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The Effect of E-Service Quality, Perceived Value, Customer Satisfaction on Willingness to Pay Spotify Premium App in Indonesia

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Abstract

This study aims to analyse the influence of E-Service Quality, Perceived Value, and Customer Satisfaction on Willingness to Pay. The population for this study consists of individuals in Indonesia who use the Spotify Premium application. The sample includes 240 respondents, all aged 17 and above, who use Spotify Premium and are distributed across Indonesia. Questionnaires were used to collect the data needed for the research. The analysis method employed is Structural Equation Modelling (SEM) using AMOS version 24.0. The results of this study indicate that E-Service Quality positively influences Customer Satisfaction, Perceived Value positively influences Customer Satisfaction, E-Service Quality positively influences Willingness to Pay, Perceived Value positively influences Willingness to Pay, and Customer Satisfaction positively influences Willingness to Pay.

Keywords: E-Service Quality, Perceived Value, Customer Satisfaction, Willingness to Pay, online platforms

INTRODUCTION

Today, information technology is a major force in globalization, influencing the way companies do business. This technology also encourages companies to adopt new management to meet consumer expectations (Alzoubi et al., 2019). Information technology is considered a key component in global business strategy (Demir et al.,

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2021). In addition, global competition is increasing as barriers to entering new markets and interacting with customers around the world are diminishing, allowing companies to reach consumers more effectively (Alzoubi et al., 2019).

Spotify, as a music streaming service, has experienced rapid growth since its launch in 2008. Currently, Spotify has 60 million paid users and 140 million active users worldwide. In Indonesia, around 35.5% of internet users listen to music online (APJII, 2016). Spotify adopts a freemium business model with the main cost being music license payments.

E-service quality is an important factor in determining whether users are willing to pay more for Spotify services. E-service quality includes reliability, ease of use, information quality, website design, and responsiveness and empathy towards users (Ladhari, 2010; Chinomona et. al., 2014). This perceived service quality is influenced by factors such as user friendliness, reliability, and security (Lee & Lin, 2005).

In addition, perceived value-the value perceived by consumers-is also an important factor in the decision to pay for premium services. Perceived value is a comparison between benefits received and sacrifices made (Wang & Teo, 2020). Consumers tend to pay more if the perceived value matches their expectations.

Customer satisfaction also plays a major role in shaping the decision to pay. This satisfaction relates to how well the service meets consumer expectations (Kotler & Armstrong, 2018). With the support of service quality, perceived value, and satisfaction, consumers are more likely to show willingness to pay for products or services based on their experiences and perceptions (Homburg et. al., 2005).

This study aims to explore the relationship between e-service quality, perceived value, and willingness to pay in Indonesia, with a focus on the Spotify music app. This research is different from previous studies that have mostly examined other sectors, such as ecotourism or the COVID-19 vaccine, in Indonesia (APJII, 2016).

Good negotiation skills help in avoiding future problems and conflicts in the working arena. This skill enhances better logical solutions when we are working and dealing with complex problems in the workplace. To exchange one's ideas, thoughts, and opinions amongst their peers, effective communication is a dire need of society. Better communication leads to better negotiation with viable working space. Negotiation enhances the working environment. Further, it aids in resolving conflicts and leads to better values in the working space. It is the most essential skill for an employee.

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LITERATURE REVIEW

E-Service Quality

E-service quality is how well a website facilitates the purchase and delivery of products efficiently. It involves both pre- and post-purchase service aspects, including information availability, ease of use, security, and customer support (Parasuraman et. al., 2000; Chang et. al., 2009). Service quality can be assessed based on the congruence between expectations and consumers' perceptions of the service performance received (Albari, 2009). Dimensions of e-service quality include efficiency, reliability, privacy, responsiveness, and compensation, which can affect customer satisfaction (Parasuraman et. al., 2000; Santos, 2003).

The evaluation of e-service quality is more complex than traditional services, as it involves online interactions and service delivery processes (Rust & Lemon, 2001). E-service quality plays an important role in e-commerce, with consumers judging quality based on their expectations and experiences. Factors such as ease of use, reliability, security, and responsiveness are critical in assessing e-service quality (Chang et. al., 2009).

Companies that are successful in providing high-quality e-services can increase competitiveness and attract customers (King et al., 2016). E-service quality supports business success by maintaining customer satisfaction and loyalty through sustainable service quality (Rolland et al., 2009; Stamenkov & Dika, 2015).

Perceived Value

Perceived value is the value that customers perceive from a product or service, which is influenced by various factors such as the benefits and costs associated with the product (Sirdeshmukh et. al., 2002). Some definitions see it as the result of the interaction between consumers and products, with companies able to utilize it to improve the customer experience (Wittmer & Rowley, 2014). Perceived value can be divided into three main dimensions: functional value, emotional value and social value (Hwang & Griffiths, 2017).

Perceived value is also related to customer satisfaction and purchasing decisions. Consumer perceived value influences behaviours such as repurchase and loyalty (Parasuraman et. al., 2000). The dimensions of quality and price play an important role in shaping customer perceived value (Liu & Arnett, 2000). In the long run, the relationship between companies and consumers can increase perceived value, which in turn encourages loyalty and reduces customer loss (Lau & Cheung, 2012).

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Customer Satisfaction

Customer satisfaction refers to the comparison between customer expectations and experiences after using a product or service (Shamsudin et. al., 2018). It is directly related to the customer experience and how the company meets their expectations through surprises or exceptional service (Gligor *et. al.*, 2019). Satisfaction is also influenced by the comparison between product performance and buyer expectations (Kotler & Keller, 2021), and is an important factor in building customer loyalty and increasing repeat purchases (Srivastava & Sharma, 2013).

Some theories suggest that satisfaction can be cumulative based on previous and current experiences (Filipe *et. al.*, 2017), or post-purchase, which includes an assessment of a single transaction experience or multiple (Oliver, 2014). Customer satisfaction influences loyalty and subsequent purchase decisions, including the willingness to pay more or share positive experiences (Gustafsson et. al., 2005). Increased satisfaction can lower marketing costs, as satisfied customers are more likely to engage in word of mouth.

Thus, customer satisfaction is an important indicator of a company's success in maintaining long-term relationships with customers and reducing sales-related costs (Gustafsson et. al., 2005).

Willingness to pay

Willingness to pay is the maximum price that consumers are prepared to pay for a good or service, reflecting their perception of the product's value as well as its impact on the firm's pricing strategy (Gao & Schroeder, 2009). Willingness to pay is used to forecast market response to price changes and develop pricing strategies (Breidert et. al., 2006). Small price variations can affect revenues and profits, as well as consumer behaviour (Marn & Zawada, 2003).

Several methods are used to measure Willingness to pay, including market data, such as sales data and customer panels, as well as laboratory and field experiments (Malhotra, 2010). Laboratory experiments involve simulated purchases with money given to subjects, while field experiments are conducted under real market conditions with low external validity risk (Hanna & Dodge, 1995). In addition, auctions can be used to reveal Willingness to pay by gaining direct insight into consumers' bids for a particular product or brand (Breidert et. al., 2006).

Willingness to pay is also related to price premium, which is the higher price expected for better quality products, especially in luxury purchases (Chekima *et. al.*,

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2016). Willingness to pay is very important for companies to avoid failure in pricing that does not match market demand (R. E. Anderson & Srinivasan, 2003).

Hypothesis Development

The Effect of E-Service Quality on Customer Satisfaction

E-service quality refers to the extent to which a website facilitates the shopping, purchasing, and delivery processes in an efficient and effective manner, covering the entire process from pre- to post-purchase (Parasuraman et. al., 2000). Early research on e-service quality focused on the interaction between customers and websites, with particular attention to site operations and product delivery (Collier & Bienstock, 2006; Parasuraman et al., 2005). As understanding evolves, e-service quality is considered to be the result of customer experiences related to electronic service quality (Fassnacht & Koese, 2006).

Customer satisfaction is the level of satisfaction that customers feel after comparing product performance or results with their expectations (Wulanjani & Derriawan, 2017). Customer satisfaction can be in the form of disappointment if performance is below expectations, satisfaction if it is as expected, and very high satisfaction if it exceeds expectations. Good e-service quality has a positive impact on customer satisfaction, as found in research (Ataburo et. al. (2017); Agarwal and Dhingra (2023), which show that good e-service quality is positively related to customer satisfaction, which in turn affects repurchase behaviour. The proposed hypotheses are:

H_1: E-service Quality Positively Affects Customer Satisfaction Using the Spotify Premium Application.

The Effect of Perceived Value on Customer Satisfaction

Perceived value refers to the dimension of value perceived by customers, which mostly consists of two main aspects: product quality and price (Ulaga and Chacour, 2001; Li et. al., 2002). This perceived value is strongly influenced by the relative quality of the product and the price paid by the consumer. For example, if the product quality is higher than the price, the perceived value will increase.

Customer satisfaction is also influenced by the company's brand identity. Brand identity serves as a way for customers to express themselves, and the stronger the brand identity, the higher the level of customer satisfaction (Ahearne et al., 2005; Carroll & Ahuvia, 2006). Consumers tend to feel more satisfied with brands that reflect their identity, and this can increase their loyalty and satisfaction (Ruvio et. al., 2008).

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Research shows that perceived value affects customer satisfaction directly, with customers who experience changes in benefits or costs after purchase reassessing their perceived value (Omar *et. al.*, 2011). In the context of online competition, perceived value becomes an important element to maintain customer satisfaction and loyalty (Yang and Peterson, 2004; Cristobal et. al., 2007). Based on these findings, the proposed hypotheses are:

H_2: Perceived Value Has a Positive Effect on Customer Satisfaction Using the Spotify Premium Application.

The Effect of E-Service Quality on Willingness to Pay

E-service quality refers to the gap between consumer expectations and the performance of services received, which is measured based on customer perceptions (Parasuraman et al., 2000). E-service quality can increase the company's global competitiveness by providing services that are different and not easily copied by competitors, providing added value to customers (Cronin & Taylor, 1994; Rust & Oliver, 1994).

Purchase intention is the probability of a person to buy a product or service based on the interaction between customer needs, attitudes, and perceptions (Beneke *et. al.*, 2016). This purchase intention plays an important role in predicting consumer behaviour and their willingness to pay more (Kamalul Ariffin et al., 2018; Keng et al., 2007).

Research shows that e-service quality affects willingness to pay, with better service quality increasing customer satisfaction and in turn, their willingness to pay more (Grant, 1996; Mohd Paiz et al., 2020). Willingness to pay refers to the maximum amount of money that consumers are willing to spend on a product or service (Jedidi & Zhang, 2002). Based on these findings, the proposed hypotheses are:

H_3: E-service Quality Has a Positive Effect on Willingness to Pay for Using the Spotify Premium Application.

The Effect of Perceived Value on Willingness to Pay

Perceived value refers to customers' insight into the benefits received compared to the costs incurred, and is influenced by physical attributes, service, and technical support (Hutt & Speh, 2007; Oriade & Schofield, 2019). An increase in perceived value can strengthen consumers' purchase intentions, because they will be more likely to buy products that are considered superior (Thaler, 1985). Perceived value also has a positive effect on willingness to pay, which reflects consumers' willingness to pay more for

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products or services that are considered valuable (Zhao et al., 2018). Higher perceived value makes customers more likely to make a purchase, because they have a positive attitude towards the product (Ajzen, 2002; Zhang et al., 2020). Based on these findings, the proposed hypothesis is:

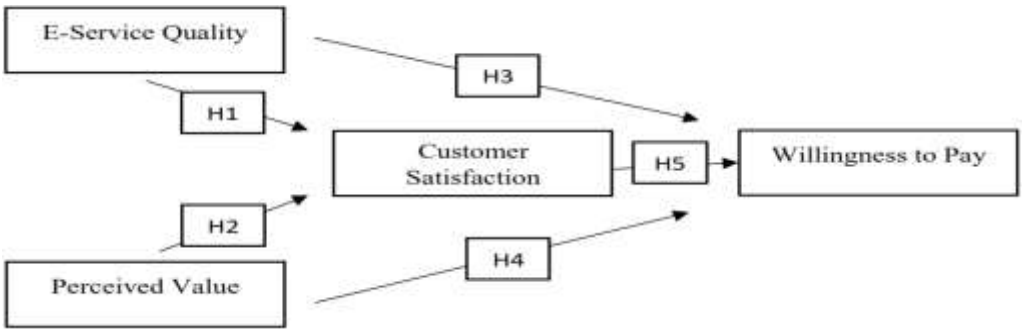
H_4: Perceived Value Has a Positive Effect on Willingness to Pay for Using the Spotify Premium Application.

The Effect of Customer Satisfaction on Willingness to Pay

Customer satisfaction is defined as the company's achievement in meeting or exceeding customer expectations, which is an important factor in the company's long-term success (Ramachandran & Chidambaram, 2012). Customer satisfaction has a significant impact on willingness to pay, which is the willingness of consumers to pay more for products or services (Agarwal & Dhingra, 2023). Research shows that increased customer satisfaction can increase future purchases, although there are different views regarding its impact on the company's financial performance (Anderson et. al., 1994). Customer satisfaction also serves as a key predictor of willingness to pay (Kotler & Amstrong, 2018; Nicoline & Nicoline, 2020). Therefore, customer satisfaction can influence willingness to pay, which in turn contributes to increasing the profitability of the company. Based on these findings, the proposed hypothesis is:

H5: Customer Satisfaction Positively Affects Willingness to Pay Using the Spotify Premium App.

RESEARCH MODEL



Resource: adopted by Demir *et al.* (2021)

Figure 1 Research Model

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RESEARCH METHODS

This study was conducted in Indonesia with the aim of examining the effect of e-service quality, perceived value, and customer satisfaction on willingness to pay for Spotify Premium application users. This study involved Indonesian people who use the Spotify Premium application as respondents, and data collection was carried out through distributing questionnaires online.

The operational definition of research variables refers to the measurement of the concepts involved, which are measured through predetermined dimensions or indicators. The variables in this study consist of three types, namely independent variables, intervening variables, and dependent variables. Operational definitions are explained in the table below:

Table 1. Operational Definition of Research Variables

No.	Variable	Variable Definition	Indicator
1	E-service Quality	E-service Quality is a tool that useful for create segmentation (Sánchez-Pérez et al., 2007)	- The Spotify app is very easy to use - Paying for Spotify Premium is very easy - The Spotify app is well-designed - The Spotify Premium app does not experience crashes while in use - There are no additional fees beyond the price announced by Spotify in the app - The Spotify app protects all user personal data - The Spotify app protects my credit card information (Demir et al., 2021).
2	Perceived Value	Perceived value is the combination of benefits sought by customers, their expectations, and the best possible experience,	- Spotify Premium is of very good value - I get what I want when using Spotify Premium - Spotify Premium is worth the money I spend

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		including unintended consequences (Kumar & Noble, 2016)	- Spotify charges a reasonable price for Spotify Premium - The reputation of Spotify Premium is very good - (Chen & Dubinsky, 2003; Demir et al., 2021; Gajewska et al., 2019)
3	Customer Satisfaction	Customer satisfaction refers to the overall evaluation of the customer's purchase and consumption experience of the products or services provided by the company over time (Anderson & Srinivasan, 2003)	- I am satisfied with the facilities provided by Spotify Premium - I am satisfied with my decision to pay for Spotify Premium - Spotify Premium is able to meet my entertainment needs - If a relative of mine need's premium music entertainment, I would recommend Spotify Premium (Chen & Dubinsky, 2003; Demir et al., 2021; Gajewska et al., 2019)
4	Willingness to Pay	Willingness to pay is the willingness of consumers to pay the maximum price to buy a product or service, which is a monetary measure of the customer's desire for the product (Luu, 2019)	- I am interested in purchasing the Spotify Premium app. - The price offered by Spotify Premium is much cheaper compared to competitors. - If I ever need premium music entertainment, Spotify Premium would be one of the alternatives I would buy. - If I ever need premium music entertainment, I would be willing to pay for Spotify Premium without hesitation. (Chen & Dubinsky, 2003; Demir et al., 2021)

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The data used in this research is primary data, which is collected through distributing online questionnaires to respondents who are Spotify Premium users in Indonesia. Data collection uses a questionnaire designed with simple language to facilitate respondents' understanding, and avoid bias in questions. A Likert scale was used to measure respondents' attitudes and perceptions, with options ranging from “strongly disagree” to “strongly agree”.

The validity test was conducted using the Pearson correlation method, while reliability was tested using Cronbach's alpha. The population in this study is all Indonesians who use Spotify Premium, and the sample taken is 240 respondents according to the sample calculation guidelines.

Data analysis was conducted using two approaches: descriptive analysis and statistical analysis. Descriptive analysis is used to explain the characteristics of the research variables, while statistical analysis uses Structural Equation Modelling (SEM) to test the hypothesis. SEM consists of measurement models and structural models that connect latent variables. This research uses the AMOS program to process the research model. SEM involves several stages, such as model development, path diagram preparation, and model estimation. A goodness-of-fit test is conducted to assess the fit of the model to the data, using various fit measures such as chi-square, RMSEA, and AGFI. If the model is found to be unsuitable, modifications are made and tested again to ensure a valid and reliable model.

RESULTS AND DISCUSSION

This study aims to examine the effect of e-service quality, perceived value, and customer satisfaction on willingness to pay for the Spotify Premium application in Indonesia. Primary data was collected through distributing 240 questionnaires to Spotify Premium users. Data analysis was conducted using Structural Equation Modelling (SEM) with the AMOS 24.0 program to test the hypothesis.

Instrument Quality

Instrument quality testing is an important stage in research to ensure that data collection tools, such as questionnaires or tests, are valid and reliable. The two main aspects generally tested in instrument quality testing are validity and reliability. Based on the validity test, the following results were obtained:

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Table 2. Validity test

No.	Variable	Indicator	Correlation	Passed the validity test	Result
1	E-service Quality	1	0.831	0.3	Valid
		2	0.869	0.3	Valid
		3	0.826	0.3	Valid
		4	0.852	0.3	Valid
		5	0.796	0.3	Valid
		6	0.807	0.3	Valid
		7	0.874	0.3	Valid
2	Perceived Value	1	0.883	0.3	Valid
		2	0.929	0.3	Valid
		3	0.898	0.3	Valid
		4	0.927	0.3	Valid
		5	0.896	0.3	Valid
3	Customer Satisfaction	1	0.882	0.3	Valid
		2	0.877	0.3	Valid
		3	0.905	0.3	Valid
		4	0.894	0.3	Valid
4	Willingnes to Pay	1	0.915	0.3	Valid
		2	0.958	0.3	Valid
		3	0.947	0.3	Valid
		4	0.922	0.3	Valid

Source: Data Processed, 2024

Based on the validity test results above, all indicators for each variable (E-Service Quality, Perceived Value, Customer Satisfaction, and Willingness to Pay) have Corrected Item-Total Correlation values greater than 0.3, indicating that all indicators are valid and suitable for further research. For the reliability test, the results are as follows:

Table 3. Reliability test

Variable	Cronbach Alpha	Result
E-Service Quality	0.928	Reliable
Perceived Value	0.946	Reliable

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Customer Satisfaction	0.911	Reliable
Willingness to Pay	0.952	Reliable

Source: Data Processed, 2024

The results of the reliability test show that all variables tested have a Cronbach's Alpha value greater than 0.7, which indicates that the measurement instruments used in this study are reliable.

Descriptive analysis

Descriptive analysis is a statistical method used to describe or summarize the characteristics of the data collected without changing or drawing further conclusions from the data. Descriptive analysis includes describing the characteristics of respondents and descriptive analysis of the variables studied.

Descriptive analysis - Characteristics of Respondents

Descriptive analysis of respondent characteristics showed a varied distribution based on several factors. Based on gender, most respondents were female (156 respondents), while males totalled 84 respondents.

In terms of age, the majority of respondents were aged 17-25 years (112 respondents), followed by the 26-35 years age group with 91 respondents. Respondents aged more than 55 years old were relatively few, with only 2 people. In terms of occupation, the majority of respondents are workers (180 respondents), followed by students (51 respondents) and students (9 respondents).

Based on monthly income, most respondents earn more than Rp. 4,000,000 (84 respondents), while 39 respondents earn less than Rp. 1,000,000. In terms of experience using Spotify Premium, all 240 respondents have paid for the service.

Regarding subscription frequency, the majority of respondents subscribe to Spotify Premium once a year (85 respondents), followed by those who subscribe once a month (64 respondents).

Descriptive analysis - Variables

In the descriptive analysis of variables, the data that has been collected from respondents is analysed using a Likert scale with the lowest score of 1 and the highest score of 6. The assessment interval for each variable is determined by a difference of 0.8, which results in five assessment categories, namely: very low (1.00 - 1.80), low (1.81 -

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2.60), moderate (2.61 - 3.40), high (3.41 - 4.20), and very high (4.21 - 5.00). These criteria are used to assess each variable in the study, namely e-service quality, perceived value, customer satisfaction, and willingness to pay. This analysis aims to provide an overview of the distribution of respondents' assessments of each variable, which are then described based on the results obtained from respondents regarding e-service quality, perceived value, customer satisfaction, and willingness to pay.

Descriptive analysis (e-service quality)

Based on the responses collected from the respondents, the distribution of their assessments of e-service quality is presented in the table below:

Table 4. Descriptive analysis (E-service quality)

No.	Indicator	Mean	Description
1	The Spotify app is very easy to use	4.65	Very High
2	Paying for Spotify Premium is very easy	4.62	Very High
3	The Spotify app is well-designed	4.58	Very High
4	The Spotify Premium app does not experience crashes while in use	4.72	Very High
5	There are no additional fees beyond the price announced by Spotify in the app	4.67	Very High
6	The Spotify app protects all user personal data	4.63	Very High
7	The Spotify app protects my credit card information	4.71	Very High
Mean		4.65	Very High

Source: Data Processed, 2024

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Overall, with an average score of 4.65, it can be concluded that the e-service quality of the Spotify app is very high according to the assessment of respondents in this study.

Descriptive analysis (customer satisfaction)

Based on the responses collected from the respondents, the distribution of their assessments of customer satisfaction is presented in the table below:

Table 5. Descriptive analysis (customer satisfaction)

No.	Indicator	Mean	Description
1	I am satisfied with the facilities provided by Spotify Premium	4.71	Very High
2	I am satisfied with my decision to pay for Spotify Premium	4.74	Very High
3	Spotify Premium is able to meet my entertainment needs	4.78	Very High
4	If a relative of mine need's premium music entertainment, I would recommend Spotify Premium	4.75	Very High
Mean		4.74	Very High

Source: Data Processed, 2024

The average rating is 4.74, indicating a generally positive experience with the service. The highest rating (4.78) is for the indicator that Spotify Premium meets respondents' entertainment needs, followed closely by the willingness to recommend the service to others (4.75). This suggests that users are highly satisfied with the value and services provided by Spotify Premium.

Descriptive analysis (perceived value)

Based on the responses collected from the respondents, the distribution of their assessments of perceived value is presented in the table below:

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Table 6. Descriptive analysis (perceived value)

No.	Indicator	Mean	Description
1	Spotify Premium is of very good value	4.58	Very High
2	I get what I want when using Spotify Premium	4.64	Very High
3	Spotify Premium is worth the money I spend	4.62	Very High
4	Spotify charges a reasonable price for Spotify Premium	4.53	Very High
5	The reputation of Spotify Premium is very good	4.59	Very High
Mean		4.59	Very High

Source: Data Processed, 2024

The average rating across all indicators is 4.59, reflecting strong satisfaction with both the value and the pricing of the service. The highest rating (4.64) is for the indicator that users feel they get what they want when using Spotify Premium, followed by the perception that the service is worth the money (4.62). Overall, the perceived value of Spotify Premium is highly regarded by the respondents.

Descriptive analysis (willingness to pay)

Based on the responses collected from the respondents, the distribution of their assessments of willingness to pay is presented in the table below:

Table 7. Descriptive analysis (willingness to pay)

No.	Indicator	Mean	Description
1	I am interested in purchasing Spotify Premium	4.82	Very High
2	The price of Spotify Premium is much cheaper compared to competitors	4.80	Very High
3	If I ever need premium music entertainment, Spotify	4.83	Very High

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	Premium will be one of the alternatives I would purchase		
4	If I ever need premium music entertainment, I would be willing to pay for Spotify Premium without hesitation	4.82	Very High
Mean		4.82	Very High

Source: Data Processed, 2024

The analysis of the Willingness to Pay variable reveals a very high level of interest and willingness to pay for Spotify Premium among respondents. The average rating across all indicators is 4.82, indicating strong agreement with the idea of purchasing the service. The highest rating (4.83) is for the statement that, if needed, respondents would choose Spotify Premium as a primary option for premium music entertainment.

Path Diagram and Structural Equations in Structural Equation Modelling (SEM)

The first step is to establish causal relationships through a path diagram and structural equations. This involves two tasks: first, constructing the structural model by linking latent constructs (both endogenous and exogenous), and second, connecting the latent constructs (both endogenous and exogenous) to indicator or manifest variables, as shown in Figure 1.

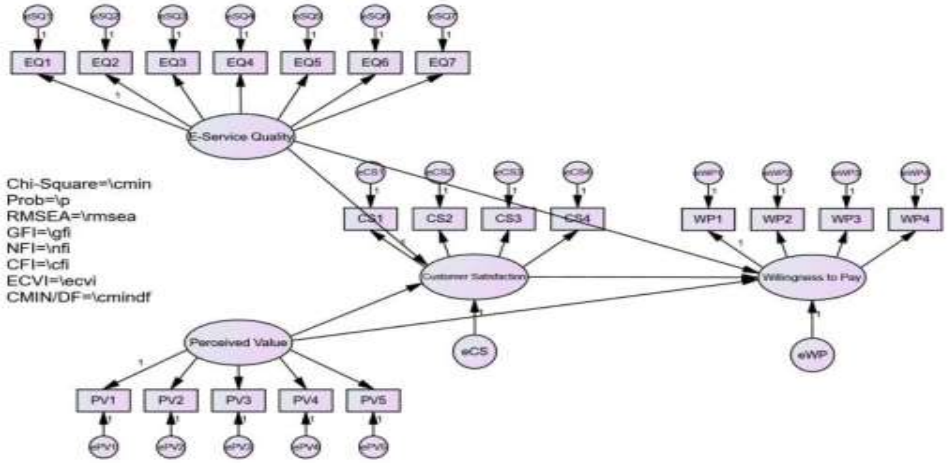


Figure 1 Path diagram – SEM

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Based on the path model, the researcher seeks the best measurement model (goodness of fit) and the results are as follows:

Table 8. Goodness of fit

Goodness of fit	Cut-off value	Research Model	Model
Chi-Square	Expectedly small	156,131	Good Fit
Prob.	≥ 0,05	0,308	Good Fit
RMSEA	≤ 0,08	0,015	Good Fit
GFI	≥ 0,90	0,940	Good Fit
NFI	≥ 0,90	0,974	Good Fit
CFI	≥ 0,90	0,999	Good Fit
ECVI	< ECVI Saturated	1,172	Good Fit
CMIN/DF	< 2	1,055	Good Fit

Source: Data Processed, 2024

The test results show that the Chi-Square value of 156.131 and the Prob. value of 0.308 > 0.05 meet the expected criteria. Other Goodness of Fit criteria, including RMSEA, GFI, NFI, CFI, ECVI, and CMIN/DF, also indicate a good fit. The RMSEA value of 0.015 is well below the threshold of 0.08, suggesting a good fit. The GFI value of 0.940 and NFI of 0.974 also meet the recommended standards of ≥ 0.90, indicating a strong model fit. The CFI value of 0.999 surpasses the threshold of 0.90, and the ECVI value of 1.172 is within the acceptable range (<1.757). Finally, the CMIN/DF value of 1.055 confirms the model's good fit. Overall, the model meets all Goodness of Fit criteria, indicating it is a well-validated model.

Hypothesis Testing Results

The hypothesis testing results, based on statistical analysis using AMOS 24, indicate positive relationships between variables when the C.R value is above 1.96 and the p-value is below 0.05 (Ghozali, 2021). The findings are summarized in the following table:

Table 9. Hypothesis testing results

No	Hypothesis	Estimate	P	C.R	Conclusion
1	E-service quality → Customer satisfaction	0.410	0.000	7.205	Significant

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2	Perceived value → Customer satisfaction	0.424	0.000	7.459	Significant
3	E-service quality → Willingness to pay	0.115	0.029	2.184	Significant
4	Perceived value → Willingness to pay	0.153	0.005	2.788	Significant
5	Customer satisfaction → Willingness to pay	0.780	0.000	8.725	Significant

Source: Data Processed, 2024

Summary of Hypothesis Testing:

1. E-Service Quality → Customer Satisfaction. The regression weight coefficient is 0.410, indicating a positive relationship. A higher E-Service Quality leads to increased Customer Satisfaction. The p-value is 0.000 ($p < 0.05$), confirming a significant positive effect.
2. Perceived Value → Customer Satisfaction. The regression weight coefficient is 0.424, indicating a positive relationship. A higher Perceived Value increases Customer Satisfaction. The p-value is 0.000 ($p < 0.05$), confirming a significant positive effect.
3. E-Service Quality → Willingness to Pay. The regression weight coefficient is 0.115, indicating a positive relationship. Higher E-Service Quality leads to greater Willingness to Pay. The p-value is 0.029 ($p < 0.05$), confirming a significant positive effect.
4. Perceived Value → Willingness to Pay. The regression weight coefficient is 0.153, indicating a positive relationship. A higher Perceived Value increases Willingness to Pay. The p-value is 0.005 ($p < 0.05$), confirming a significant positive effect.
5. Customer Satisfaction → Willingness to Pay. The regression weight coefficient is 0.780, indicating a strong positive relationship. Higher Customer Satisfaction leads to greater Willingness to Pay. The p-value is 0.000 ($p < 0.05$), confirming a significant positive effect.

DISCUSSION

1. Effect of E-service Quality on Customer Satisfaction. Service quality has a positive effect on Spotify Premium customer satisfaction with a regression coefficient of 0.410 ($p < 0.05$), in line with research by (Blut et. al., 2015). Service quality increases

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satisfaction which has an impact on repeat purchases and customer loyalty (Shrestha, 2021).

2. The Effect of Perceived Value on Customer Satisfaction. Perceived value has a positive effect on customer satisfaction, with a regression coefficient of 0.424 ($p < 0.05$). Adly (2019) shows that customers' perceived value has an effect on their satisfaction and loyalty, which is important for competitive advantage (Keng et al., 2007; Sands et al., 2015).
3. Effect of E-service Quality on Willingness to Pay. E-service quality has a positive effect on willingness to pay with a regression coefficient of 0.115 ($p < 0.05$). Research by Anderson & Srinivasan (2003) and Pham & Ahammad (2017) shows that good service quality encourages customers to pay more.
4. Effect of Perceived Value on Willingness to Pay. Perceived value has a positive effect on willingness to pay with a regression coefficient of 0.153 ($p < 0.05$). Research by Bushara et. al. (2023); Yang & Xia (2022) show that customers who perceive high value in services tend to be willing to pay premium prices.
5. The Effect of Customer Satisfaction on Willingness to Pay. Customer satisfaction has a positive effect on willingness to pay with a regression coefficient of 0.780 ($p < 0.05$). Research by Demir et al. (2021); Shankar et al. (2003) prove that customer satisfaction increases their loyalty and readiness to pay more

CONCLUSION

Based on the research findings, it can be concluded that e-service quality, perceived value, and customer satisfaction all have a positive and significant impact on customer satisfaction and willingness to pay for the Spotify Premium app in Indonesia. Specifically, e-service quality and perceived value both positively influence customer satisfaction, which in turn affects customers' willingness to pay. Additionally, e-service quality and perceived value also have a direct positive effect on willingness to pay. Satisfied customers are more likely to spend money on premium services, reinforcing the importance of maintaining high service quality and delivering value to users.

This research provides several managerial implications for Spotify in Indonesia. It highlights that improving e-service quality can enhance customer satisfaction, which may lead to higher customer retention and willingness to pay. Furthermore, Spotify can differentiate itself by offering perceived value that meets customer needs, strengthening its competitive position in the market. Ensuring that customers perceive value in the

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service and maintaining high satisfaction will likely encourage them to pay for premium subscriptions.

However, the study has some limitations. It focused solely on Spotify Premium users in Indonesia, and future research could benefit from comparing different premium services available in the market. The sample was limited to Spotify Premium users aged 17 and above, so future studies should consider investigating the perceptions of people who are familiar with Spotify Premium but have not yet used it. Additionally, the study predominantly involved respondents with higher incomes and professional employment, suggesting that future research should include a broader demographic to gain more comprehensive insights.

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