

ABSTRACT

THE INFLUENCE OF CONSUMER VALUE PERCEPTIONS ON LOYALTY CONSUMERS THROUGH CONSUMER SATISFACTION AND BRAND TRUST (CASE STUDY OF SPOTIFY PREMIUM IN GENERATION Z IN JAKARTA)

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This study aims to analyze the effect of value perception, consumer satisfaction, and brand trust on consumer loyalty among Spotify Premium users from Generation Z in Jakarta. The research utilized a quantitative approach by collecting data through an online questionnaire distributed to 178 respondents meeting specific criteria. Data analysis was conducted using the Structural Equation Modeling method with AMOS software. The results indicate that value perception positively and significantly affects consumer satisfaction and brand trust. However, consumer satisfaction does not significantly influence consumer loyalty, while brand trust significantly impacts consumer loyalty. Furthermore, value perception does not directly affect consumer loyalty but shows a significant indirect influence through brand trust. On the other hand, value perception through consumer satisfaction does not significantly impact consumer loyalty. The study concludes that brand trust is a critical factor in building consumer loyalty.

Keywords: Value Perception, Consumer Satisfaction, Brand Trust, Consumer Loyalty, Spotify Premium