

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga dan gaya hidup terhadap minat beli ulang berlangganan Spotify Premium di kalangan Generasi Z di Kota Padang, dengan kepuasan konsumen sebagai variabel mediasi. Latar belakang penelitian ini didasarkan pada perkembangan pesat layanan streaming musik digital serta adanya kesenjangan antara jumlah pengguna gratis dan pengguna premium, khususnya di kalangan Gen Z yang cenderung sensitif terhadap harga dan dipengaruhi oleh gaya hidup digital.

Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner. Sampel penelitian berjumlah 140 responden yang merupakan pengguna Spotify dari kalangan Generasi Z di Kota Padang, dengan teknik pengambilan sampel purposive sampling. Analisis data dilakukan menggunakan metode Structural Equation Modeling-Partial Least Square (SEM-PLS).

Hasil penelitian menunjukkan bahwa persepsi harga dan gaya hidup berpengaruh positif dan signifikan terhadap kepuasan konsumen. Selain itu, persepsi harga, gaya hidup, dan kepuasan konsumen juga berpengaruh positif dan signifikan terhadap minat beli ulang berlangganan Spotify Premium. Kepuasan konsumen terbukti mampu memediasi pengaruh persepsi harga dan gaya hidup terhadap minat beli ulang, baik secara parsial maupun signifikan.

Kata Kunci: Persepsi Harga, Gaya Hidup, Kepuasan Konsumen, Minat Beli Ulang, Spotify Premium, Generasi Z

ABSTRACT

This study aims to analyze the effect of price perception and lifestyle on the repurchase intention of subscribing to Spotify Premium among Generation Z in Padang City, with customer satisfaction as a mediating variable. The background of this research is based on the rapid development of digital music streaming services and the gap between free users and premium subscribers, especially among Generation Z who tend to be price-sensitive and influenced by digital lifestyles.

This research uses a quantitative approach with data collected through questionnaires. The sample consists of 140 respondents who are Spotify users from Generation Z in Padang City, selected using purposive sampling technique. Data analysis was conducted using Structural Equation Modeling-Partial Least Square (SEM-PLS).

The results show that price perception and lifestyle have a positive and significant effect on customer satisfaction. In addition, price perception, lifestyle, and customer satisfaction also have a positive and significant effect on repurchase intention of subscribing to Spotify Premium. Customer satisfaction is proven to mediate the effect of price perception and lifestyle on repurchase intention, both partially and significantly.

Keywords: Price Perception, Lifestyle, Customer Satisfaction, Repurchase Intention, Spotify Premium, Generation Z.