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## Factors Influencing Brand Loyalty Towards Spotify Subscription

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### **Abstract:**

*The development of the music industry and technology has brought the existence of music streaming services. Over the last decade, there are dramatic shifts nowadays in the way people consume music. For instance, music listeners have moved from the use of physical forms including CDs, vinyl and cassettes to digital spaces which makes it the most popular and convenient way to consume music. Spotify, namely the biggest music streaming service in the world today is very popular in Indonesia. Music listeners now can easily access to over 50 million songs without owning it and play songs on demand. However, to access Spotify's music library, consumers have to subscribe to Spotify premium monthly. Brand loyalty is very important for today's business, with businesses gaining brand loyalty, consumers tend to choose the brand they've previously chosen and spend on a regular basis compared to other brands. Therefore, knowing the drivers of brand loyalty is important. This research aims to determine the factors influencing brand loyalty towards Spotify subscription. In addition, this research also focuses on which factors influence the most in terms of subscribing to Spotify premium. Quantitative research is done in this study. Primary data were obtained through questionnaire responses that were collected from 136 respondents who had experience in using Spotify premium in Jakarta, Indonesia. Other than that, secondary data were collected from several theoretical sources such as previous studies and relevant journal articles. Data analysis has been done using multiple linear regression analysis to test hypothesized relationships between the variables, namely brand loyalty and brand image, perceived brand quality, customer satisfaction and brand experience. Moreover, the findings of the research show that all of the variables have a positive influence on Spotify's brand loyalty.*

**Keywords:** Brand loyalty, spotify, music streaming

## 1. Introduction

### 1.1. Research Background

The music industry is progressing together with the development of technology and digitization. Digitization has stimulated substantial growth in new song production and has, with the development of online music streaming, also broken the traditional promotion and distribution bottlenecks inherent in terrestrial radio and traditional music retailing (Waldfoegel, 2017). Today, there are drastic changes in how people consume music. For instance, music consumers have shifted from the use of physical forms such as CDs, vinyl, cassettes and tapes to digital spaces such as Youtube Music, Spotify, Apple Music and Tidal. Moreover, music streaming has become the number one choice among music listeners. A survey conducted by Indonesian Internet Service Providers Association (APJII), showed that 35.5% of the population of internet users in Indonesia which is around 46,9 million Indonesians listen to music online (APJII, 2016). These services allow users access to millions of tracks from any web-connected computer legally. It is estimated that there were 206 million people subscribed to a music streaming service worldwide at the end of 2017 (Mulligan, 2018). Spotify occupies the position of market leader and, as of July 2018, had 183 million monthly active users, including 83 million subscribers. Apple Music is the second largest service with more than 50 million subscribers (as of May 2018). Other important players in the field are Amazon, Pandora, Deezer, and TIDAL (Herbert, Lotz, & Marshall, 2019).

The existence of music streaming services and its popularity has also made people listen to more music from more artists than ever before. For instance, Spotify makes it easy for us as consumers to pick and choose what we want to listen to since there are over 30,000,000 songs ready to play on Spotify alone (Butler, 2019). Music listeners can only just tap on a song and hear it instantly seeing that Spotify users have access to all of Spotify's music library, instead of being limited to only listening to the album they just bought or the albums they have. This helps consumers listen and discover a variety of different songs or music genres. Other than that, music streaming has also helped emerging artists and independent artists in getting their work recognised by music listeners. Before the digital era, the conventional way to promote artists is to sign them to music labels. Nowadays, anyone can easily distribute their music through streaming platforms since it is much easier and requires fewer resources rather than before.

Spotify as the biggest and most popular music streaming service was first founded by Daniel Ek and Martin Lorentzon. According to an article from BBC UK (How Spotify came to be worth billions, 2018), the streaming giant started

as a small start-up in Stockholm, Sweden and it was developed in 2006 as a response to the growing piracy problem the music industry was facing. The application is available on Android, Blackberry, iOS, Linux, Microsoft, Mac OS and most modern devices. Among music streaming services, Spotify offers a freemium business model and users can use it without time limits. This kind of service helps Spotify gain its success and reach 140 million users in 2017 and defeated Apple which only gain 27 million users (Tricahyono, Utami, & Safitri, 2018)

The company first launched its music streaming service in October 2008 in Europe and entered Indonesia in 2016. For first timer users, Spotify allows users to enjoy a month of free-trial to provide an experience of the music streaming platform itself. After the free-trial ends, users in Indonesia can then subscribe to Spotify premium for Rp.49.990 a month. However, there are other offers available such as Spotify premium family which can be used by up to 6 people with a cheaper price, Rp 79.000 a month. Another option Spotify offer is the Spotify premium students with a half-price for students for only Rp 24.990 a month. In addition, Spotify also offers a free service, where users can listen to music on Spotify for free, and instead, there is an advertising service in the form of audio advertisements and display advertisements. Aside from that, there are also some features that cannot be enjoyed on Spotify free such as unlimited skips, listen offline, play any track and high-quality audio.

The large population of Indonesia made it an interesting area of study. Due to the high number of internet users in Indonesia, Spotify has a large market in the country. It is stated that Indonesia is the fastest growing market in Asia. A total of 3.9 billion songs were played by Spotify users in Indonesia in the first year of its launch (Triwijanarko, 2017)

Brand loyalty becomes an important factor for companies, where when a person is loyal to a certain brand, he or she will more likely to repurchase the product or service they have bought before. This is in accordance with the subscription packages offered by Spotify which is Spotify premium. When a person subscribed to Spotify premium, usually they tend to agree to repeat purchasing the same service in the future.

### *1.2. Research Rationale*

Brand loyalty has a vital role in this modern era. Companies who have developed brand loyalty to their customers will need less marketing as their loyal customers will promote the brand. Brand loyal customers are less reluctant to shift to other brands, respond less to price changes and self-promote the brand as they perceive that their brand has a unique value which is not provided by other competitive brands (Natarajan & Sudha, 2016)

This research will review the drivers of brand loyalty towards Spotify subscription since the understanding of factors that influence brand loyalty in the music streaming service industry will become more important in the upcoming years because of its growth of popularity in the world, especially in Indonesia. It is proven by Spotify which collected almost 10 million users in the first year operating in Indonesia (Tricahyono, Utami, & Safitri, 2018)

### *1.3. Problem Statement*

The music streaming service industry has achieved immense success and has millions of users worldwide. In this era of globalization, where there are lots of similar businesses and a very competitive environment, companies must have an effort in which they can compete with competitors, gain and retain their customers, as well as keeping their sales from falling. Brand loyalty is very necessary for today's business, when companies have gained brand loyalty, consumers tend to choose the brand they have chosen before and spend more and spend regularly compared to other brands. Therefore, it is essential to understand the drivers of brand loyalty in the music streaming industry.

### *1.4. Research Questions*

Based on the research background and problem statement, the main problem in this research can be formulated into the following research questions:

- Does brand image influence brand loyalty towards Spotify subscription?
- Does perceived brand quality influence brand loyalty towards Spotify subscription?
- Does brand experience influence brand loyalty towards Spotify subscription?
- Does customer satisfaction influence brand loyalty towards Spotify subscription?

### *1.5. Research Scope*

This research aims to determine which factors influence brand loyalty towards Spotify subscription. The variables that are used in this study are brand image, brand experience, perceived brand quality and customer satisfaction. The scope of the study is limited to Spotify premium users in Jakarta, Indonesia within the age of 18 to 55 years old and focuses on 150 consumers. Furthermore, the research is also conducted in Jakarta, Indonesia.

## **2. Literature Review**

### *2.1. Brand Loyalty*

Brand loyalty is one of the most important aspects in business and how it can help attract and retain customers. Brand loyalty can be influenced by various factors. In this study, the researcher proposed that there are several variables that can affect brand loyalty including brand experience, brand image, perceived quality and customer satisfaction.

Brand loyalty is a long-standing non-random behavioural response that denotes a commitment to the purchase of a brand after deciding among one or more brands (Kotler P. , 2002). Oliver (Satisfaction: A behavioral perspective on the customer, 1997) defined Brand loyalty as a commitment that is deeply held to consistently rebuy or re-patronize a service

or preferred product in the future in spite of situational impacts and marketing efforts that gain the potential to create switching behaviour.

Brand loyalty can be defined as a positive attitude toward the brand on the part of the consumer that leads to repeated purchasing and overall support for the brand (Hoyer & MacInnis, 2008). This means that brand loyalty happens when a customer chooses their favourite brand rather than other competitors because they believe that their favourite brand offers a better quality of product or service than other brands. This can also happen when a customer feels comfortable in using the product or service offered by their favourite brand. Loyal customers just make a purchase confidently on the basis of previous experiences without evaluating the brand. It occurs because consumers perceive that the brand offers the right product features, images or level of quality at the right price (Malik, Ghafoor, & Iqbal, 2013)

Company with high rate of loyal customers have a competitive advantage over its rivals and this loyalty will link to the success and profitability of a company as loyal customers will purchase more frequently, willing to spend more money to try new products of the brand, and will recommend products to others (McMullan & Gilmore, 2008). This means that a company who has gained brand loyal customers will need less marketing since brand loyal customers will promote the products or service to their friends and families by themselves as mentioned by Reichheld and Sasser (Zero defections: quality comes to services, 1990), brand loyalty is important for marketers because it helps in retaining customers and often requires less marketing resources than acquiring new ones. Aaker (Managing Brand Equity, 1991) also found that brand loyalty offered various advantages, such as reduced marketing cost, more new customers and greater trade advantage.

Dick and Basu (Customer Loyalty: Towards an Integrated Conceptual Framework, 1994) explain there may be positive as well as negative perception of the consumers towards the brand and the negative perception may lead to patronize of the brand but in few occasions. Dick and Basu (Customer Loyalty: Towards an Integrated Conceptual Framework, 1994) also suggest advantages in the form of positive word of mouth and greater attachment among loyal customers

## 2.2. Brand Image

Brand image can be defined as a brand's identity and people's perception of the brand itself. According to Kotler and Keller (Marketing Management, 2006), brand image is the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory.

While a positive brand image helps firms to establish a brand's position, strengthen the brand's market performance and protect the brand from rivalry (Aaker D. , 1996). Bian & Moutinho (The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: Direct and indirect effects, 2011) argued that brand image plays a critical role in helping customers to decide whether or not to buy the brand and thereby influencing their repurchase behaviour. The brand image is also brand uniqueness when it comes to competing brands (Lee, Lee, & Wu, 2009). Almost all competitive brands have unique dimensions to differentiate themselves from the competitor's brand. The brand might be differentiated by the features that the brand offers, its advertising, values of the brand and other more dimensions can be brand uniqueness such as the company's logo. For instance, people tend to recognise familiar logos, also logos can visually communicate the identity of a brand and represent what the brand is about. This can attract the attention of customers where they can feel that they like the brand and the brand is right for them.

Brand image also includes the customer's knowledge, belief and information about the specific brand (Lee, Lee, & Wu, 2009). The source of information and knowledge might come from advertising, promotion, friends, internet, word of mouth or company reports and bulletins. Customers' knowledge might include the range of products within the brand, the philosophy of the company and the brand's quality. When consumers grow a positive image for a brand, they might develop a strong connection with the brand.

Kwon and Lennon (What induces online loyalty? Online versus offline brand images, 2009) also state that brand image creates strong company patronage intention among customers, and they are willing to, pay premium prices and strong feelings and affiliation. This happens because consumers feel like they need the brand and the brand is also right for them, as a result, the customer's willingness to pay is high.

Therefore, a positive brand image leads firms to deliver their brand value to their customers which reinforces the brand loyalty. As stated by (Sung et al., 2010; Ming et al., 2011) Brand image was found to have a positive effect on brand loyalty.

## 2.3. Perceived Brand Quality

The perceived quality of consumers has a great impact towards loyalty of the brand company success (Aaker D. A., 1991). Perceived quality is very important in maintaining good relationships and building customer's trust with the brand. According to Aperia & Back (Brand Relations Management, 2004), it enhances the profitability of the company due to the influence in brand loyalty and the increase of satisfied customers. Brand loyalty expected to occur when perceived quality has been judged favorably (Gurbuz, 2008). When customers perceive the brand has high quality, brand loyalty will be developed.

(Pappu, Quester, & Cooksey, 2006) developed a parameter to measure the quality of durable goods. According to them, easy access, serviceability, durability, performance and excellent features determine the quality towards brand loyal customers. Consumers examine a product quality from their past knowledge and experiences which results in consumer subjective judgment in product quality (Holbrook & Corfman, 1985).

Furthermore, as pointed out by Yoo, Donthu and Lee (An Examination of Selected Marketing Mix Elements and Brand equity, 2000), perceived brand quality is a component of brand value, which leads consumers to choose a particular brand rather than any other competing brands.

In addition, Rameseshan and Tsao (Moderating effects of the brand concept on the relationship between brand personality and perceived quality, 2007) stated that an exciting brand with a trendy style and design would be perceived to have quality because, when consumers make judgments about perceived quality, they will assess not only the service itself but also attributes such as streaming quality, user interface as well as the features offered by the brand

#### 2.4. Customer Satisfaction

Customer Satisfaction has an important correlation with brand loyalty. If the customer is satisfied, it can trigger the customer to repurchase a product or service that they have already bought and that we can link with brand loyalty. Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time (Fornell, Johnson, Anderson, Cha, & Bryant, 1996).

Customer Satisfaction is the overall accumulation of customer expectation before the purchase and after purchase of the product (Serkan & Gökhan, 2005). Schiffman, Kanuk and Kumar (Consumer Behaviour, 2010) advocate that customer satisfaction is identified by a response related to specific focus such as purchase experience or associated product and occurs at a certain time (post purchase or post consumption). This definition holds the theory that a consumer's level of satisfaction is determined by cumulative experience at the point of contact with the supplier (Santouridis & Trivellas, 2010).

According to Santouridis & Trivellas (Investigating the impact of service quality and customer satisfaction on customer loyalty in mobile telephony in Greece, 2010), satisfied customers have high probability to use the existing company product or brand as compared to dissatisfied customers, who are willing to search information about alternative products or brands. Therefore, satisfied customers will have bigger tendency in using the same brand since the brand has fulfilled their satisfaction. Satisfied customers also tend to buy more.

Besides buying more they also work as a network to reach other potential customers by sharing experiences (Hague & Hague, 2016). With maintaining good relationship with consumers, this can lead to gain new customers since loyal customers will share their feelings and experience to other people.

Kotler & Armstrong (Principles of Marketing, 2010), defines customer satisfaction as the extent to which a product's (whether goods or services) perceived performance matches a buyer's expectations. In addition, Feick, Lee, and Lee (The Impact of Switching Costs on the Customer Satisfaction-Loyalty Link: mobile phone service in France, 2001) stated that high level satisfaction strongly correlated with increased brand loyalty.

#### 2.5. Brand Experience

Brand experience is subjective, internal consumer responses (sensations, feelings and cognitions and behavioural responses) evoked by brand related stimuli (Brakus, Schmitt, & Zarantonello, 2009). The stimuli which appear as a component of brand's identity and design can be in the form of a name, signage and logo; as a part of marketing communications and packaging it can be brochures, websites, advertisements; and the environment where it is sold or marketed such as websites, events and stores (Brakus, Schmitt, & Zarantonello, 2009). There are many factors that may influence brand experience, including name, symbols, design elements, packaging, marketing materials, environments and others (Shim, 2012). Thus, according to (Brakus, Schmitt, & Zarantonello, 2009), brand experience occurs when consumers come into contact with brands or are exposed to them.

However, (Brakus, Schmitt, & Zarantonello, 2009) also argued (argue that brand experience is not a general evaluation of customers overall experience 'brand experience is specific sensations, feelings, cognitions, and behavioural responses triggered by specific brand-related stimuli.' For instance, the customers might have specific experience; Spotify puts me in a good mood. However, experience over time results in general evaluation and attitude toward the brand.

Brand experience is a personal source of information that can be utilized to form the basis of future decisions, such as repurchase intention (Brakus, Schmitt, & Zhang, 2008). Every consumer's brand experience can differ from one another. Brakus, Schmitt, & Zarantonello L. (2009).

Brakus, Schmitt and Zarantonello (Brand Experience: What Is It? How Is It Measured? Does it Affect Loyalty, 2009) measured brand experience using sensory, affective, intellectual and behavioural dimensions. Sensory dimensions were related to making strong, visual impression on the customer; affective dimension induced feelings and sentiments; the intellectual dimension referred to the brand's ability to make customers think; and behavioural dimension included bodily experiences, lifestyles and interaction with the brands (Jung & Soo, 2012; Zarantonello & Schmitt, 2010).

While the study by (Brakus, Schmitt, & Zarantonello, 2009) investigated the brand experience from the perspective of aggregated measures, it can be argued that investigation of individual brand experience dimension will enhance the understanding of how to improve overall brand evaluation and brand loyalty by adjusting the individual brand experience dimensions

(Brakus, Schmitt, & Zarantonello, 2009) Explains the brand experience reinforces positive feelings and sentiments of their customers towards the brand, so it is considered to be valuable driving factor for brand loyalty. Over a certain period of time, emotional consumer-brand relationships are cemented and experiences remain in consumer's memory which can influence consumer loyalty and satisfaction (Oliver, 1997; Reicheld, 1996).



## 2.6. Conceptual Framework

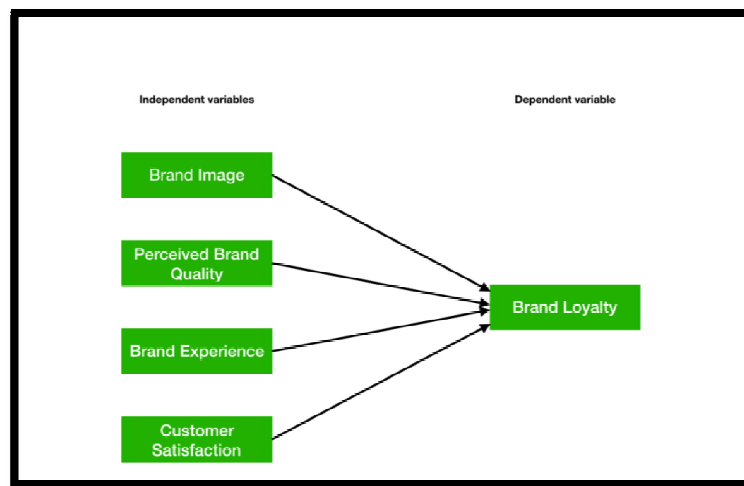


Figure 1: Conceptual Framework

## 2.7. Research Hypothesis

In this research, the researcher proposed that there are four variables that influence brand loyalty which are brand image, brand quality, brand experience and customer satisfaction. The researcher formed four hypotheses which are as follows:

- H1: Brand image has a positive influence towards Spotify subscription
- H2: Perceived Brand Quality has a positive influence towards Spotify subscription
- H3: Brand experience has a positive influence on Spotify subscription
- H4: Customer satisfaction has a positive influence on Spotify subscription

## 3. Methodology

In this part of the research, the researcher will explain the methodology in conducting this research that consists of selection of topic, research method, population and sample, data collection method, as well as questionnaire design.

### 3.1. Selection of Topic

The main purpose of this research is to find out the factors that can influence brand loyalty towards Spotify subscription. In order to motivate and ease the researcher in writing this study, the selection of the research topic should be interesting as well as understandable to the author (Fisher C. , 2007).

The research subject on brand loyalty is considered interesting and understandable by the researcher. Spotify was selected as the object of the study because it is the number one leading music streaming service in the world today and it is also highly popular in Indonesia. In addition, the research is conducted in Jakarta, Indonesia because it is easy for the researcher to reach out to target respondents.

### 3.2. Research Method

This research uses quantitative approach, where according to Neuman (Social Research Methods: Qualitative and Quantitative Approaches, 2013), this approach is used when researchers want to measure objective facts regarding the research variables, separate theory and data, analysis based on statistical methods, value free research and researchers are not directly involved with the data source for the study. Quantitative research is used to find cause and effect or the relationships between variables mostly to verify theory or hypothesis.

The paradigm used in this study is the positivism paradigm, which is defined as the approach of natural sciences. Positivist social science is an organized method for combining deductive logic with empirical observations of individual behaviour in order to discover and confirm a set of probabilistic causal laws that can be used to predict general patterns of human activity (Neuman, 2013).

This research is a descriptive research, which presents a picture of the specific details of a situation, social setting, or relationship (Neuman, 2013). Moreover, the type of research chosen for this descriptive study is cross-sectional. According to Malhotra (Marketing Research: An Applied Orientation, 2010), Cross-sectional design is a type of research design involving the one-time collection of information from any given sample of population elements. This definition explains that cross-sectional is a type of research design that collects samples for the study once in a certain period of time.

### *3.3. Data Collection Method*

#### 3.3.1. Primary Data

As researchers, we utilize questionnaires or interviews to learn people's beliefs or opinions in many research situations. According to Neuman (Social Research Methods: Qualitative and Quantitative Approaches, 2013), survey research uses a written questionnaire or formal interview to gather information on the backgrounds, behaviours, beliefs, or attitudes of a large number of people. Usually, researchers use a large number of people (100 to 5,000) dozens of questions in a short time frame.

In this research data collection is done through questionnaires. The type of questionnaire used in this research is self-administered questionnaire which is a questionnaire with structured questions, close ended questions, with answers that have been determined by the researcher (Babbie, 1992). The questionnaire was created through Google Forms and distributed through email and social media sites such as Instagram, WhatsApp and Line.

#### 3.3.2. Secondary Data

Aside from primary data, data collection will also be collected from several written theoretical sources such as previous studies, journal articles, documents, online sources and other literature that are relevant within the topic. The purpose of secondary data is to give the researcher a better understanding and give insights about the research topic as well as helping the researcher in writing this study.

#### 3.3.4. Population

Population is defined as a group of individuals who have the same characteristics (Creswell, 2008). A population can also be described as a group of subjects that will be used as the object or target of research. Therefore, in a study, it is essential that the researcher make limitations and certain provisions regarding the population to be studied (Sumarna, 2009). This is done so that the results obtained can represent or be a representation of the studied population. Seen from the definition of population above, the population in this research are people who subscribe to Spotify premium within the age of 18-55 years in Jakarta, Indonesia.

### *3.4. Sample*

From the population described above, the researcher limited his research sample to 150 respondents. This limitation refers to (Fraenkel, Wallen, & Hyun, 2012) which states that for descriptive studies, at least 100 samples are needed so that the data obtained can be representative for the population. A total of 150 questionnaires were sent online and recorded in Google Forms, however, only 136 responses were considered valid for data analysis since the remaining were incomplete which makes it not possible to be analysed.

### *3.5. Sampling Technique*

In determining the respondents in this study, the researcher used a convenience sampling method. According to Neuman (Social Research Methods: Qualitative and Quantitative Approaches, 2013), Convenience sampling is a nonprobability sampling technique which the researcher selects anyone he or she happens to come across, other than that, the primary criteria for selecting cases are that they are easy to reach, convenient, or readily available. Dhivyadeepa (Sampling Techniques in Educational Research, 2015) also mentioned that convenience sampling involves choosing the nearest individuals to serve as respondents and continuing that process until the required sample size has been obtained. The characteristics of the sample to be used in this study are as follows:

- Male and Female
- Age ranging from 18-55 years old
- Spotify Premium subscriber

### *3.6. Measurements Questionnaire Design*

In finding the causal relationship between dependent and independent variables, this study used SPSS program (Statistical Package for Social Science) to run multiple regression analysis. This method is used when we want to predict the value of the dependent variable based on two or more independent variables. In this research the dependent variable is brand loyalty and the independent variables are brand image, brand experience, customer satisfaction and perceived brand quality. Dependent and independent variables have a linear relationship. By definition linear relationship is the proportional increase or decrease in independent variability will proportionally increase or decrease dependent variables.

**Validity:** It is important to consider validity when preparing or selecting an instrument for the research. Validity refers to the measurement and strength of material used in research that is responsible for generating results (Fisher C. , 2007)

**Reliability:** It refers the measurement stability over time, the measurement instrument will produce the same result each time with the assumption that the measured item under consideration is not changed (Zikmund, 2000)

The questionnaire consists of two sections. The first section is about consumers demographics, while the second section is about the brand loyalty factors. All of the questions used a five-point Likert scale in which 1 indicated 'strongly disagree', 2 indicated 'disagree', 3 indicated 'uncertain', 4 indicated 'agree', and 5 indicated 'strongly agree'. The variable operationalization table below consists of brand loyalty, brand image, perceived brand quality, brand experience and customer satisfaction. Each variable consists of 4 questions that are adopted from previous studies with some modifications to meet the focus of the study.

No.	Variable	Question	Adopted with Modifications
1	Brand Loyalty	I have a positive perception towards Spotify. I recommend Spotify towards my friends and family. I consider Spotify as my first choice of music streaming service. I am loyal towards Spotify.	(Dick & Basu, 1994)
2	Brand Image	I think Spotify is well known and prestigious I think Spotify has a reputation for high quality music streaming Spotify comes to mind first when thinking about music streaming I think Spotify has the most convenient way to listen to music	(Kotler & Keller, 2006)
3	Brand Experience	Using Spotify creates positive feelings and sentiments I am happy using Spotify music streaming service I feel that Spotify offers a personalized experience Because of Spotify, I feel that I can easily access and consume music.	(Brakus, et al., 2009)
4	Perceived Brand Quality	Spotify provides excellent features Spotify has a user-friendly interface I consider Spotify as a reliable source to discover and listen to music. Spotify has the best music streaming quality	(Aaker, 1991)
5	Customer Satisfaction	I am satisfied using Spotify music streaming service Overall Spotify meets my needs. I am satisfied with Spotify's music content My expectation regarding Spotify's streaming quality is high	(Chi & Qu, 2008) (Faullent, et al., 2008)

Table 1: Questionnaire Design

## 4. Data Collection Results

### 4.1. Demographics

This section presents the description of respondents. The respondents were asked to describe their demographic information, including gender, age, highest level of education completed, job, as well as Spotify usage frequency.

		No. of Respondents	Percentage (%)
Gender	Male	73	53.7
	Female	63	46.3
Age (years)	18 - 20	62	45.6
	21 - 24	70	51.5
	25 - 29	2	1.5
	30 - 39	1	0.7
	40 and over	1	0.7
	Highest level of education completed	High school	105
Diploma		8	5.9
Bachelor		22	16.2
Master's degree		1	0.7
Job	Student	120	88.2

	Entrepreneur	1	0.7
	Freelance	6	4.4
	Unemployed	4	2.9
	Employee	5	3.7
Total		136	100

Table 2: Demographics Characteristics of Respondents

According to table (4.1), the gender distribution consists of 73 of males accounting for 53.7% of the respondents and 63 respondents were female, accounting for 46.3% of the total 136 respondents. The majority of the age group belong to (21-24) years which is 51.5% of the respondents, followed by (18-20) with 45.6%, while (25-29) years only numbered 1.5%. Lastly, (30-39) and (40 and over) numbered 0.7% respectively.

Highest level of education completed by respondents are divided into 4 different levels: high school, diploma, bachelor degree and master's degree. It is observed that most of the respondents have just completed high school with a number of 77.2% followed by bachelor with 16.2%, Diploma with 5.9% and master's degree being the least with only 0.7%.

		No. of Respondents	Percentage (%)
Usage Frequency	Multiple times in a day	49	36
	Everyday	68	50
	A few times a week	17	12.5
	Less often	2	1.5
Total		136	100

Table 3: Spotify Usage Frequency

The table (4.2) shows the Spotify usage frequency of respondents, half of the entire number of respondents claims that they use Spotify everyday, 36% of respondents use it multiple times in a day, while a number of 12.5% uses Spotify a few times in a week. Only 1.5% of respondents use Spotify less often.

#### 4.1.1. Brand Loyalty

- Question 1: I have a positive perception towards Spotify

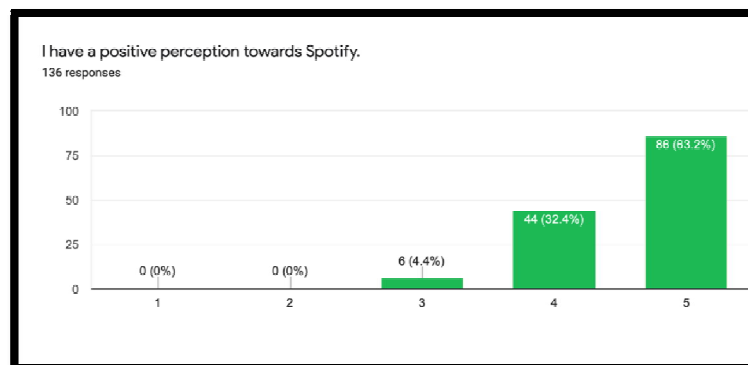


Figure 2

When respondents were being asked about the statement above, more than half of the entire respondents (63.2%) strongly agree, 32.4% agree that they have a positive perception towards Spotify, however 4.4% are uncertain to that statement.

- Question 2: I recommend Spotify towards my friends and my family

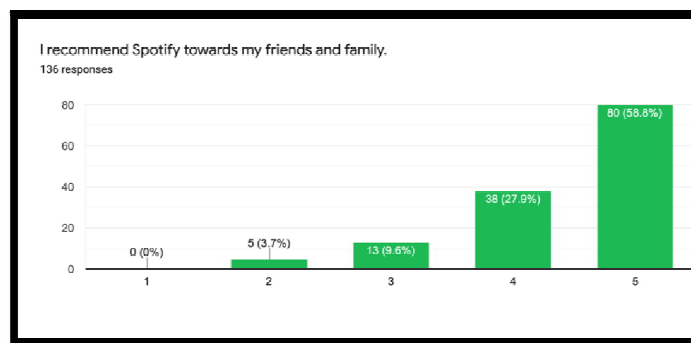


Figure 3

As shown in table 1, it can be seen that slightly more than half of the entire respondents strongly agree when being asked about the above question, 27.9% of the respondents agree and 9.6% of the respondents are neutral. On the other hand, 3.7% disagree with the statement.

- Question 3: I consider Spotify as my first choice of music streaming service

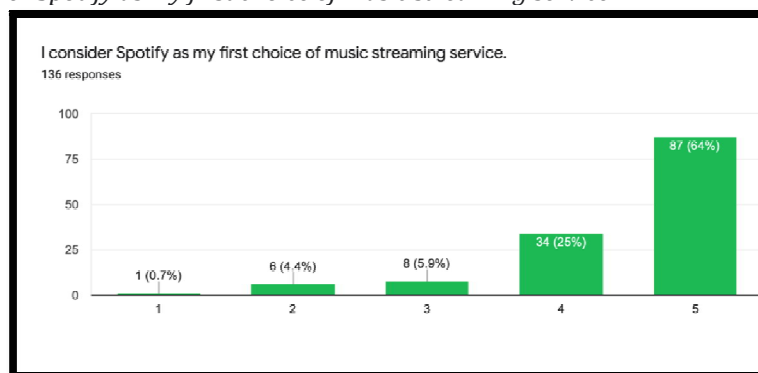


Figure 4

For the above question which was asked to the respondents whether they consider Spotify as their first choice of music streaming service, the majority of the respondents strongly agree and account for 64%, 25% of the respondents agree, 5.9% are uncertain, and a small minority which accounts for 4.4% disagree with the statement.

- Question 4: I am loyal towards Spotify

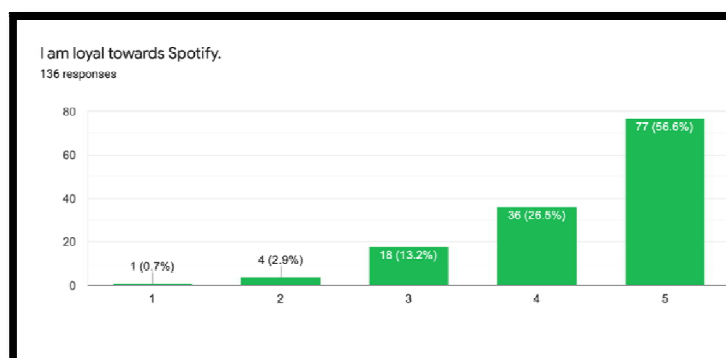


Figure 5

As shown in Figure 3, slightly over half of the respondents strongly agree when asked about their loyalty towards Spotify. 26.5% agree and 13.2% are uncertain. Besides, 2.9% disagree and 0.7% strongly disagree regarding the statement.

#### 4.1.2. Brand Image

- Question 5: I think Spotify is well known and prestigious

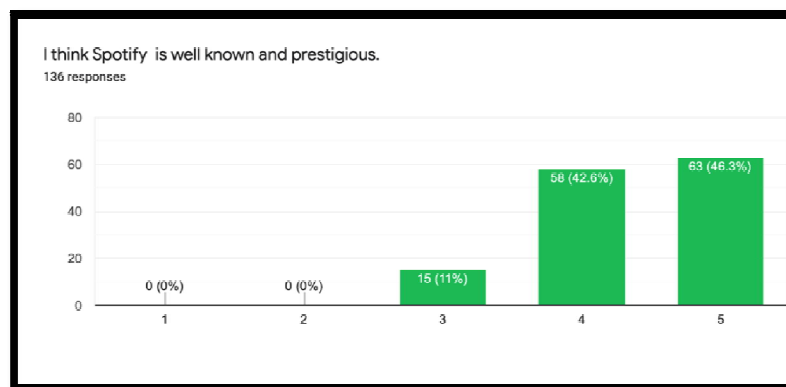


Figure 6

When asked about the above statement regarding the popularity of Spotify, 46.3% of the respondents strongly agree, 42.6% agree to the statement, while the rest 11% are uncertain with the statement.

- Question 6: *I think Spotify has a reputation for high quality music streaming*

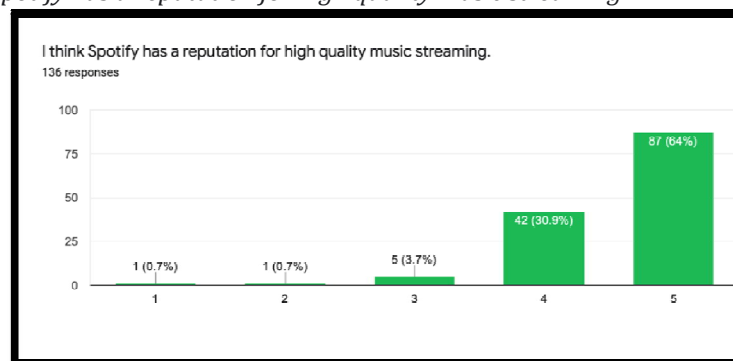


Figure 7

As shown in Figure 5, slightly over half of the respondents strongly agree that Spotify has a reputation for high quality music streaming, 30.9% agree to the statement, while 3.7% are uncertain. On the other hand, 0.7% disagree with the statement and 0.7% strongly disagree.

- Question 7: *Spotify comes to mind first when thinking about music streaming*

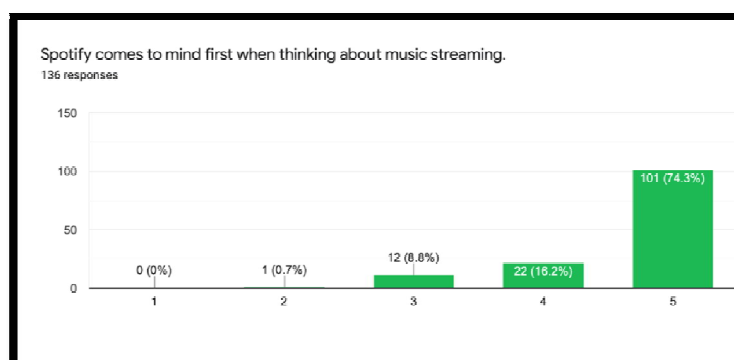


Figure 8

As shown in Figure 6, the majority of the respondents which accounts for 74.3% strongly agree with the statement above, 16.2% agree and 8.8% are uncertain with the statement. On the other hand, 0.7% disagree that Spotify comes to mind first when thinking about music streaming.

- Question 8: *I think Spotify has the most convenient way to listen to music*

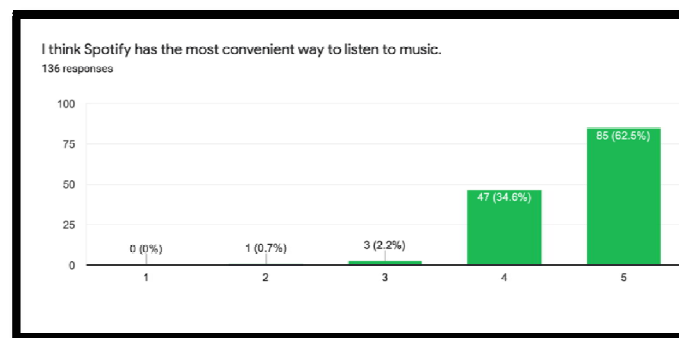


Figure 9

For this question, the majority of the respondents accounting for 62.5% strongly agree that Spotify has the most convenient way to listen to music, 34.6% agree. Besides, 2.2% are uncertain with the statement and 0.7% disagree.

#### 4.1.3. Brand Experience

- Question 9: *Using Spotify creates positive feelings and sentiments*

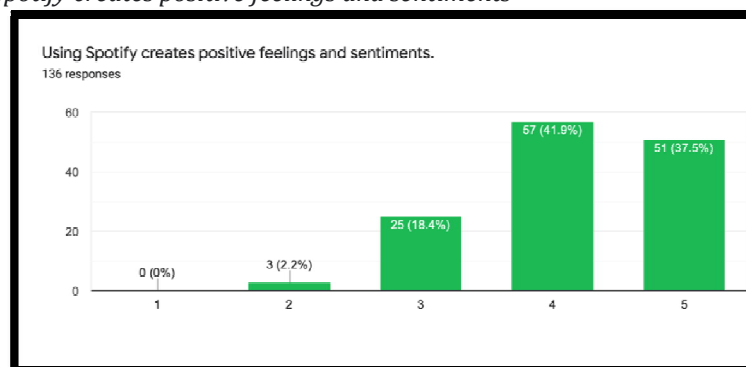


Figure 10

When respondents were being asked about the above statement, slightly less than half of the respondents agree that using Spotify creates positive feelings and sentiments, 37.5% strongly agree. However, a number of 18.4% were uncertain and 2.2% disagree with the statement above.

- Question 10: *I am happy using Spotify music streaming service*

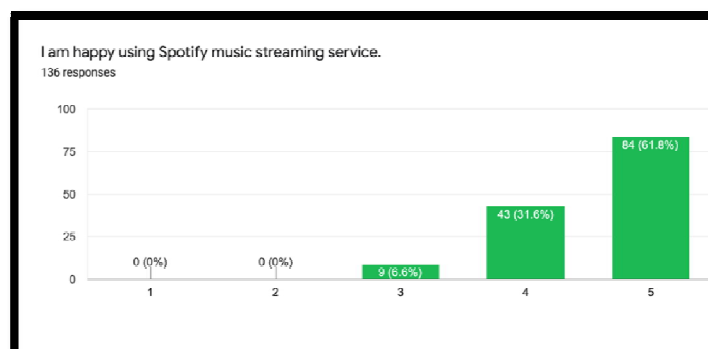


Figure 11

For the question above, 61.8% strongly agrees that they are happy using Spotify music streaming service. Then, 31.6% agree with the statement and 6.6% are uncertain whether they are happy using Spotify.

- Question 11: *I feel that Spotify offers a personalised experience*

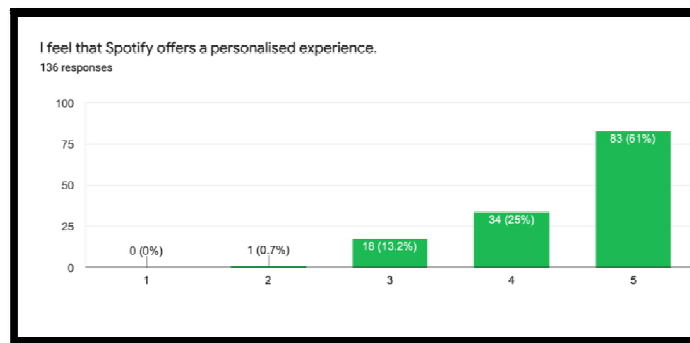


Figure 12

As shown in Figure 10, more than half of the respondents (63%) strongly agree with the above statement, 25% of the entire respondents agree that Spotify offers a personalised experience and 13.2% are neutral with the statement. On the other hand, a small minority of 0.7% disagree with the statement.

- Question 12: *Because of Spotify, I feel that I can easily access and consume music*

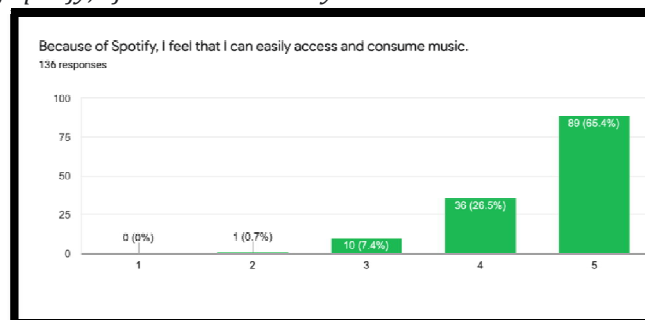


Figure 13

The Figure 11 above shows that the majority of the respondents (65.4%) strongly agree that because of Spotify, they feel that they can easily access and consume music, 26.5% agree with the statement. Respondents that are uncertain with the statement accounts for 7.4% and 0.7 disagree regarding the statement.

#### 4.1.4. Perceived Brand Quality

- Question 13: *Spotify provides excellent features*

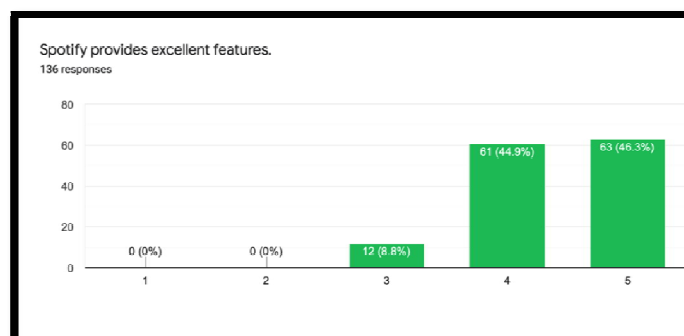


Figure 14

Figure 12 above illustrates that 46.3% of the respondents strongly agree when being asked about the statement above, 44.9% agree and 8.8% were uncertain with the statement Spotify provides excellent features.

- Question 14: *Spotify has a user-friendly interface*



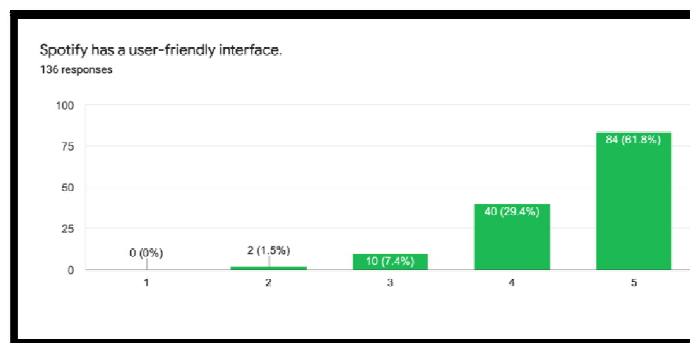


Figure 15

When respondents are being asked about the statement above, only 1.5% disagree that Spotify has a user-friendly interface. More than half of the respondents (61.8%) strongly agree, 29.4% agree. Besides, the respondents who are uncertain with the statement account for 7.4%.

- *Question 15: I consider Spotify as a reliable source to discover and listen to music*

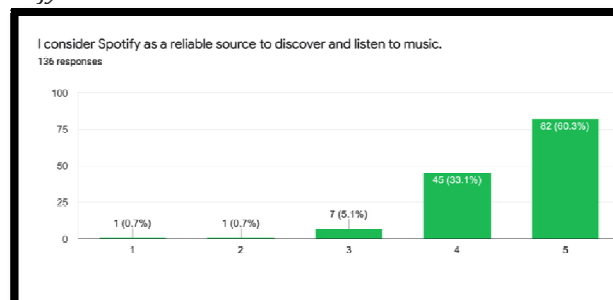


Figure 16

As shown in Figure 13, the majority of the respondents (60.3%) strongly agree that they consider Spotify as a reliable source to discover and listen to music. 33.1% agree with the statement, and 5.1% are uncertain. On the other hand, a small minority of 0.7 disagree and strongly disagree respectively.

- *Question 16: Spotify has the best music streaming quality*

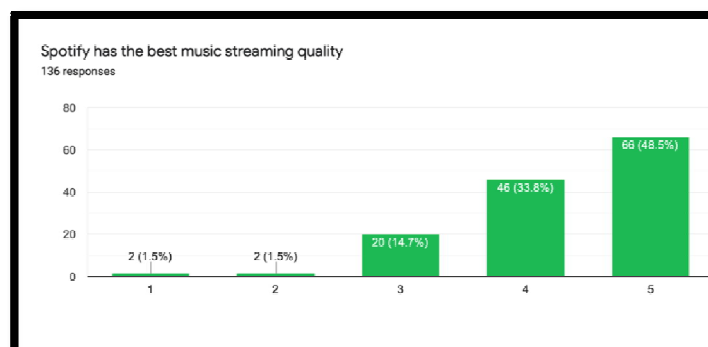


Figure 17

When respondents were being asked regarding Spotify's music streaming quality, the majority of the respondents strongly agree that Spotify has the best music streaming quality, 48.5% agree. However, 14.7% were uncertain and a small number of 1.5% disagree and strongly disagree respectively.

#### 4.1.5. Customer Satisfaction

- *Question 17: I am satisfied using Spotify music streaming service*

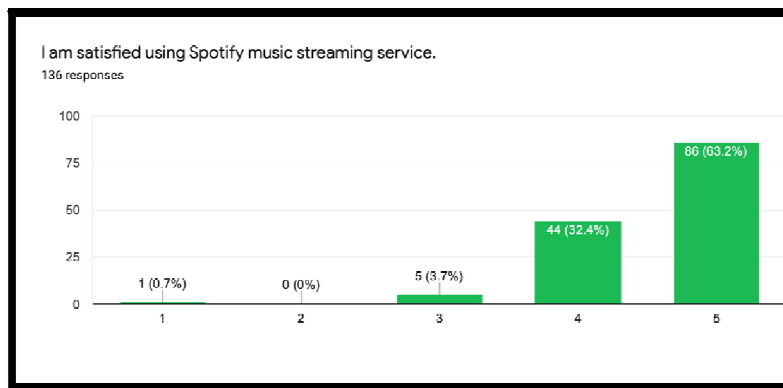


Figure 18

Figure 16 illustrates that more than half of the respondents strongly agree when being asked whether they are satisfied using Spotify, 32.4% agree with the statement, a small number of 3.7% are uncertain with the statement. Lastly, only 0, 7% strongly disagree.

- Question 18: Overall Spotify meet my needs

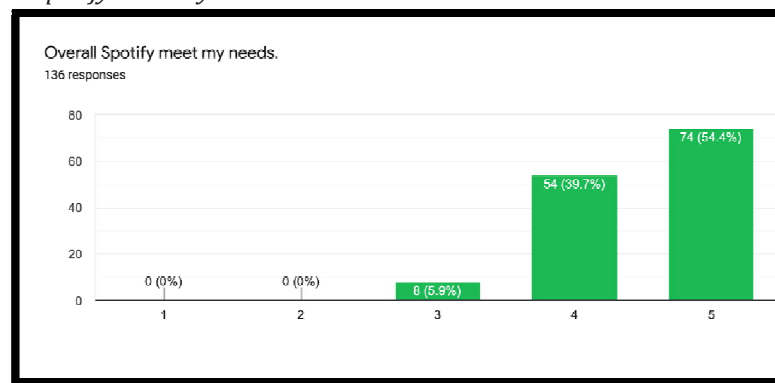


Figure 19

As shown in Figure 16, slightly more than half of the respondents (54.4%) strongly agree that Spotify meets their needs, the respondents who agree to this statement accounts for 39.7%. Moreover, 5.9% are uncertain with the statement above.

- Question 19 I am satisfied with Spotify's music content

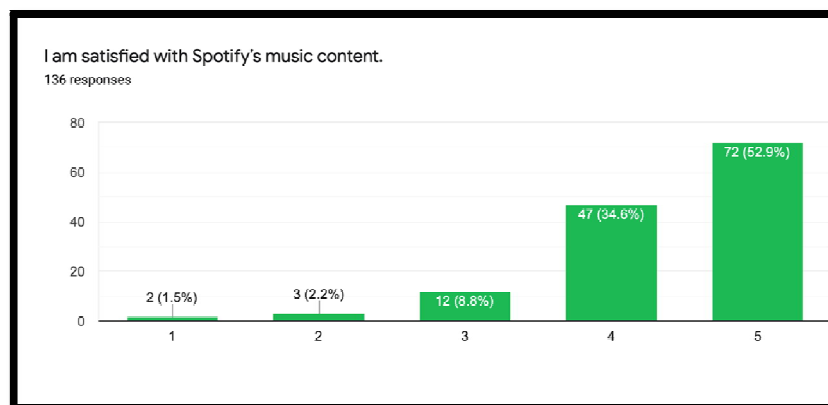


Figure 20

When respondents are being asked about the statement above, approximately half of the respondents (52.9%) strongly agree that they are satisfied with Spotify's music content, 34.6% agree and 8.8% of the respondents were uncertain. On the other hand, 2.2% disagree and 1.5% strongly disagree.

- Question 20: My expectation regarding Spotify's streaming quality is high

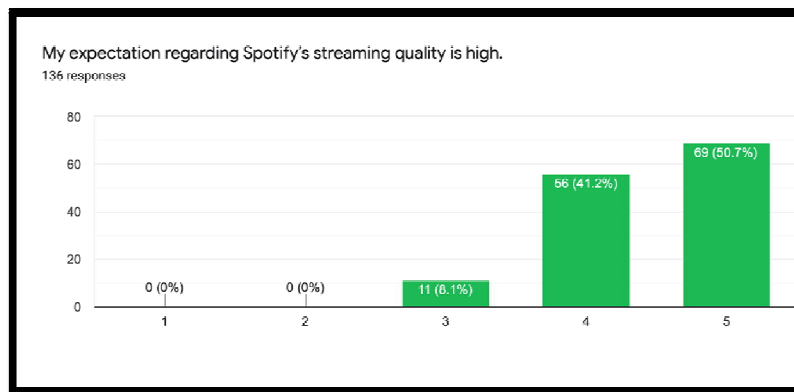


Figure 21

Figure 19 shows that the half of the respondents (50.7%) strongly agree with the statement whether their expectation regarding Spotify’s streaming quality is high. 41.2% of the respondents agree with the statement, and a small minority which accounts for 8.1% were uncertain.

## 5. Findings

### 5.1. Assessment on Reliability

The reliability test is carried out on items that are valid. The reliability test is done by testing the instrument once, then analysed using the Cronbach alpha method. The questionnaire is said to be reliable if the reliability coefficient is positive and greater than 0.6. A general accepted rule is that  $\alpha$  of 0.6-0.7 indicates an acceptable level of reliability, and 0.8 or greater a very good level. However, values higher than 0.95 are not necessarily good, since they might be an indication of redundancy (Hulin, Netmeyer, & Cudeck, 2001). The results of the reliability test based on the Cronbach alpha formula is as follows:

Variable	Cronbach's Alpha	Critical Point	
Brand Experience	0.746	0.6	Reliable
Perceived Brand Quality	0.675	0.6	Reliable
Customer Satisfaction	0.681	0.6	Reliable
Brand Loyalty	0.742	0.6	Reliable

Table 4: Reliability Test

From the Table 4 above, it can be seen each variable being studied is greater than 0.6. These results indicate that the statement items on the questionnaire are reliable for measuring the variables.

### 5.2. Normality Test

The normality test is carried out using the Kologrov-Smirnotv test. The normality test is a way to estimate whether the sample data close approximation to actual unknown population (Newbold, Carlson, & Thorne, 2003). The significant value should be less than 0.5 for normal distribution (Hinton, McMurray, & Brownlow, 2014).

One-Sample Kolmogorov-Smirnov Test		
		<b>Unstandardized Residual</b>
N		136
Normal Parameters <sup>a,b</sup>	Mean	,000000
	Std. Deviation	1,66421281
Most Extreme Differences	Absolute	,069
	Positive	,034
	Negative	-,069
Test Statistic		,069
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

d. This is a lower bound of the true significance.

Table 5: Normality Test

Based on the output above, it can be seen that the significance value of Asymp. Sig (2-tailed) is .200 which is less than .5. It can be concluded that the data have met the assumptions of normality, which then can be used for regression analysis.

### 5.3. Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not occur correlation between independent variables. As a rule of thumb, a tolerance value below .1 indicates a serious problem of multicollinearity (Hinton, McMurray, & Brownlow, 2014) or it is also equal to VIF value above 10 (Ghozali, 2011).

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Image	.525	1.907
	Brand Experience	.523	1.911
	Perceived Brand Quality	.408	2.454
	Customer Satisfaction	.445	2.248

Table 6: Multicollinearity Test  
a. Dependent Variable: Brand Loyalty

The result from table 5 shows that the VIF value of each independent variables is far below 10, namely  $X_1 = 1.907$ ,  $X_2 = 1.911$ ,  $X_3 = 2.454$ , dan  $X_4 = 2.248$ . It can be concluded that there is no multicollinearity between the independent variables in the regression model.

### 5.4. ANOVA Output

ANOVA results in the variations in the dependent variable that is explained by the regression and evaluates the general validity of the multiple regression Paul (2006). According to Albert (Business Statistics in Brief, 2001) ANOVA table examines the variations in the dependent variable explained by the regression and compares it with variation unexplained by the response variable.

The ANOVA table is produced below which test the significance of the regression model.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	381.214	4	95.303	33.391	.000 <sup>b</sup>
	Residual	373.897	131	2.854		
	Total	755,110	135			

Table 7: ANOVA Output  
a. Dependent Variable: Brand Loyalty  
b. Predictors: (Constant), Customer Satisfaction, Brand Image, Brand Experience, Perceived Brand Quality

From the SPSS Output in table 6, it is seen that (p value) =0.000. F-ration is 33.391, which is highly significant ( $p < .05$ ).

### 5.5. Multiple Regression Analysis

The multiple Regression model that will be formed is as follows:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where:

Y	= Brand Loyalty
$X_1$	= Brand Image
$X_2$	= Brand Experience
$X_3$	= Perceived Brand Quality
$X_4$	= Customer Satisfaction
$b_0$	= Intercept
$b_1, b_2, b_3, b_4$	= Regression Coefficient

By using SPSS, the following results are obtained:

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.065	1.562		.042	.967
	Brand Image	.354	.107	.282	3.323	.001
	Brand Experience	.322	.094	.291	3.428	.001
	Perceived Brand Quality	.035	.109	.031	.322	.748
	Customer Satisfaction	.281	.110	.234	2.542	.012

Table 8: SPSS Output  
a. Dependent Variable: Brand Loyalty

From the output above, it is seen that the constant value and the regression coefficient can be formed as follows:

$$Y = .065 + .354 X_1 + .322 X_2 + .035 X_3 + .281 X_4$$

The equation above can be interpreted as follows:

$b_0 = .065$  This means that if variable  $X_1$  (Brand Image),  $X_2$  (Brand Experience),  $X_3$  (Perceived Brand Quality),  $X_4$  (Customer Satisfaction) are zero (0), then the variable Y (Brand Loyalty) will be have a value of .065 unit.

$b_1 = .354$  This means that if Brand Image ( $X_1$ ) increases by one unit and the other variables are constant, then the Y variable will increase by .354 units

$b_2 = .322$  This means that if Brand Experience ( $X_2$ ) increases by one unit and the other variables are constant, then the Y variable will increase by .322 units.

$b_3 = 0.035$  This means that if Perceived Brand Quality ( $X_3$ ) increases by one unit and the other variables are constant, then the Y variable will increase by .035 units.

$b_4 = .281$  This means that if Customer Satisfaction ( $X_4$ ) increases by one unit and the other variables are constant, then the Y variable will increase by .281 units.

#### 5.5. Hypotheses Test

- H1: Brand image has a positive influence towards Spotify subscription

The result from the regression analysis from table showed that brand image has a positive and significant influence to determine the brand loyalty of Spotify subscription. ( $\beta = .354$ ,  $t=3.323$ ,  $p<.05$ ). Therefore, H1 was supported in this model.

- H2: Brand experience has a positive influence towards Spotify subscription

The result from the regression analysis from table showed that brand experience has a positive influence as well as significant influence to determine the brand loyalty of Spotify subscription. ( $\beta = .322$ ,  $t=3.428$ ,  $p<.05$ ). Therefore, H2 was supported in this model.

- H3: Perceived brand quality has a positive influence towards Spotify subscription

The result from the regression analysis from the table showed that perceived brand quality has a positive influence but not significant to determine the brand loyalty of Spotify subscription. ( $\beta = .035$ ,  $t=.322$ ,  $p>.05$ ).

- H4: Customer Satisfaction has a positive influence towards Spotify subscription

The result of the regression analysis that customer satisfaction is statically significant to determine the brand loyalty of Spotify subscription. ( $\beta = .281$ ,  $t=2.542$ ,  $p<.05$ ). Thus, H4 was supported in this model.

#### 5.6. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.711 <sup>a</sup>	.505	.490	1.68943
a. Predictors: (Constant), Customer Satisfaction, Brand Image, Brand Experience, Perceived Brand Quality				

Table 9: Model Summary

Coefficient of determination

$$= R^2 \times 100\%$$

$$= (0,711)^2 \times 100\%$$

$$= 50.5\%$$

The model summary indicates independent variables have strong relationships with dependent variables. R square indicates the degree of independent variables variation explaining the dependent variable (Albert, 2001). Thus, it is seen that there is 50.5% that indicates the meaning that the variable Brand Image, Brand Experience, Perceived Brand Quality and Customer Satisfaction had a simultaneous influence of 50.5% on Brand loyalty. While the remaining 49.5% is influenced by other variables which have not included in this regression model by the researcher.

## 6. Discussion

From the regression analysis, it is seen that the following independent variables: brand experience, perceived brand quality, brand image and customer loyalty have a positive influence on Spotify subscription brand loyalty. However, the regression model shows that brand experience has the most significant influence in brand loyalty for Spotify subscription brand loyalty, followed by Brand Image and lastly customer satisfaction. Perceived brand quality has no significant effect on the dependant variable.

In this research, brand experience is determined as the most significant factor on brand loyalty for Spotify subscription. The analysis showed that Spotify gives consumers positives feeling, as stated by (Brakus, Schmitt, & Zarantonello, 2009), where brand experience reinforces positive feelings and sentiments of their customer towards the brand and it is considered to be valuable driving. This means that brand experience is a personal source of information that can be utilized to form the basis of future decisions, such as repurchase intention (Brakus, Schmitt, & Zhang, 2008). These theories go with the research results. Moreover, when customers are happy using Spotify streaming service, they tend to subscribe to the service regularly in the future and become loyal to the brand.

Another significant factor that determines the brand loyalty for Spotify subscription is brand image which is supported by the regression analysis. Bian & Moutinho (2011) explained that brand image plays a critical role in helping customers to decide where or not to buy the brand and thereby influencing their repurchase behaviour. When consumers have developed a positive perception towards the brand, they tend to generate strong connection with the brand. According to Kwon and Lennon (2009) brand image creates strong company patronage intention among customers, and they are willing to pay premium prices and strong feelings and affiliation. This research provides an evidence where Spotify consumers perceive the brand comes to mind first when thinking about music streaming and it has the most convenient way to listen to music. These statements lead to Customer satisfaction is another significant factor that determines the brand loyalty for Spotify subscription. The loyalty of consumers may occur due to the satisfaction of themselves in using the brand, where it is proved in this study. Satisfied customers have high probability to use existing company products, service or brand as compared to dissatisfied customers, who are willing to search information about alternative products, services or brands (Santouridis & Trivellas, 2010). Kotler and Armstrong argue that customer satisfaction as the extent to which a product's perceived performance matches a buyer's expectations. Since customers are satisfied using Spotify music streaming service and claimed that Spotify meet their needs, they have a bigger tendency to remain using the product in the future again which leads to brand loyalty as stated by (Feick, Lee, & Lee, 2001) where high level satisfaction strongly correlated with increased brand loyalty.

## 7. Conclusion

In conclusion, music streaming service has gained its popularity and become part of consumer's daily life. Other than that, it has also become the number one choice among music listeners in consuming music due to many reasons such as a convenient way to listen to music, easy access to music and its excellent features. Since Spotify is the leading music streaming service among other brands. Spotify consumers has developed a good connection with the brand and also perceived that the brand has the best quality in music streaming as well as the most reliable source to discover and listen to music. Most of the Spotify users are young age group people (18-24 years old). These group of consumers look for music streaming service which is easy to use, offers a personalised experience and relatively cheap. Since Spotify has provided these things to consumers, they have successfully developed brand loyalty from the consumers.

## 8. Limitations

Every research has certain limitations therefore it is necessary for the researcher to acknowledge them. The following are the few constraints faced by the researcher while conducting this study. Firstly, the research was conducted during the Covid-19 pandemic. This global outbreak has put the world into lockdown and social distancing which makes it hard for the researcher in conducting the study. Another limitation to the research is that the majority of the respondents acquired are young consumers within the age of 18 - 24 years old, which makes the research lack even age distribution in the population. The researcher was unable to obtain samples from different age groups which may have different perceptions regarding brand loyalty on Spotify subscription. Lastly, the sample size is relatively small. Therefore, the results of this research are not concrete enough to make recommendations.

## 9. Future Research

In future research, it will be better for the researchers to increase the sample size so that it can be more representable for the studied population. Aside from that, it will also be more appropriate to have an even age distribution on different age groups since different age groups might have a diverse perspective regarding brand loyalty on Spotify subscription. Lastly, in determining factors that influence brand loyalty, the researcher suggests that future researchers can consider other variables such as promotion, switching cost and others.

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## Appendix

**Spotify's Brand Loyalty Questionnaire**

Thank you for agreeing to take part in this study. I am a final year student at University of Hull, studying Business Management. The data collected in this study will go towards my research project, which is looking at factors influencing brand loyalty towards Spotify subscription. An important part of this project is the collection of primary data.

For this study, I am asking you to complete a short questionnaire regarding your experience using Spotify. Any data collected is non-personal and will be kept anonymous.

By completing this questionnaire, you are agreeing to participate in this research, although you are able to withdraw at any point without giving a reason to do so. If you wish to withdraw for any reason, please contact me at [m.bhartiyadhikara-2019@hull.ac.uk](mailto:m.bhartiyadhikara-2019@hull.ac.uk)

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Figure 22



**Spotify's Brand Loyalty Questionnaire**  
\* Required

**Personal Information**

Name \*  
Your answer \_\_\_\_\_

Phone number (for those who want survey prizes)  
Your answer \_\_\_\_\_

What is your gender? \*

Male  
 Female

Please select your age: \*

18 - 20  
 21 - 24  
 25 - 29  
 30 - 39  
 40 and over

Figure 23

**Spotify's Brand Loyalty Questionnaire**  
\* Required

**Brand Experience**

Using Spotify creates positive feelings and sentiments. \*

1 2 3 4 5  
Strongly disagree      Strongly Agree

I am happy using Spotify music streaming service. \*

1 2 3 4 5  
Strongly disagree      Strongly Agree

I feel that Spotify offers a personalised experience. \*

1 2 3 4 5  
Strongly disagree      Strongly Agree

Because of Spotify, I feel that I can easily access and consume music. \*

1 2 3 4 5  
Strongly disagree      Strongly Agree

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Figure 24

What is the highest level of education that you have completed? \*

- High School
- Diploma
- Bachelor
- Master's degree
- Advance level

What is your job? \*

- Student
- Employee
- Entrepreneur
- Freelance
- Other: \_\_\_\_\_

Are you a premium Spotify user? \*

- Yes (please proceed to the next question)
- No (please close the questionnaire)

How often do you use Spotify? \*

- Multiple times in a day
- Everyday
- A few times a week
- Once a week
- Less often

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Figure 25

### Spotify's Brand Loyalty Questionnaire

\* Required

**Brand Loyalty**

I have a positive perception towards Spotify. \*

1    2    3    4    5

Strongly disagree                        Strongly Agree

I recommend Spotify towards my friends and family. \*

1    2    3    4    5

Strongly disagree                        Strongly Agree

I consider Spotify as my first choice of music streaming service. \*

1    2    3    4    5

Strongly disagree                        Strongly Agree

I am loyal towards Spotify. \*

1    2    3    4    5

Strongly disagree                        Strongly Agree

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Figure 26

**Spotify's Brand Loyalty Questionnaire**  
\* Required

**Brand Image**

I think Spotify is well known and prestigious. \*

1 2 3 4 5  
Strongly disagree      Strongly agree

I think Spotify has a reputation for high quality music streaming. \*

1 2 3 4 5  
Strongly disagree      Strongly agree

Spotify comes to mind first when thinking about music streaming. \*

1 2 3 4 5  
Strongly disagree      Strongly agree

I think Spotify has the most convenient way to listen to music. \*

1 2 3 4 5  
Strongly disagree      Strongly agree

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Figure 27

**Spotify's Brand Loyalty Questionnaire**  
\* Required

**Perceived Brand Quality**

Spotify provides excellent features. \*

1 2 3 4 5  
Strongly disagree      Strongly Agree

Spotify has a user-friendly interface. \*

1 2 3 4 5  
Strongly disagree      Strongly Agree

I consider Spotify as a reliable source to discover and listen to music. \*

1 2 3 4 5  
Strongly disagree      Strongly Agree

Spotify has the best music streaming quality \*

1 2 3 4 5  
Strongly disagree      Strongly Agree

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Figure 27

### Spotify's Brand Loyalty Questionnaire

\* Required

#### Customer Satisfaction

I am satisfied using Spotify music streaming service. \*

1 2 3 4 5

Strongly disagree      Strongly agree

Overall Spotify meet my needs. \*

1 2 3 4 5

Strongly disagree      Strongly agree

I am satisfied with Spotify's music content. \*

1 2 3 4 5

Strongly disagree      Strongly agree

My expectation regarding Spotify's streaming quality is high. \*

1 2 3 4 5

Strongly disagree      Strongly agree

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Figure 28