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***THE EFFECT OF PRICE PERCEPTION AND E-SERVICE QUALITY ON
CUSTOMER LOYALTY OF GUNADARMA STUDENTS AT KARAWACI CAMPUS***

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ABSTRACT

The rapid growth of music streaming services in Indonesia, particularly Spotify, and the growing public interest in digital music services have prompted research into the factors influencing customer loyalty. This study aims to analyze the partial and simultaneous influence of perceived price and e-service quality on Spotify Premium customer loyalty among college students.

The research method used a quantitative approach, distributing questionnaires to 100 male and female Spotify premium app users in gunadarma campus karawaci. The sampling technique used non-probability sampling with a purposive sampling method. Data processing was performed using SPSS software with classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests to ensure the resulting regression equation was unbiased. Hypothesis testing, consisting of a t-test, an F-test, and a coefficient of determination test, was conducted to determine whether the developed hypothesis was accepted or rejected. The results indicate that perceived price and e-service quality have a significant partial and simultaneous influence on Spotify Premium customer loyalty.

Keywords: Price Perception, E-Service Quality, Customer Loyalty

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Bibliography (2020-2024)