

The Effect Of Customer Experience, Customer Satisfaction And Word Of Mouth On Customer Loyalty

*Determinant of
Entertainment
Customers Loyalty*

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ABSTRACT

This study aims to analyze the effect of customer experience, customer satisfaction and word of mouth on customer loyalty. This research uses quantitative methods, with data collection techniques in the form of surveys by distributing questionnaires to respondents online. Data analysis method using Statistical Product and Service Solutions (SPSS). The research findings show that customer experience, word of mouth have a significant effect on customer loyalty, while customer satisfaction does not show a significant impact. And customer experience, customer satisfaction, word of mouth together have an effect on customer loyalty. These study emphasizes the importance of the influence of customer loyalty on spotify premium customers who are loyal to keep using a product or service in the long term. The result of the managerial implications is important factors need to be improved by customer loyalty from using spotify premium, consistent user experience and ensuring that the spotify app offers a good and consistent user experience across devices and platforms. Improve the recommendation algorithm to offer more relevant and personalized suggestions for each user. Provide fast and effective customer service to help users resolve technical issues

Keywords: Customer Experience, Customer Satisfaction, Word of Mouth, Customer Loyalty

INTRODUCTION

In today's digital era, the provision of digital music streaming content is very popular along with the growth of streaming media services. Users can access digital content easily and anywhere. Aspects such as promotions, discounts, product quality, and customer support are considered important in shaping a good customer experience (R. A. Pratama et al., 2023; Rumaidlany et al., 2022; Utama et al., 2020). Based on the definition of customer experience, the customer journey is often described as a continuous experience throughout the service cycle (Asbjørn & Knut, 2018; Khasanah et al., 2021; Sinurat et al., 2024). Customer interactions in the digital, physical, and social worlds create customer experiences ranging from highly structured to unstructured (Chandra et al., 2019; Kalim et al., 2024; Kumar, 2014; Rahmawati & Ramli, 2024). According to Chylinski *et al* (2020) marketing refers to the process of creating, communicating, and distributing digital capabilities in a physical environment with the aim of improving customer experience and supporting decision making. That reliable services that provide exceptional customer

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experience are important for attracting new customers while retaining current customers (Imran et al., 2020; Mariam & Ramli, 2022; Ochuba et al., 2024; Thamanda et al., 2024). Companies can improve the overall customer experience and strengthen relationships with their customers and handle problems in a timely and personalized manner (Amalia et al., 2024; Uzougbo et al., 2023; Sukarno et al., 2020; Supiati et al., 2021). In the 5.0 era, customer experience has become a modern marketing strategy because it is a central element in the concept of experiential marketing, especially in the context of marketing that emphasizes customer loyalty (Khan et al., 2020; Nurdiansyah et al., 2020; Takaya et al., 2020). Customer experience is developing into an important element of analysis in the context of technology-based consumption, especially related to the development of digital products (Diatmono et al., 2020; K. Kurniawati et al., 2024; Maharani & Ramli, 2024; Peruchini et al., 2024). By providing fast and personalized solutions to customer problems, companies can improve the overall customer experience and strengthen customer relationships (Mariam et al., 2022; Megawaty et al., 2024; Roy et al., 2022; Takaya et al., 2019).

Customer satisfaction ensures that consumers continue to use the product, remain loyal, and recommend the product to others (Ginting et al., 2023; Mariam et al., 2020; Situmorang et al., 2023). In improving the company's reputation with customer satisfaction, because when customers are happy, they will often convey these positive experiences to potential customers (Ghazmahadi et al., 2020; Miaty et al., 2024; Steven et al., 2023). According to Ferry Cahaya *et al.*, (2023) that every product has quality standards that must be met in order to fulfill consumer desires and product quality is an important factor in measuring and increasing customer satisfaction. When customers show a positive attitude towards the brand and a tendency to repurchase, this reflects customer satisfaction and trust in the product or service offered (Aripin et al., 2023; Mariam et al., 2023; Sutriani et al., 2024).

Furthermore, the word of mouth variable has a strong relationship with customer satisfaction (Ardhana et al., 2024; Mulyadi et al., 2020; Rizky et al., 2023). In business marketing, it is generally accepted that word of mouth has a significant influence on consumer purchasing decisions (Nurcahyani et al., 2023; Saputra et al., 2024; Yunus et al., 2023; Ishii & Kikumori (2022). Siebert *et al.*, (2020) assert that organizations such as advertising do not sponsor Word of Mouth, instead this communication occurs naturally because consumers tend to talk about the positive or negative experiences they have with products and services. Positive Word of Mouth can be an effective means of promotion in increasing consumer loyalty and fostering customer loyalty (Arifah et al., 2024; Febriani et al., 2023; Ketut Giantari et al., 2021; Pratama et al., 2023).

An important factor in successful business development and the creation of a competitive advantage is called customer loyalty (Aini, 2020; Fachridian et al., 2024; Hadiyanti & Ramli, 2024). Customer loyalty is assessed when they are satisfied with the products offered by the company, build long-term relationships based on trust, make repeated purchases, and recommend the business and products to customers (Arslan, 2020; Bachtiar et al., 2023; Meidiyanty et al., 2023). Businesses can increase customer loyalty by improving service quality through understanding customer expectations, maintaining consistency in service, and communicating effectively and in a timely manner (Arbol & Ramli, 2024; Mariam et al., 2021; Rane et al., 2023). Companies take various steps to build and maintain customer loyalty, with the aim of improving performance and ensuring company survival (Khairawati, 2019; Mulya & Ramli, 2023; Rinaldi & Ramli, 2023).

In research on customer experience variables, customer satisfaction, word of mouth intention, and customer loyalty, one of which has been researched by Brun *et al* (2017) customer experience has an important role in influencing customer loyalty which can

build relationships with customers, so as to increase customer loyalty and their customer experience. Dam & Dam (2021) also added that customer satisfaction has a positive relationship with customer loyalty. Research by Ferguson *et al* (2007) found that positive word of mouth can be an effective way to increase and strengthen customer loyalty. Previous research conducted by Manyanga *et al* (2022) shows that customer experience has a positive influence on customer loyalty. This research continues from previous research, but there are differences between previous research conducted by Manyanga *et al* (2022) focuses on the banking sector conducted in Harare, Zimbabwe. So this research focuses on the object of digital music streaming platforms in JABODETABEK.

The purpose of this study was to determine and analyze the effect of customer experience, customer satisfaction and word of mouth on customer loyalty. Through this research, it is also expected to add important insights and contribute to the development of marketing strategies and become a reference for further research.

LITERATURE REVIEW

Customer Experience

Ginting *et al* (2023) state that fast and satisfactory resolution not only increases customer satisfaction but also plays an important role in shaping positive attitudes. Researchers have stated that customer experience impacts their perception and helps in gaining customer loyalty (Brun *et al.*, 2017; E. Kurniawati & Ramli, 2024; Mariam & Ramli, 2023). One of the key terms in marketing today is customer experience, which will undoubtedly be a major focus in future research Lemon & Verhoef (2016). According to Jain *et al* (2017), it explains that feelings, perceptions, attitudes and customer experience are formed during the decision-making process. Customer experience has various definitions, referring to the overall impression that customers feel during the buying process (Izogo *et al.*, 2018; Ramli, 2020; Sinurat *et al.*, 2024). This involvement makes customer experience a dynamic concept, not only influenced by offerings but also depending on environmental developments, consumer behavior and mutual interactions between consumers and brands (Barbu *et al.*, 2021; Eki & Ramli, 2024).

Customer Satisfaction

It is very important to understand the role of quality and cost in assessing customers and their relationship with satisfaction and post-purchase behavior, this aims to increase satisfaction and customer loyalty, designing effective strategies Hidayat & Idrus (2023). Customer satisfaction is considered as the level of state felt by consumers when they compare their expectations with the performance of the product and the results felt after they buy it (Bayuardie *et al.*, 2023). From a consumer perspective, the concept of customer satisfaction is useful for providing clearer information about the level of satisfaction or dissatisfaction of other consumers with available products or services (Demirel, 2022). With more quality information, customers are expected to make wiser purchasing decisions and avoid bad experiences experienced by other customers Hidayat & Idrus (2023). Positive responses to customer satisfaction are an important aspect for companies in establishing long-term relationships with customers, because few companies can achieve success without building stable relationships with their customers (Dewi & Ramli, 2023; Mariam & Ramli, 2022; Olivia Park *et al.*, 2020). According to Ginting *et al* (2023) customer satisfaction refers to the assessment and reaction of consumers to their level of satisfaction.

Word of Mouth

According to a study found by Ruswanti *et al* (2020) in the field of marketing, Word of Mouth is defined as an effective and accurate exchange of information through a personal conversation between two people. As a marketing channel controlled by consumers, Word of Mouth promotions are seen by consumers as one of the most influential sources of information in making consumption decisions (Huete-Alcocer, 2017). Ing *et al* (2020) define Word of Mouth as a type of recommendation that comes from consumers

sincerely, in contrast to the efforts of companies that promote their products through marketing activities. Gusti Ayu Ketut Giantari *et al* (2021) state that Word of Mouth occurs when a customer receives a product or service, then gives a verbal recommendation to other customers, the recommendation is then given to other customers. This can be in the form of support or complaints so that Word of Mouth can significantly influence a person's decision to accept or avoid an offer. Superior product or service quality is an important factor that encourages positive Word of Mouth (Ramli & Mariam, 2020; Winalda & Sudarwanto, 2021).

Customer Loyalty

According to Cui *et al* (2023) customer loyalty is a voluntary decision from customers to continue using a particular brand over a long period of time. In addition, customer loyalty is also defined as customer commitment to a particular product or service (Harahap & Ramli, 2023; Iglesias *et al.*, 2020; Indriani & Ramli, 2024). Building customer loyalty can provide a significant competitive advantage, making businesses stand out amidst fierce competition. By prioritizing superior service and establishing close relationships with customers, businesses can create a loyal customer base that is more resistant to the influence of competitors (Rane *et al.*, 2023; Salma & Ramli, 2023; Sylvia & Ramli, 2023). Haryono & Elistia (2020) say that customer loyalty is the tendency of consumers to buy and reuse a product or service. Customer loyalty is also considered a long-term commitment to continue making purchases which includes a cognitive attitude towards the company (Novianti & Ramli, 2023; Sari & Ramli, 2023). Loyal customers will buy products or services exclusively and are not willing to change their choice to other products or services (Iglesias *et al.*, 2020; Ramli & Novariani, 2020).

RELATIONSHIP BETWEEN VARIABLES

Relationship between Customer Experience and Customer Loyalty

Chang & Chen (2008) customer experience can be used to understand and predict strong customer loyalty to a product they buy when shopping online. Customer experience has an important role in influencing customer loyalty which can establish relationships with customers, so as to increase customer loyalty and their customer experience (Brun *et al.*, 2017). The level of customer loyalty is influenced by customer experience. This experience can then influence consumer preferences, choices and tendencies to make repeat purchases in the future, and increase customer loyalty Spence & Carvalho (2020). Naggar & Bendary (2017) explain that negative experiences can hinder consumer decisions to make purchases. So based on this description, the following hypothesis is proposed:

H1: Customer experience has a positive effect on Customer Loyalty

Relationship between Customer Satisfaction and Customer Loyalty

Makanyeza & Mimiriki (2016) the success of an organization depends on its ability to provide quality services, which can add value to the business and increase customer loyalty. The ease of accessing information and services that suit consumer needs plays an important role in increasing customer loyalty and a positive contribution to customer satisfaction (Albarq, 2021; Gunawan & Ramli, 2023; Ramli, 2019). Ighomereho *et al* (2022) state that customer satisfaction can create customer loyalty. Related between customer satisfaction and customer loyalty is that if a brand can increase customer satisfaction, it will also increase customer loyalty (Mariam & Ramli, 2022; Samuel & Ramli, 2024; Trilitami & Nurhasanah, 2023). Dam & Dam, (2021) also added that customer loyalty has a positive relationship with customer loyalty. So, the following hypothesis is proposed:

H2: Customer Satisfaction has a positive effect on Customer Loyalty

Relationship between Word of Mouth and Customer Loyalty

Zhong & Moon (2020) suggest that customers who feel satisfied with the product or service provided will often make repurchases and suggest it to other customers. A strong relationship between seller and customer can encourage word of mouth promotion

(Ngoma & Ntale, 2019). According to Ferguson *et al* (2007) promotion of positive word of mouth can be an effective way to increase and strengthen customer loyalty. Business success is highly dependent on customer loyalty, which is the tendency of customers to continue to choose a particular brand or company from its competitors (Rane *et al.*, 2023). Consistent support from loyal customers is essential to ensure a stable and reliable source of income, as they tend to make repeat purchases and spend more money than new customers (Evanschitzky *et al.*, 2022; Mariam & Ramli, 2021). So based on this description, the following hypothesis is proposed:

H3: Word of Mouth has a positive effect on customer loyalty.

Relationship between Customer Experience, Customer Satisfaction, and Word of Mouth on Customer Loyalty

Alfi Layli Rohmatin (2021) states that customer experience, customer satisfaction and word of mouth affect customer loyalty, this is due to the tendency of customers to like online strategies and discounts offered by companies that make it easier for consumers to make transactions. Customer satisfaction can be measured through several indicators, such as conformity to expectations, the ability to create word of mouth, brand image formation, and interest in returning to visit (Tanjung & Sanawir, 2017). To retain customers or build customer loyalty to a company, a strategy that is not only centered on quality, but also on customer experience is needed so that it can increase customer satisfaction (Tussifah & Annisa', 2024). Customer satisfaction can generate benefits such as customer loyalty, word of mouth, and sustainable profitability (Ertemel *et al.*, 2021). So, a hypothesis is proposed:

H4: Customer experience, customer satisfaction and word of mouth have a joint influence in increasing customer loyalty.

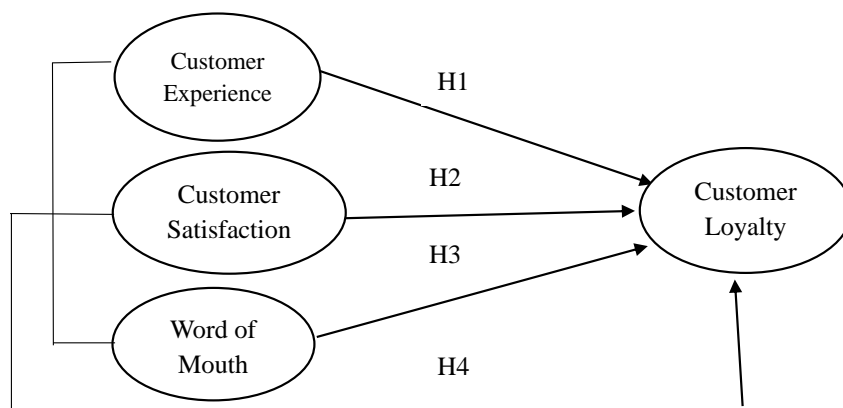


Figure 1 Research Model

METHODS

Research Design

This research uses a causality approach, which proves the relationship between one variable and another. The research used a survey using the help of Google Forms which was distributed online. Data analysis in this study is quantitative which aims to test the hypothesis that has been set.

Variabel Measurement

Measurement of variables in the questionnaire using the Likert scale method with a scale of 1-5. Score one indicates strongly disagree (STS), score two disagree (TS), score three between agree and disagree (N), score four Agree (S), and score five indicates strongly agree (SS). The measurement for the customer experience variable adopted from Manyanga *et al* (2022) consists of 6 questions. Measurement of customer satisfaction variables also adopted from Manyanga *et al* (2022) as many as 5 questions. Furthermore,

the measurement of the Word of Mouth variable consists of 4 questions and customer loyalty consists of 5 questions adopted from Manyanga et al (2022). So that the total number of questions is 20 questions as found in appendix 2.

Population and Sample

The population of this study are Spotify application users with premium services. In this study, the sample size was determined using the (Hair *et al.*, 2019) measure, namely the number of samples used in factor analysis 5 times the number of indicators. The number of this study was 5 x 20 number of questions = 100 respondents. The sampling technique is a non-probability sampling method with purposive sampling technique. The sample used is based on predetermined criteria, namely respondents aged 15 to 50 years, using spotify premium services on the spotify application, and domiciled in JABODETABEK.

Method Data analysis

The data analysis technique in this study uses multiple linear regression analysis with the help of SPSS software version 26 so as to produce data instrument tests, classical assumption tests, model fit tests and hypothesis testing. The data instrument test uses a validity test where the value of sig <0.05, so the data is valid (Ghozali, 2021) and a reliability test where the Cronbach alpha value is > 0.6, so the data is reliable (Ghozali, 2021).

The classic assumption test in this study consists of testing methods, namely the normality test, where the 2-tailed sig value must be > 0.05, then the data is normally distributed (Ghozali 2021). Multicollinearity test, where the tolerance value must be > 0.10 and the VIF value is < 10 then it avoids the problem (Ghozali 2021). Heteroscedasticity test, where the significant value must be > 0.05, then the data in the study avoid heteroscedasticity problems (Gozali 2021).

Hypothesis testing in this study uses the t test with the condition that the sig value <0.05, partially the independent variable has an effect on the dependent variable and vice versa if the sig value 0.05, partially the independent variable has no effect on the dependent variable (Ghozali, 2021).

There are two types of model suitability tests in this study, namely the f test and the coefficient of determination test. The f test is used by researchers to see whether throughout the research the independent variables used by the author can affect the dependent variable or not, provided that if the sig value <0.05, the independent variable simultaneously affects the dependent variable and vice versa if the sig value > 0.05, the independent variable simultaneously has no effect on the dependent variable (Ghozali, 2021). The coefficient of determination test used by the author aims to see the magnitude of the influence of the independent variable on the dependent variable, where the value will be better if it is close to number 1 (Ghozali, 2021).

RESULTS AND DISCUSSION

Respondent Demographics

The results of a survey that has been conducted by distributing questionnaires via Google Form online to spotify premium service users obtained data from 100 (100%) respondents who are in the JABODETABEK area. Based on gender, the most respondents were female as many as 68 people (68%) and male as many as 32 people (32%). In the age category, the most respondents obtained were those aged 15-25 years with a total of 92 people (92%), 26-33 years old as many as 6 people (6%) and 34-41 years old as many as 2 people (2%). Then based on user time, 1 - 2 years as many as 40 people (40%), the largest number of users with a period of 3 - 5 years as many as 46 people (46%) and 5 - 8 years as many as 14 (14%). (data results can be seen in appendix 4 and 5).

Validity and Reliability Test

To test the validity and reliability, a pretest was previously conducted to the participants. 30 respondents with 20 questions in the research questionnaire. Based on the validity test results, with 20 questions representing customer experience, customer satisfaction, word of mouth and customer loyalty variables said to be valid for all questions. All questions

are declared valid because the results obtained r count is greater than r table 0.361 and sig count is smaller than the significance value of 0.05. Furthermore, from the reliability test results, the Cronbach's Alpha value for the customer experience variable (0.787), customer satisfaction (0.862), word of mouth (0.741) and customer loyalty (0.853) these results indicate that each variable has a Cronbach's Alpha value of > 0.70 which can be said to be very reliable. (test result data can be seen in appendix 7 and 8)

Classical Assumption Test

The classic assumption test consists of normality test, multicollinearity test and heteroscedasticity test. Based on the results of the normality test using Kolmogorov Smirnov, the results obtained Asymp. Sig. (2-tailed) of 0.128 which shows the value is greater than the significance value of 0.05 (0.128 > 0.05), thus it can be interpreted that the data is normally distributed. Furthermore, from the multicollinearity test results, each variable obtained a tolerance value greater than > 0.10 (customer experience 0.480, customer satisfaction 0.461 and word of mouth 0.461) and the VIF (Variance Inflation Factor) value of each variable is smaller than < 10.00 (customer experience 2.083, customer satisfaction 2.168 and word of mouth 2.171), it can be concluded that there is no multicollinearity for all variables. Then in the heteroscedasticity test using the scatterplot, the results show that the points are unevenly distributed and spread above and below the number 0 on the Y axis, this proves that there is no heteroscedasticity in the regression model. (test result data can be seen in attachment 11)

Coefficient of Determination and Significance Analysis

The coefficient of determination (R²) is used to measure how far the model's ability to explain the dependent variable. In this study, using the R square value to evaluate the regression model. In the coefficient of determination test results, the R² value is 0.619, these results are used to determine the magnitude of the influence of customer experience, customer satisfaction and word of mouth on customer loyalty. The customer loyalty variable is influenced by the customer experience, customer satisfaction and word of mouth variables by 61.9% and the rest is influenced by other variables not examined in this study. (test result data can be seen in attachment 12)

Hypothesis Testing Analysis

Hypothesis testing analysis can be seen from the results of multiple linear regression testing to test the independent variables partially and simultaneously on the dependent variable. The test results through multiple linear regression were obtained:

$$Y = a + 1.804 + 0.325 X_1 + 0.088 X_2 + 0.553 X_3$$

Based on the results of regression processing, it is known that the coefficient (constant) value is obtained at 1.8, the coefficient value for the customer experience variable (X₁), on customer loyalty (Y) is 0.33, customer satisfaction (X₂) in customer loyalty (Y) is 0.08. while word of mouth (X₃) on customer loyalty (Y) is 0.55.

t test which is carried out to test the independent variable partially on the dependent variable. The criteria for testing the hypothesis can be accepted with the t test is if the significance value < 0.05 and t-count > t-table. Based on the results of the t test, the t-table value is obtained of 1.984 with a significance of 0.000. Because the t-count value is greater than the F table (2.70) and the significance value is smaller than 0.05, H₀ is rejected and H_a is accepted. Thus it can be concluded that customer experience, customer satisfaction and word of mouth have a joint or simultaneous effect on customer loyalty. (test result data can be seen in attachment 12)

Furthermore, the hypothesis test table below introduces the hypothesis in this study

Table 1. Partial Research Hypothesis Testing Results

Hypothesis	Hypothesis Statement	t-stat	Significan t P-Value < 0,05	Description
H1	<i>Customer Experience affects Customer Loyalty</i>	3.698	0,000	The data supports and the hypothesis is accepted
H2	<i>Customer Satisfaction affects Customer Loyalty</i>	1.103	0,273	Data does not support and hypothesis is rejected
H3	<i>Word of Mouth effect on Customer Loyalty</i>	4.743	0,000	The data supports and the hypothesis is accepted

Source: Primary data processed by researchers, 2024

Based on the table above, the customer experience variable (X1) has a significant value of $0.000 < 0.05$, thus H_0 is rejected and H_a is accepted, meaning that customer experience has a positive and significant effect on customer loyalty. The customer satisfaction variable (X2) has a significant value of $0.273 > 0.05$, thus H_0 is accepted and H_a is rejected, meaning that customer satisfaction has no effect on customer loyalty. The word of mouth variable (X3) has a significant value of $0.000 < 0.05$, thus H_0 is rejected and H_a is accepted, meaning that word of mouth has a positive and significant effect on customer loyalty. (test result data can be seen in attachment 12)

Table 2. Simultaneous Research Hypothesis Testing Results

Hypothesis	Hypothesis Statement	f-stat	Significan t P-Value < 0,05	Description
H4	<i>Customer Experience, Customer Satisfaction and Word of Mouth influence on Customer Loyalty</i>	52.011	0,000	The data supports and the hypothesis is accepted

Source: Primary data processed by researchers, 2024

F test is conducted to test the independent variables simultaneously on the dependent variable. The criteria for testing the hypothesis can be accepted with the F test is if the significance value < 0.05 and $F_{count} > F_{table}$. Based on the results of the F test, the calculated F value is 52,011 with a significance of 0.000. Because the calculated F value is greater than the F table (2.70) and the significance value is less than 0.05, H_0 is rejected and H_a is accepted. Thus it can be concluded that customer experience, customer satisfaction and word of mouth have a joint or simultaneous effect on customer loyalty.

The results of this study indicate that customer experience affects customer loyalty. In a sense, customer experience affects customer loyalty for customer satisfaction in using spotify premium. The use of the service not only offers unlimited access to millions of songs from various genres, but also provides a more personalized music listening experience with better audio quality and free from ad interruptions making it the top choice for those who value convenience and quality in enjoying music. Spotify premium responds very well to issues with responsive customer support team and a constantly improving update system to address technical issues. Users can quickly find solutions through comprehensive help guides or through direct interaction with the support team, ensuring customers' music listening remains optimal without other distractions. These results are in line with research conducted (Brun et al., 2017; Chang & Chen, 2008; Spence & Carvalho, 2020) which draws the conclusion that customer experience affects customer loyalty.

Furthermore, the second hypothesis shows that customer satisfaction has no effect on customer loyalty. There are several things that make customer satisfaction using spotify premium in JABODETABEK have no effect on customer loyalty. For example, the spotify premium subscription fee is quite expensive per month compared to the additional features obtained, especially if the customer does not use the service . Another reason is the connection problem which is very Spotify premium relies on a stable internet connection, if the internet connection is weak then song streaming may be interrupted or users may not be able to access content that has not been downloaded. Spotify premium users often experience bugs or interruptions in the application, such as sudden crashes, late loading or search feature problems that do not work properly. Satisfaction affects loyalty, with higher customer satisfaction, it is likely that the customer will be loyal to subscribe to spotify premium. Customers will feel satisfied if they get good service, thus making them recommend to others. Spotify customers may continue to move around in search of better offers or more attractive features to get services that are satisfying and accepted by customers. As well as the price factor is often the main determinant of customer loyalty, if competitors offer lower prices or more attractive promotions, customers will be tempted to move to other streaming music applications. This research is supported by previous researchers who suggest that customer satisfaction has no effect on customer loyalty (Aprileny et al., 2022; Jimanto et al., 2014).

The results of the third hypothesis research show that word of mouth has a positive effect on customer loyalty. Customers share positive experiences, if customers have a satisfying experience with spotify, sharing positive reviews can help others know the benefits and advantages of the spotify app. Positive reviews can provide supportive feedback to the spotify development team who may improve and enhance the features of the spotify app based on good usage. With word of mouth helping others make decisions, positive reviews can influence other people's decisions in choosing music streaming. If customers get a good recommendation from someone they trust, they may be more likely to try using spotify. Customers usually like to recommend spotify to others, so it can help friends or family to find features they might like such as personalized playlists or interesting podcasts. This result shows its consistency with studies conducted by (Ferguson et al., 2007; Ngoma & Ntale, 2019; Zhong & Moon, 2020) that word of mouth has a positive effect on customer loyalty.

The results of the fourth hypothesis research show that customer experience, customer satisfaction, word of mouth affect customer loyalty. Customer satisfaction for a positive usage experience for spotify such as audio quality, having many genres of music, and relevant features (such as personalized playlists and music recommendations). If users feel that the spotify app meets or exceeds customer expectations then they will continue to use spotify on an ongoing basis. A satisfying customer experience helps build loyalty as customers feel valued and have their needs met. Customer satisfaction is directly related to loyalty, if users are satisfied with the service they receive from spotify customers will continue to use spotify and recommend it to others so that high satisfaction reduces the likelihood of users moving to other applications. Recommendations from friends, family or neighbors have a big influence on customer loyalty, if spotify users are satisfied they will suggest this app to others. This can strengthen customer loyalty as well as influence potential new users of spotify, positive reviews and recommendations can increase credibility and attract more users who may then become loyal customers. In other words, good user experience and high satisfaction tend to drive loyalty, while positive recommendations from fast users strengthen loyalty and can attract new customers to spotify. The results of this study strengthen previously conducted research related to customer experience, customer satisfaction, word of mouth affect customer loyalty (Alfi Layli Rohmatin, 2021; Ertemel et al., 2021; Tussifah & Annisa', 2024).

CONCLUSION

Based on the results of research that has been conducted using a google form survey, there

are 100 respondents who have met the criteria in the study. Based on gender, the highest number of respondents is female with a total of 68 people (68%). In the age category, the most respondents were aged 15-25 years as many as 92 people (92%). Then based on user time, the largest number is users with a period of 3 - 5 years as many as 46 people (46%). Obtained from the results of testing the research hypothesis partially, the following conclusions can be drawn: (1) customer experience affects and can be accepted on customer loyalty, this proves that the customer experience in the Spotify application is an important aspect as an influence on customer loyalty. (2) customer satisfaction is rejected and has no effect on customer loyalty. This means that customer satisfaction does not meet customer satisfaction in using spotify premium in JABODETABEK and has no influence on customer loyalty. (3) word of mouth is acceptable and has an effect on customer loyalty, this indicates that recommendations given by word of mouth can attract new customers. (4) customer experience, customer satisfaction, word of mouth have a joint effect on customer loyalty. This proves that if users feel that the spotify application meets or exceeds customer expectations then they will continue to use spotify on an ongoing basis and will recommend it to other customers.

This research has some limitations that need to be considered for future studies. First, this study uses Spotify premium objects so the results may not be fully generalized to all digital music streaming. Competition in the digital music industry is fierce with more and more streaming applications emerging. Therefore, the results of this study may be influenced by the characteristics of Spotify premium and may not apply to other streaming applications. Second, this research was conducted in the JABODETABEK area only. It would be better if this research was conducted in a different region as a form of comparison.

This research provides managerial implications that can be input for spotify. Important factors need to be improved by customer loyalty from using spotify premium, consistent user experience and ensuring that the spotify application offers a good and consistent user experience across devices and platforms. Improve the recommendation algorithm to offer more relevant and personalized suggestions for each user. In order to improve the customer experience on spotify, managers should focus on various aspects that affect the user's interaction with the platform. Provide fast and effective customer service to help users resolve technical issues or ensure user concerns are properly addressed and can improve the overall experience. By paying attention to and improving these aspects, spotify can provide a better user experience, which will ultimately increase customer satisfaction and maintain a loyal user base.

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VARIABLE OPERATION APPENDIX

CUSTOMER EXPERIENCE	
1.	Spotify premium purchase process on Spotify app is very fast
2.	Spotify app is easy to use
3.	The Spotify app has features that I need for streaming music
4.	The Spotify app provides features for report an error that occurred during Spotify premium Purchase
5.	I was satisfied with my experience using the spotify app
6.	Spotify app responds to my problems well
CUSTOMER SATISFACTION	
7.	Features offered in the app Spotify keeps me satisfied
8.	The service provided by the Spotify app exceeded my expectations
9.	Promotions offered in the app Spotify makes me happy
10.	I feel satisfied as a user Spotify premium service
11.	I am more satisfied using the spotify app than other apps
WORD OF MOUTH	
12.	I would recommend the Spotify app to people close to me such as friend, family and neighbors
13.	I will leave a positive review about the Spotify app to others
14.	I would recommend the Spotify app to someone asking for advice on digital music streaming
15.	I will share a promotional message that available on the Spotify app
CUSTOMER LOYALTY	
16.	I am committed to sticking with Spotify app
17.	I chose the Spotify app for listen to music compared other similar apps
18.	I decided on the Spotify apps as my first choice for digital music streaming
19.	I intend to continue using the Spotify app in the future
20.	I will still purchase a premium subscription through the Spotify app, even though the another platform launched many promotions