Journal of Economic Equity, Finance, and Taxation

The Influence of Customer Experience and Brand Trust on Consumer Repurchase Intention in The Spotify Premium Application (Study on Students of State Polytechnic of Malang)

Firsia Noistataka[1], Musthofa Hadi[2], Sanita Dhakirah[3]*

[1-3]Politeknik Negeri Malang, Indonesia

E-mail: [1] tristataka@gmail.com, [2] musthofa.hadi@polinema.ac.id, [3] sanita@polinema.ac.id

ARTICLE INFO

ABSTRACT

In the digital era, music streaming services have become an inseparable part of everyday life, offering users easy access to diverse music content. Among these platforms, Spotify Premium has established itself as a leading service due to its ad-free listening, personalized recommendations, and high-quality audio. However, retaining users and encouraging continuous subscription remain critical challenges for streaming providers. This study aims to analyze the influence of customer experience (X1) and brand trust (X2) on repurchase intention (Y) among Spotify Premium users. A quantitative, explanatory research design was employed, with data collected through a census of 50 D-IV Marketing Management students at the State Polytechnic of Malang during the 2024/2025 academic year. Data analysis revealed that both customer experience and brand trust significantly and positively affect repurchase intention, jointly explaining 62.8% of the variance. These findings highlight specific improvement opportunities in enhancing sensory experience, strengthening technical reliability, and improving access to information. Furthermore, optimizing interface design and fostering community engagement may enhance loyalty among subscribers. The study contributes to marketing literature by emphasizing the role of experiential and relational factors in digital subscription services. Future research is recommended to expand the sample population and integrate additional variables, such as perceived value and switching barriers, for broader generalization.

Keywords: Customer Experience, Brand Trust, Consumer Repurchase Intention, Spotify Premium

1. INTRODUCTION

In the digital age, music has become an essential part of daily life, whether as a means of entertainment, a mood enhancer, or a form of self-expression. Technological advancements have significantly transformed the way people enjoy music, replacing traditional formats such as cassettes and CDs with internet-based services. According to Prajnadipa (2022), there were 254.9 million music streaming service subscribers worldwide in 2021.
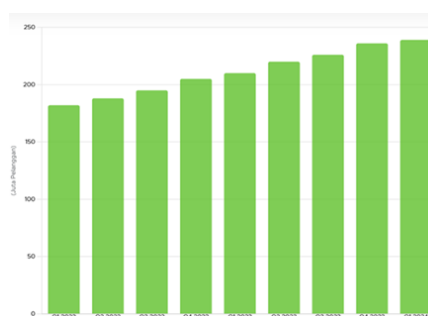

Figure 1. Global Spotify Premium User Growth
Source : Goodstat (2024)

By 2024, Spotify, known as one of the top music streaming platforms, has solidified its position as a dominant force in the global market with over 615 million active users every month, according to Javier (2024). This makes Spotify the platform with the largest user base in the music and podcast streaming sector. It offers two main account types: a free account (Spotify Free) and a paid account (Spotify Premium). Spotify Premium provides a variety of features designed to enhance the listening experience to its fullest.

According to Goodstats (2024), Spotify Premium had over 239 million subscribers globally in early 2024. This growth is driven by continuous innovation, personalized features, and user-focused services that strongly appeal to Gen Z and millennial users, including university students in Indonesia. Gen Z, known as the digital native generation, has media consumption habits heavily reliant on technology and personalization. They tend to seek fast, flexible, and interactive experiences when enjoying content, including music. Therefore, understanding their preferences and perceptions of digital services like Spotify Premium is crucial in developing effective marketing strategies.

Spotify Premium offers several advantages, such as ad-free listening, offline downloads, the ability to play songs in any order, high audio quality, real-time listening with friends, playlist management, listening insights, and K-pop listening parties. These features shape the customer experience, involving both functional and emotional engagement during service usage. At the same time, brand trust plays a vital role in retaining customers, particularly in digital services where consistency, data privacy, and brand integrity are essential for sustaining loyalty.

However, although Spotify is a major player and widely used, the music streaming sector is encountering fierce rivalry from platforms such as Apple Music, YouTube Music, and Joox, all of which are enticing customers with appealing features. In this context, a platform's ability to retain subscribers is crucial and is largely influenced by the quality of the user experience and the level of trust in the brand. Previous studies in sectors such as e-commerce, hospitality, and mobile applications have shown that customer experience and brand trust significantly affect repurchase intention, with findings highlighting the importance of seamless service quality, brand credibility, and data security in driving customer loyalty. However, relatively few studies have examined these factors in the context of subscription-based music streaming platforms. Among students of the State Polytechnic of Malang, there is limited research specifically analyzing how customer experience and brand trust influence repurchase intention within this demographic, leaving a gap in understanding consumer behavior among young, digital-native users. The novelty of this study lies in its focus on vocational higher-education students as an underrepresented group in prior research, thereby offering new insights into how experiential and trust-related factors shape repurchase intention in the music streaming industry.

This study is expected not only to provide empirical insights into digital consumer behavior but also to contribute to the literature on service marketing and technology. Practically, the findings can be used by streaming service providers to develop marketing strategies more relevant to the needs and preferences of young market segments, particularly vocational students in Indonesia. Therefore, this study seeks to investigate how customer satisfaction and brand credibility affect the likelihood of consumers purchasing the Spotify Premium app. The focus will be on Marketing Management students at the State Polytechnic of Malang in the academic year 2024/2025.

2. LITERATURE REVIEW

2.1. Customer Expereince

Customer experience refers to the feelings and information gained by a customer through their interactions with different components designed by the service provider (Kotler & Keller, 2016). In marketing research, there is a increasing focus on prioritizing consumer experience as it plays a crucial role in shaping the quality perceived by consumers in a competitive market. Consumer experience goes beyond simply engaging with the product or service. According to Sharma and Dass (2021), consumer experience includes their emotions, perceptions, and reactions to various aspects of the service provided. This experience is shaped by factors such as service quality, personalization, and customer engagement at every stage of their journey (Huang & Benyoucef, 2015). This proves that the consumer experience is not only about the physical product, but also how consumers feel and interact with the brand as a whole from what a brand offers.

In addition, in research by Kumar et al. (2021) in Ruslim (2024), they explain that in the context of today's digital world, consumer experience also involves technology that allows companies to provide more personalized and relevant experiences. By using customer activity tracking, companies can anticipate customer needs and deliver a more targeted experience, which ultimately increases satisfaction and builds long-term positive relationships. A positive customer experience, according to Frow and Payne (2007) in Ayaumi and Komariah (2021), can increase customer engagement and strengthen the relationship with the brand, which is very important in creating loyalty and influencing the decision to make repeat purchases. Furthermore, according to Anjani (2015), creating different experiences for customers is a strategy in competing businesses.

2.1.1. Indicator of Customer Experience

According to Kotler and Keller (2016), customer experience encompasses several key indicators that shape how customers interact with and perceive brands. The sensory dimension, known as "Sense," involves experiences that engage the five senses through visual elements, sounds, touch, or even smell, playing a crucial role in creating first impressions and strengthening brand recognition through aspects like store design or distinctive product sounds. The emotional aspect, referred to as "Feel," encompasses the emotions that arise during brand interactions, creating strong bonds between customers and brands through feelings of happiness, inspiration, or satisfaction when using products.

The cognitive dimension, called "Think," represents the logical thinking and judgment processes customers engage in based on received information, including evaluation and decision-making processes where customers consider factors such as quality and price when choosing products or services. Behavioral indicators, termed "Act," reflect the actions or behavioral changes that result from customer experiences, such as repeat purchases or product recommendations to others, where positive experiences increase the likelihood of customers acting favorably toward the brand. The relational component, known as "Relate," involves the social connections built between customers and brands or companies, including feelings of ownership or self-identification with the brand that foster long-term loyalty and attachment.

Additionally, reliability represents the dependability of services provided by companies, encompassing their ability to consistently meet customer promises and expectations, which is essential for building customer trust and ensuring satisfying experiences. Responsiveness, as noted by Zeithaml et al. (2010), refers to the speed and effectiveness of company responses to customer needs or complaints, where quick responses and effective solutions can significantly enhance overall customer satisfaction and experience.

2.2. Brand Trust

Brand trust is when consumers have faith in a brand and the commitments it makes, which plays a crucial role in creating brand loyalty (Atulkar, 2020 in Dewi (2021)). Meanwhile, according to Rahmawati et al. (2020), brand trust can be understood as a psychological tool that encompasses credibility, goodwill, and integrity inherent in the brand, thereby providing an initial foundation for consumers to trust a brand. This view aligns with Priansa (2017) in Ryansa et al. (2023), who explains that brand trust is formed from the knowledge possessed by consumers and the conclusions they draw regarding the objects, attributes, and benefits offered by the brand.

Furthermore, Aulia et al. (2019) in Ryansa et al. (2023) emphasize that brand trust also involves consumers willingness to rely on the brand in risky situations, with the expectation that the brand will meet their expectations and deliver positive outcomes. Brand trust is a concept that encompasses consumers' belief in the brand's ability to meet their expectations through attributes such as credibility, goodwill, and integrity (Azzura & Mardhiyah, 2024). Brand trust is established when consumers evaluate a brand's reputation and worth, obtain information about the products or services provided, and have positive interactions with the brand over time. It is about the brand's capability to deliver the anticipated value, thus gaining the trust and reliance of consumers. This trust is crucial in forming and sustaining lasting relationships between businesses and their customers (Aaker, 2011 in Wardhana (2024)). The combination of these elements makes brand trust a crucial foundation in creating long-term relationships between consumers and the brand.

2.2.1. Indicators of Brand Trust

According to Wardhana (2024), brand trust is characterized by several key indicators. Ability involves the formation of trust required for certain tasks to achieve results, including professionalism, product and

service design, product taste quality, superior service, and technological excellence that distinguishes the company from its competitors. Benevolence encompasses all forms of willingness to create satisfaction for consumers, thereby generating something beneficial for both parties. Integrity refers to the extent to which a person behaves according to ethical moral principles without any violation, so that consumers can assess the behavior demonstrated by professional staff.

Consistency refers to behavioral consistency, where a person's actions are consistent, reducing uncertainty about their future behavior and thereby building trust. Transparency refers to openness, accessibility, and availability of information accompanied by responsibility to ensure the appropriate flow of information that must be shared with other parties. Dependability indicates that the greater the customers' expectations of the company to fulfill the promised value, the higher their level of trust in the company. Honesty refers to the habits and behaviors of honesty demonstrated by company staff or employees or a seller in conducting a type of business by providing honest and accurate information and services to customers. Valuable involves pleasant service from customer service representatives who are willing to help resolve issues or complaints related to the purchased products or services.

2.3. Consumer Repurchase Intention

Consumer repurchase intention is the consumer's desire to make a repeat purchase of product or service that has been previously used, based on past experience. According to Adelia (2018), purchase interest is a consumer behavior that arises as a response to an object, indicating a desire to buy. This behavior is often more rational, especially among more educated individuals (Chaniago, 2021). Abdullah & Tantri (2015) state that the intention to repurchase reflects the level of consumer satisfaction arising from a positive experience when using a product/service. That satisfaction strengthens consumer trust in the company and builds sustainable loyalty.

In the context of service industries, Wu & Li (2018) and Zhang et al. (2018) emphasize that repurchase intention is a consideration for experienced customers to continue using services from the same provider. Factors such as trust and satisfaction are the main predictors in influencing the decision to use the same service again. A positive experience, both in service quality and interaction with the service provider, can generate positive emotional effects that encourage customers to recommend the service through good reviews.

Furthermore, Trivedi & Yadav (2020) highlight that the decision to use the service again is closely related to consumers' perceptions of the value and benefits received, as well as the long-term relationships built through consistent interactions with the service provider. Efforts to maintain customer trust, such as providing responsive service and ensuring consistent service quality, are key to enhancing customer loyalty. Thus, the intention to use the service again not only reflects the consumer's desire to continue using the same service but also indicates the quality of the relationship between the consumer and the service provider, which is influenced by positive experiences, satisfaction, and trust built throughout the interaction.

2.3.1. Indicators of Customer Experience

According to Priansa (2017), consumer repurchase intention is characterized by four main indicators. Customers with transactional intention are those who trust a product greatly and tend to make frequent purchases from the company. On the other hand, referential intention relates to customers who are likely to recommend the product to others after gaining knowledge and experience with it.

Preferential intention is the inclination of customers who show strong favoritism towards certain products, only changing their preferences if something unexpected happens with the product they favor. Explorative intention pertains to consumers who continuously search for information about a product they are interested in, specifically looking for information that highlights the positive qualities of the product – these consumers are described as having exploratory curiosity. These four aspects serve as the fundamental metrics for evaluating buying intent.

2.4. Conceptual Research

According to Sugiyono (2017), a conceptual framework illustrates the relationship between theories and relevant factors in a study, providing clear direction for explaining variable relationships. This study looks at two separate factors - customer experience (X1) and brand trust (X2), along with one result variable, repurchase intention (Y), to investigate the impact of each factor on the outcome. The diagram below outlines the theoretical framework.
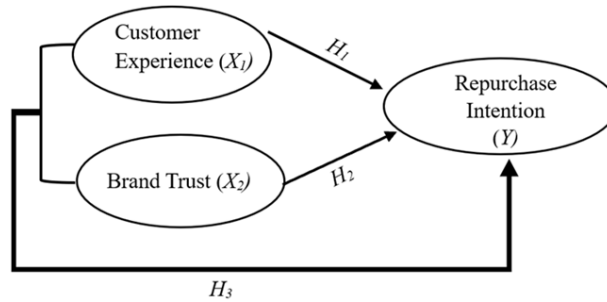
Figure 2. Conceptual Research
Source : Data Processed (2025)

H1: It is suspected that customer experience have positively effect on consumer repurchase intention among D-IV Marketing Management students of State Polytechnic of Malang Academic Year 2024/2025 who are using the Spotify Premium Application.

H2: It is suspected that brand trust have positively effect on consumer repurchase intention among D-IV Marketing Management students of State Polytechnic of Malang Academic Year 2024/2025 who are using the Spotify Premium Application.

H3: It is suspected that customer experience and brand trust have positively effect on consumer repurchase intention among D-IV Marketing Management students of State Polytechnic of Malang Academic Year 2024/2025 who are using the Spotify Premium Application.

3. RESEARCH METHODS

3.1. Research Type

This research utilizes an explanatory research methodology using a quantitative approach to discover and clarify the connections between different variables. According to Bougie & Sekaran (2016) and Sugiyono (2019), explanatory research aims to clarify the interrelations among variables using in-depth analysis and appropriate measurement techniques, often through proven statistical procedures. In line with Pratama (2019), the quantitative approach allows objective and systematic measurement of phenomena, using existing theories as a basis for formulating research problems, developing hypotheses, and determining suitable data analysis tools to ensure accurate and accountable results.

3.2. Research Popuation and Sample

Figure 3. Number of D-IV Marketing Management Students of State Polytechnic of Malang Academic Year 2024/2025 who are using the Spotify Premium Application
Source : Data Processed (2025)

The population in this study consists of D-IV Marketing Management students of 2024/2025 at Malang State Polytechnic who are currently using the Spotify Premium application. To determine the number of such users, a pre-research survey was conducted via Google Form, and the results were visualized in a diagram to clearly illustrate the proportion of each user category. The diagram shows that out of a total of 722 students, 50 are active Spotify Premium users. Therefore, the population of this study is 50 D-IV Marketing Management students who actively use Spotify Premium.

According to Sugiyono (2019), a sample is a subset of individuals taken from the population to be used as research subjects, selected through either random or non-random methods to produce valid and generalizable results. Cooper & Schindler (2019) emphasize that a sample should reflect the characteristics of the broader population to allow conclusions to be drawn accurately. In this study, the researcher employed a saturated sampling (census sampling) technique, in which the entire population is used as the sample because the population size is relatively small. This method ensures that all 50 identified students become respondents, allowing the collection of more accurate and comprehensive data for the study.

3.3. Data Collection Methods

The techniques for gathering data and the tools utilized. This research gathered primary data by distributing a survey to D-IV Marketing Management Students 2024/2025 at State Polytechnic of Malang who have subscriptions to Spotify Premium.

3.4. Variable Measurement Scale

According to Sugiyono (2019), descriptive analysis is used to analyze data with the aim of uncovering facts that can provide an overall picture of the data. The purpose of descriptive analysis is to summarize data so that it is easier to understand and can be used in data-driven decision-making. This process is useful for identifying patterns, trends, and distributions in the data, although it is not capable of identifying cause-and-effect relationships. In the descriptive analysis, the measurement of the average value of the indicators from the variables will be determined, which can be categorized according to the following criteria:

Table 1. Criteria Mean Indicator Variable

Category	Score
Strongly Agree	4,01-5,00
Agree	3,01-4,00
Neutral	2,01-3,00
Disagree	1,01-2,00
Strongly Disagree	0,01-1,00

Source : Riduwan (2015)

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Validity Test

Table 2. Validity Test Result

Variable	Item	r_{count}	r_{table}	Sig	Result
Customer Experience (X1)	X1.1	0.715	0.443	0.000	Valid
	X1.2	0.804	0.443	0.000	Valid
	X1.3	0.743	0.443	0.000	Valid
	X1.4	0.858	0.443	0.000	Valid
	X1.5	0.831	0.443	0.000	Valid
	X1.6	0.826	0.443	0.000	Valid
	X1.7	0.810	0.443	0.000	Valid
	X1.8	0.801	0.443	0.000	Valid
	X1.9	0.801	0.443	0.000	Valid
	X1.10	0.780	0.443	0.000	Valid
	X1.11	0.825	0.443	0.000	Valid
	X1.12	0.741	0.443	0.000	Valid
	X1.13	0.825	0.443	0.000	Valid
	X1.14	0.736	0.443	0.000	Valid
	X1.15	0.731	0.443	0.000	Valid
	X1.16	0.633	0.443	0.000	Valid
	X1.17	0.785	0.443	0.000	Valid
Brand Trust (X2)	X2.1	0.830	0.443	0.000	Valid

	X1.2	0.653	0.443	0.000	Valid
	X2.3	0.746	0.443	0.000	Valid
	X2.4	0.815	0.443	0.000	Valid
	X2.5	0.769	0.443	0.000	Valid
	X2.6	0.689	0.443	0.000	Valid
	X2.7	0.667	0.443	0.000	Valid
	X2.8	0.655	0.443	0.000	Valid
	X2.9	0.860	0.443	0.000	Valid
	X2.10	0.853	0.443	0.000	Valid
	X2.11	0.598	0.443	0.000	Valid
	X2.12	0.750	0.443	0.000	Valid
	X2.13	0.633	0.443	0.000	Valid
	X2.14	0.693	0.443	0.000	Valid
	X2.15	0.720	0.443	0.000	Valid
	X2.16	0.698	0.443	0.000	Valid
	X2.17	0.797	0.443	0.000	Valid
	X2.18	0.761	0.443	0.000	Valid
Consumer Repurchase Intention (Y)	Y.1	0.640	0.443	0.000	Valid
	Y.2	0.667	0.443	0.000	Valid
	Y.3	0.759	0.443	0.000	Valid
	Y.4	0.706	0.443	0.000	Valid
	Y.5	0.736	0.443	0.000	Valid
	Y.6	0.728	0.443	0.000	Valid
	Y.7	0.671	0.443	0.000	Valid
	Y.8	0.831	0.443	0.000	Valid

Source : Data Processed (2025)

Based on the table above, all coefficients or r_{count} are greater than 0. 0,443 and significance <0.05. This indicates that all items used to measure the variables Customer Experience (X1), Brand Trust (X2), and Consumer Repurchase Intention (Y) are declared valid.

4.1.2. Reability Test

Table 3. Reability Test Result

Variable	Cornbach's Alpha	Research Limitations	Result
Customer Experience (X1)	0.958	0.7	Reliable
Brand Trust (X2)	0.948	0.7	Reliable
Consumer Repurchase Intention (Y)	0.862	0.7	Realiable

Source : Data Processed (2025)

Based on the table above, in this study, reliability tests were conducted on each variable: Customer Experience, Brand Trust, and Repurchase Intention. According to the data provided in the table, it is evident that the measurement tools for the Customer Experience variable (X1) are considered reliable as the Cronbach's Alpha value obtained is 0.897, surpassing the threshold of 0.7. Similarly, the reliability of the Brand Trust variable (X2) is confirmed with a Cronbach's Alpha value of 0.965, which also exceeds the required 0.7. Additionally, the Consumer Repurchase Intention variable (Y) is deemed reliable with a Cronbach's Alpha value of 0.937, meeting the reliability criteria of 0.7 or higher.

4.1.3. Normality Test

The purpose of the normality test is to determine if the disturbance variable in the regression model follows a normal distribution. A regression model is considered effective if the distribution of the disturbance variable is normal or close to normal (Ghozali, 2018).
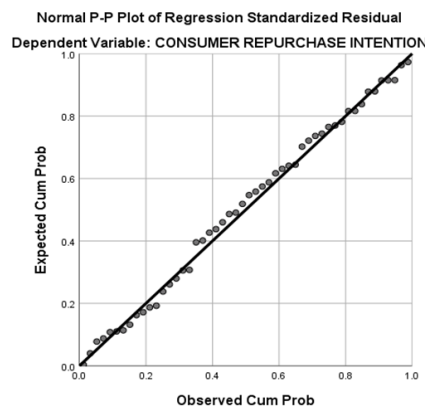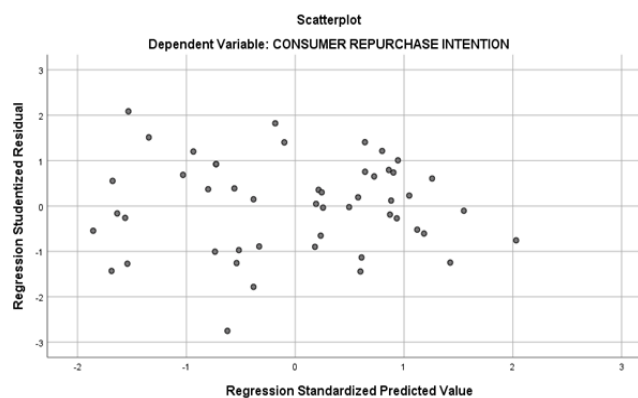
Figure 4. P-Plot Result
Source : Data Processed (2025)

According to the findings of the normality test, the data points in the distribution closely align with the diagonal line and show a consistent pattern following the line's direction. It can be concluded that the data in this particular study conforms to a normal distribution.

4.1.4. Heteroscedasticity test

Figure 5. Heterocesdaticity Test Result
Source : Data Processed (2025)

According to the heteroscedasticity test findings, the scatterplot reveals that the data points are evenly spread out above and below the zero point on the Y-axis, suggesting that there is no heteroscedasticity present. This suggests that the residual variance is stable and does not display suspicious patterns, ensuring that the regression model is not affected by significant variance differences between observations. In the scatterplot, the Y-axis represents studentized residuals, ranging approximately from –3 to +3, which is generally considered acceptable. Residuals between +1 and +3 indicate underestimation, while those between –1 and –3 indicate overestimation. As the residuals are randomly dispersed without forming patterns such as a funnel shape or curve, the assumption of homoskedasticity is met. Therefore, the regression model in this study can be considered reliable and free from variance instability.

4.1.5. Multicollinearity Test

Table 4. Multicollinearity Test Result

	Collinearity Statistics	
	Tolerance	**VIF**
Customer Experience (X1)	.679	1.473
Brand Trust (X2)	.679	1.473

Source : Data Processed (2025)

Based on the multicollinearity test results table, it is known that the VIF values of the Customer Experience and Brand Trust variables have a tolerance > 0.10 and VIF values < 10.00. Thus, the independent variable can be said to not have multicollinearity (assumption met).

4.1.6. Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-6.430	4.616		-1.393	.170
Consumer Experience (X1)	.252	.076	.357	3.305	.002
Brand Trust (X2)	.295	.060	.534	4.949	.000

Source : Data Processed (2025)

$Y = a + b1X1 + b2X2 + e$
$Y = -6{,}430 + 0{,}252X1 + 0.295X2 + e$

Based on the multiple linear regression equation, it can be explained as follows :

a = The constant with a value of -6.430 means that if the values of X1 (Customer Experience) and X2 (Brand Trust) are 0, then the value of Y (Consumer Repurchase Intention) decreases by -6.430.

b1 = The regression coefficient of X1 with a value of 0.252 means that if the value of X1 increases by 1 unit while the value of X2 is 0, the value of Y will increase by 0.252.

b2 = The regression coefficient of X2 with a value of 0.295 means that if the value of X2 increases by 1 unit while the value of X1 is 0, then the value of Y will increase by 0.295.

Based on the regression coefficients of variable X1 (Customer Experience) and the regression coefficient of X2 (Brand Trust), which has the highest value, namely X2 (Brand Trust) with a value of 0.295. Thus, it can be concluded that X2 (Brand Trust) contributes the most to Y (Consumer Repurchase Intention).

4.1.7. Coefficient of Determination

Table 6. Coefficient of Determination

Model	Adjusted R Square
1	0,628

Source : Data Processed (2025)

According to the information provided in the chart, the calculation of the coefficient of determination indicates that the Adjusted R Square obtained is 0.628. This suggests that 62.8% of the changes in Consumer Repurchase Intention for Spotify Premium services can be clarified by the variables Customer Experience and Brand Trust. On the other hand, the remaining 37.2% is impacted by various external factors not considered in the analysis, such as market conditions, competitor tactics, advancements in technology, or shifts in individual consumer preferences.

4.1.8. Partial Hypothesis Test

Table 7. Partial Hypothesis Test

Variable	t_{count}	t_{table}	Sig	Significant Level	Information
Customer Experience (X1)	3,305	2,011	0,002	0,05	Significant
Brand Trust (X2)	4,949	2,011	0,000	0,05	Significant

Source : Data Processed (2025)

Based on the results of the partial hypothesis test, the following results were obtained:

H1 = The Customer Experience variable (X1) has a partial effect on variable Y. Based on the values in the t and sig columns, it is evident that the calculated t_{count} of 3.305 > t_{table} 2.011 and sig 0.002 < 0.05, thus H0 is rejected and H1 is accepted. Thus, the Customer Experience variable (X1) partially has a positive and significant effect on Consumer Repurchase Intention (Y).

H2 = The Brand Trust variable (X2) has a partial effect on variable Y. Based on the values in the t and sig columns, it can be seen that the calculated t_{count} 4.949 > t_{table} 2.011 and sig 0.000 < 0.05, th H0 is rejected and H2 is accepted. Thus, the Brand Trust variable (X2) partially has a positive and significant effect on Consumer Repurchase Intention (Y)

4.1.9. Simultaneously Hypothesis

Table 7. Simultaneously Hypothesis Test

F_{count}	F_{table}	Sig.	Tingkat Sig.	Result
39.721	3,20	0,000	0,05	Significant

Source : Data Processed (2025)

According to the information provided in the table, it is evident that the calculated value of F, which is 39.721, is greater than the table value of F, which is 3.20, and the significance value of 0.000 is less than 0.05. This leads to the rejection of the null hypothesis (Ho) and acceptance of H3. In conclusion, it can be inferred that both Consumer Experience and Brand Trust have a combined favorable impact on Repurchase Intention.

4.2. Discussions

4.2.1. The Effect of Customer Experience on Consumer Repurchase Intention

This research was conducted on students of the D-IV Marketing Management Study Program at the State Polytechnic of Malang for the 2024/2025 academic year. Respondents are active Spotify Premium users, mostly aged 18–22 years and belonging to the digital native group, accustomed to digital technology and music streaming services. They regularly use Spotify Premium, primarily for its ad-free feature and ease of access across devices.

The Customer Experience (X1) variable was measured using several indicators, with the behavioural indicator scoring the highest average (4.45), showing strong user commitment to continue using the service. Item X1.10, "I will use Spotify Premium again in the future," achieved the highest score (4.54). These findings indicate that user experience shapes positive perceptions and encourages repeated behavioural intentions, aligning with students' needs for comfort, efficiency, and quality entertainment. This positive experience fosters loyalty, as reflected in users' intention to repurchase or recommend the service.

Statistical analysis using the t-test shows that Customer Experience (X1) has a positive and significant effect on Repurchase Intention, with a t-value of 3.305 and significance of 0.002 (t-value > 2.011; sig. < 0.05). Thus, H_1 is accepted, confirming that better customer experience increases consumers' intention to repurchase Spotify Premium. These results align with Syahputra et al. (2022) and Venessya & Sugiyanto (2023), all of whom found that positive customer experience significantly influences repurchase intention in digital services. This reinforces the conclusion that customer experience is a key driver of repurchase intention, especially for platforms like Spotify Premium.

4.2.2. The Effect of Brand Trust on Consumer Repurchase Intention

This research was conducted on students of the D-IV Marketing Management Study Program at the State Polytechnic of Malang for the 2024/2025 academic year. Respondents are Spotify Premium users aged 18–22 years, representing digital natives who actively use technology and integrate music streaming into their daily activities for entertainment and study. Their choice of Spotify Premium is influenced by service quality, brand reputation, and ease of use, with a preference for brands that demonstrate high credibility and consistent service.

The Brand Trust (X2) variable was measured through indicators of reputation, commitment, and service quality. The consistency indicator achieved the highest average (4.27), with item X2.8, "Stable service quality," scoring 4.38. These results show that respondents perceive Spotify Premium as stable and reliable, fostering trust that drives loyalty. Trust is also strengthened by Spotify's reputation as a legal service provider committed to user data security, which is valued by students seeking reliability and continuity. This trust creates confidence in receiving consistent or improved benefits, encouraging continued use.

The t-test results indicate that Brand Trust (X2) has a positive and significant effect on Repurchase Intention, with a t-value of 4.949 and significance of 0.000 (t-value > 2.011; sig. < 0.05), leading to the acceptance of H_1. Thus, higher brand trust increases the likelihood of repurchasing Spotify Premium. These findings align with Ayaumi & Komariah (2021), who emphasize brand reliability as a driver of repeat purchases, Dellasari & Hasbi (2020), who found a significant effect of Brand Trust on Purchase Intention, and Febriani et al. (2022), who highlight trust as a key to customer loyalty. This study reinforces that Brand Trust is a crucial factor influencing Repurchase Intention, particularly in digital platforms like Spotify Premium.

4.2.3. The Effect of Customer Experience and Brand Trust on Consumer Repurchase Intention

This research was conducted on students of the D-IV Marketing Management Study Program at the State Polytechnic of Malang for the 2024/2025 academic year. Respondents, aged 18–22 years, are active Spotify Premium users from the digital native generation who integrate music streaming into their daily routines for entertainment and study. They choose Spotify Premium for its comfort, personalisation, high audio quality, and service stability, as well as its reputation as a reliable provider of legal digital music services.

The independent variables in this study are Customer Experience (X1) and Brand Trust (X2). Customer Experience includes comfort, personalisation, ease of use, and emotional engagement, while Brand Trust reflects confidence in service stability, brand commitment, and Spotify's reputation. Indicators such as service consistency (mean: 4.27) and stable service quality (mean: 4.38) show the role of trust in fostering loyalty. A combination of a pleasant experience and high brand trust encourages continued subscriptions.

From the consumer perspective, satisfaction with the app's performance and trust in its brand significantly shape repurchase decisions. The F-test results show that Customer Experience and Brand Trust jointly have a positive and significant effect on Repurchase Intention (Fcount = 39.721; sig. = 0.000 < 0.05), supporting H_3.

These findings align with Putra & Sumartik (2024), who found a positive simultaneous influence between customer experience and brand trust on repurchase intention, and with Rizka & Farida (2024), who reported that customer experience, trust, and satisfaction collectively impact repurchase intention. This reinforces that the combination of positive experience and brand trust is crucial in retaining customers, particularly in digital services like Spotify Premium.

5. CONCLUSIONS

This study examines the influence of customer experience and brand trust on Spotify Premium users repurchase intentions, revealing that both factors partialy simultaneously and significantly consumer repurchase intention. Customer experience covering ease of navigation, service quality, feature responsiveness, and emotional satisfaction strengthens user comfort, loyalty, and repeat purchases, while brand trust, built on reliability, honesty, and service consistency, reduces perceived risk and fosters long-term commitment. Simultaneous analysis shows these factors complement each other, with experience providing tangible satisfaction and trust reinforcing confidence, creating a synergy that drives loyalty. To maximise repurchase intentions, Spotify should adopt an integrated strategy that enhances user experience, builds brand trust, and leverages social media insights to align marketing with users' digital behaviours.

6. REFERENCES

Abdullah, T., & Tantri, F. (2015). *Manajemen Pemasaran*. Rajawali Pers.

Adelia, S. (2018). Pengaruh Online Promotion terhadap Repurchase Intention dengan Consumer Perception sebagai Mediasi pada Travel Online. *Jurnal Manajemen Pemasaran*, *12*(2), 94–100. https://doi.org/10.9744/pemasaran.12.2.94-100

Anjani, A. (2015). *Analisis Strategi Pemasaran Produk Indihome PT Telkom Kandatel Bantul*. Universitas Negeri Yogyakarta.

Ayaumi, R. S., & Komariah, N. S. (2021). Pengaruh Customer Experience dan Trust Terhadap Minat Beli Ulang Layanan Pesan Antar GOFOOD Saat Pandemi Covid-19 Pada Generasi Z. *JIMU (Jurnal Ilmiah Manajemen UBHARA)*, *3*(2). https://ejurnal.ubharajaya.ac.id/index.php/JIMU/article/view/2860

Azzura, N., & Mardhiyah, A. (2024). Pengaruh Brand Ambassador Twice, Kualitas Produk Dan Brand Trust Terhadap Keputusan Pembelian Produk Scarlett Whitening (Studi Pada Mahasiswa Di Kota Medan). *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, *3*(6), 981–987. https://doi.org/10.55047/transekonomika.v3i6.569

Bougie, R., & Sekaran, U. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.

Chaniago, H. (2021). *Manajemen ritel & implementasinya*. Edukasi Riset Digital.

Cooper, D., & Schindler, P. (2019). *Business Research Methods* (13th ed.). Mcgraw-hill Us Higher Ed.

Dellasari, D., & Hasbi, I. (2020). Pengaruh Customer Experience Dan Brand Trust Terhadap Repurchase Intention Pada Brand Fashion Erigo. *EProceedings of Management*, *7*(3).

Dewi, A. S. (2021). Pengaruh Perceived Value, Brand Experience, dan Brand Trust Terhadap Brand Loyalty (Studi pada Pengguna Spotify Premium). *Jurnal Ilmiah Mahasiswa FEB*, *9*(2). https://jimfeb.ub.ac.id/index.php/jimfeb/article/view/7193

Febriani, E., Rahmizal, M., & Aswan, K. (2022). Pengaruh Brand Image dan Brand Trust terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan Sebagai Variabel Mediasi. *Ranah Research : Journal of Multidisciplinary Research and Development*, *4*(4), 333–343. https://doi.org/10.38035/rrj.v4i4.557

Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program SPSS 25*. Badan Penerbit Universitas Diponegoro.

Goodstat. (2024). *Pertumbuhan Pelanggan Spotify Premium Global*. Goodstat. https://data.goodstats.id/statistic/pertumbuhan-pelanggan-spotify-premium-global-6Cia0

Huang, Z., & Benyoucef, M. (2015). User preferences of social features on social commerce websites: An empirical study. *Technological Forecasting and Social Change*, *95*, 57–72. https://doi.org/10.1016/j.techfore.2014.03.005

Javier, F. (2024). *Pertumbuhan Jumlah Pengguna Spotify*. Tempo. https://www.tempo.co/data/data/pertumbuhan-jumlah-pengguna-spotify-1180787

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Pretice Hall, Inc.

Prajnadipa, Y. N. (2022). *Pengaruh Viral Marketing Spotify Wrapped terhadap Loyalitas Pelanggan Spotify Indonesia Usia 18–34 Tahun (Studi Kuantitatif Eksplanatif pada Followers Akun Instagram Spotify Indonesia @spotifyid)*. Universitas Atma Jaya Yogyakarta.

Priansa, D. J. (2017). *Komunikasi Pemasaran Terpadu: Pada Era Media Sosial*. Pustaka Setia Bandung.

Putra, A. A. P., & Sumartik, S. (2024). Peran Pengalaman Pelanggan, Citra Merek dan Trust terhadap Minat Beli Ulang Konsumen Indomaret Cabang Porong. *Management Studies and Entrepreneurship Journal (MSEJ)*, *5*(1), 4082–4107. https://doi.org/10.37385/msej.v5i2.4617

Rahmawati, N. D., Arifin, R., & Primanto, A. B. (2020). Pengaruh Word of Mouth, Citra Merek, Brand Trust, Kualitas Produk, Dan Promosi Terhadap Kepuasan Pelanggan Pengguna Kartu Telkomsel (Studi Kasus Pada Masyarakat Kelurahan Bago Tulungagung). *E-JRM: Elektronik Jurnal Riset Manajemen*, *9*(08). https://jim.unisma.ac.id/index.php/jrm/article/view/8083

Riduwan. (2015). *Skala Pengukuran Variabel-variabel Penelitian*. Alfabeta.

Rizka, S. S. A., & Farida, S. N. (2024). Pengaruh Customer Experience, Trust, dan Customer Satisfaction Terhadap Repurchase Intention pada Pemesanan Tiket di Aplikasi Access by KAI: Studi pada Penumpang Kereta Api di Stasiun Gubeng Surabaya. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, *6*(6). https://doi.org/10.47467/alkharaj.v6i6.2108

Ruslim, T. S. (2024). The Role of Brand Satisfaction in Mediating Brand Experience and Brand Trust Towards Purchase Intention of "CC" Products. *Primanomics : Jurnal Ekonomi & Bisnis*, *22*(2), 145–157. https://doi.org/10.31253/pe.v22i2.2798

Ryansa, M., Widiartanto, W., & Pradhanawati, A. (2023). Pengaruh Pengalaman Pelanggan dan Pemberian Diskon terhadap Minat Pembelian Ulang GrabFood di Masa Pandemi COVID-19 (Studi Pada Generasi Z Mahasiswa S1 Universitas Diponegoro). *Jurnal Ilmu Administrasi Bisnis; Vol 12, No 2 (2023)DO - 10.14710/Jiab.2023.38162*. https://doi.org/10.14710/jiab.2023.38162

Sharma, D., & Dass, S. (2021). Customer Experience: A Business to Business Context. In *Crafting Customer Experience Strategy* (pp. 175–197). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83909-710-220211010

Sugiyono. (2017). *Metode Penelitian Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Syahputra, Z. E., Adam, M., & Ilhamsyah Putra, T. R. (2022). The Effect of Consumer Experience and Brand Trust on E-market Place Repurchase Intention and Its Impact on Consumer Loyalty: Case Study after Tokopedia Merger Become GoTo. *International Journal of Scientific and Management Research*, *05*(12), 84–96. https://doi.org/10.37502/IJSMR.2022.51207

Trivedi, S. K., & Yadav, M. (2020). Repurchase intentions in Y generation: mediation of trust and e-satisfaction. *Marketing Intelligence & Planning*, *38*(4), 401–415. https://doi.org/10.1108/MIP-02-2019-0072

Venessya, J., & Sugiyanto, S. (2023). Pengaruh Customer Experience dan Customer Value terhadap Repurchase Intention melalui Customer Satisfaction pada Spotify Premium. *Jurnal Ilmiah Manajemen Kesatuan*, *11*(2). https://doi.org/10.37641/jimkes.v11i2.1998

Wardhana, A. (2024). *Perilaku Konsumen Di Era Digital*. Eureka Media Aksara.

Wu, Y.-L., & Li, E. Y. (2018). Marketing mix, customer value, and customer loyalty in social commerce. *Internet Research*, *28*(1), 74–104. https://doi.org/10.1108/IntR-08-2016-0250

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2010). Services Marketing Strategy: Integrating Customer Focus Across the Firm. In *Wiley International Encyclopedia of Marketing*.

Zhang, H., Zhao, L., & Gupta, S. (2018). The role of online product recommendations on customer decision making and loyalty in social shopping communities. *International Journal of Information Management*, *38*(1), 150–166. https://doi.org/10.1016/j.ijinfomgt.2017.07.006