d. Use periodic promotions to reinforce perceptions of price fairness and encourage renewal.

3.1.5. The Effect of E-Perceived Quality on Repurchase Intention

The results indicate that E-Perceived Quality has a positive and significant effect on repurchase intention. This suggests that users who perceive Spotify Premium as providing superior audio quality, stable performance, and effective features are more inclined to maintain their subscriptions.

These findings align with previous studies by Alkeshkumar & Mishra, 2025, Öztürk, 2024, and Buschow & Wellbrock, 2022, which emphasize that service quality is a key driver of customer retention in digital service contexts. High-quality services enhance user satisfaction and reinforce long-term relationships between customers and service providers.

From a theoretical perspective, this result is consistent with the Stimulus–Organism–Response (SOR) framework. In this model, high service quality acts as a positive stimulus, shaping users' cognitive evaluations and emotional responses, which ultimately lead to stronger repurchase intentions. From a managerial perspective, Spotify should focus on:

- a. Enhancing application stability.
- b. Optimizing streaming and audio quality.
- c. Improving personalized recommendation systems.
- d. Strengthening feature performance and usability.

Investing in these aspects of service quality can increase customer retention and reduce switching behavior toward competing platforms.

3.1.6. The Effect of E-Perceived Value on Repurchase Intention

The findings show that E-Perceived Value has the strongest positive effect on repurchase intention. This indicates that users are more likely to renew their Spotify Premium subscriptions when they believe that the overall benefits outweigh both the monetary and non-monetary costs of subscribing.

This result is consistent with previous studies by (Sharma, 2025), (Ugras, 2025), (Diaz-Marcos, Tevar, Vicente, & de Blanes Sebastián, 2026) and (Frick, Fletcher, & Smith, 2023), which identify perceived value as a dominant predictor of continuance intention in digital subscription services. Consumers tend to maintain their subscriptions when they perceive that the service provides substantial benefits relative to its cost.

From a theoretical perspective, perceived value theory argues that consumers make continuation decisions by weighing the benefits received against the sacrifices required. When users perceive higher value, they develop stronger repurchase intentions because the service is viewed as beneficial and worthwhile.

From a managerial perspective, Spotify should prioritize strategies that enhance users perceived value, such as:

- a. Offering exclusive and differentiated features.
- b. Strengthening personalization and user-specific recommendations.
- c. Ensuring ad-free and seamless listening experiences.
- d. Providing high-quality and diverse content.
- e. Introducing bundled plans or cost-effective subscription packages.

Since perceived value is the strongest predictor of repurchase intention, improving value perceptions should serve as a key strategic focus for boosting long-term subscription retention.

3.2. Discussion

Here's the deal in Greater Bandung; when people talk about Spotify Premium, they're mainly thinking about price, quality and value. That's what makes them decide to stick with it or bail (Myers & Leblond, 2024).

Price comes first. Folks want to know they're not paying more than they should for what they're getting (Masoumi, 2024). If the price feels fair and straightforward, people trust Spotify, and you need that trust, especially with everyone offering something nowadays (Passarello, 2025)

Quality's huge too. Honestly, some days it's even bigger than price (Slack, 2024). Users want crisp sound, playlists that catch their vibe, and an app that actually works — nothing tanks a mood like a glitch when you're locked into a song (Maesen & Ang, 2025). When Spotify nails this, nobody hesitates to renew (MEHRET, 2024).

Value is where everything comes together. It's not just about how much you pay or how good the sound is. It's the whole package: the little extras, exclusive features or simple feeling like you're getting more than you paid for (Hanson, 2025) People keep thinking, "Is this really worth it?" If you give them solid perks and keep things fresh, they'll stick around without even glancing at the competition (John & Paisner, 2016) The numbers don't lie — people stay when they feel the value.

So, if Spotify wants to keep users hooked in Greater Bandung, they've got to these basics right: meaningful value, reliable quality, fair prices (Cárdenas-Muga, Rodríguez-Zurita, Barcia, & Abad-Moran, 2025). This is what encourages individuals to return. It is truly not more complex than that.

4. CONCLUSION

The study demonstrates that Spotify Premium users in Greater Bandung are more likely to maintain their subscriptions when they perceive the service as fairly priced, high in quality, and valuable. The results indicate that e-perceived price, e-perceived quality, and e-perceived value all exert significant positive effects on repurchase intention. Among these factors, e-perceived value emerged as the strongest predictor, implying that users are more inclined to continue subscribing when the overall benefits they receive outweigh the monetary and non-monetary costs incurred.

These findings underscore that subscription retention is influenced not by a single determinant but by the combined perceptions of price, quality, and value. When users believe that Spotify Premium provides meaningful benefits—such as superior audio quality, reliable performance, and relevant features at a reasonable cost—they are more likely to renew their subscriptions and remain loyal to the platform.

Practical Implications

The findings offer several managerial implications for Spotify and similar digital subscription service providers:

- a. **Enhance Perceived Value.** Since e-perceived value is the strongest predictor of repurchase intention, managers should prioritize initiatives that increase perceived benefits. This can include improving personalized playlists, strengthening recommendation algorithms, offering exclusive content, and enhancing premium features that distinguish the service from competitors.
- b. **Maintain and Improve Service Quality.** High service quality remains essential for encouraging subscription renewal. Spotify should continue investing in audio quality, application stability, seamless user experience, and feature innovation to reinforce positive quality perceptions.
- c. **Optimize Pricing Strategies.** Pricing should be managed carefully to ensure that subscription fees remain aligned with the benefits provided and consumers' purchasing power. Clear and transparent communication about the value offered by Premium subscriptions may also enhance perceptions of price fairness and help reduce customer churn.
- d. **Limitations and Future Research.** This study has several limitations. First, the sample was limited to Spotify Premium users in the Greater Bandung Area, which may restrict the generalizability of the results to other regions. Second, the study examined only three antecedents of repurchase intention: e-perceived price, e-perceived quality, and e-perceived value.
- e. **Future research is encouraged to incorporate additional variables such as customer satisfaction, brand loyalty, trust, perceived enjoyment, and customer engagement as potential mediating or moderating factors. Moreover, studies could extend the geographical scope to other regions in Indonesia or conduct comparative research across different digital subscription platforms to enhance the generalizability of the findings.**

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