

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *Perceived Value* dan *E-Service Quality* terhadap *Repurchase Intention* melalui *Customer Satisfaction* pada pengguna Spotify Premium di Kabupaten Banyumas. Penelitian menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada pengguna Spotify Premium. Analisis data dilakukan menggunakan Structural Equation Modeling (SEM) berbasis Partial Least Squares (PLS) dengan bantuan aplikasi SmartPLS. Variabel yang digunakan terdiri dari *Perceived Value* dan *E-Service Quality* sebagai variabel independen, *Customer Satisfaction* sebagai variabel mediasi, serta *Repurchase Intention* sebagai variabel dependen.

Hasil penelitian menunjukkan bahwa model memiliki kemampuan prediksi yang baik dengan nilai R-Square sebesar 0,627 pada variabel *Customer Satisfaction* dan 0,671 pada variabel *Repurchase Intention*. Hasil pengujian hipotesis menunjukkan bahwa *Perceived Value* berpengaruh positif dan signifikan terhadap *Customer Satisfaction* ($\beta = 0,395$; $p = 0,000$), *E-Service Quality* berpengaruh positif dan signifikan terhadap *Customer Satisfaction* ($\beta = 0,475$; $p = 0,000$), *Perceived Value* berpengaruh positif dan signifikan terhadap *Repurchase Intention* ($\beta = 0,203$; $p = 0,026$), *E-Service Quality* berpengaruh positif dan signifikan terhadap *Repurchase Intention* ($\beta = 0,325$; $p = 0,005$), serta *Customer Satisfaction* berpengaruh positif dan signifikan terhadap *Repurchase Intention* ($\beta = 0,382$; $p = 0,000$).

Hasil pengujian mediasi menunjukkan bahwa *Customer Satisfaction* mampu memediasi secara parsial pengaruh *Perceived Value* terhadap *Repurchase Intention* dengan nilai koefisien pengaruh tidak langsung sebesar 0,151 dan p-value 0,003. Selain itu, *Customer Satisfaction* juga mampu memediasi secara parsial pengaruh *E-Service Quality* terhadap *Repurchase Intention* dengan nilai koefisien pengaruh tidak langsung sebesar 0,182 dan p-value 0,000. Temuan ini menunjukkan bahwa semakin tinggi nilai yang dirasakan pengguna dan semakin baik kualitas layanan elektronik yang diberikan Spotify Premium, maka semakin tinggi pula tingkat kepuasan pelanggan yang pada akhirnya mendorong peningkatan niat pengguna untuk terus berlangganan Spotify Premium.

Kata Kunci: *Perceived Value, E-Service Quality, Customer Satisfaction, Repurchase Intention, Spotify Premium.*

SUMMARY

This study aims to analyze the effect of *Perceived Value* and *E-Service Quality* on *Repurchase Intention* through *Customer Satisfaction* among Spotify Premium users in Banyumas Regency. The study employed a quantitative approach by distributing questionnaires to Spotify Premium users. Data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS software. The variables used in this study were *Perceived Value* and *E-Service Quality* as independent variables, *Customer Satisfaction* as a mediating variable, and *Repurchase Intention* as a dependent variable.

The results indicate that the model has good predictive capability, with an R-Square value of 0.627 for Customer Satisfaction and 0.671 for Repurchase Intention. Hypothesis testing shows that Perceived Value has a positive and significant effect on Customer Satisfaction ($\beta = 0.395$; $p = 0.000$), E-Service Quality has a positive and significant effect on Customer Satisfaction ($\beta = 0.475$; $p = 0.000$), Perceived Value has a positive and significant effect on Repurchase Intention ($\beta = 0.203$; $p = 0.026$), E-Service Quality has a positive and significant effect on Repurchase Intention ($\beta = 0.325$; $p = 0.005$), and Customer Satisfaction has a positive and significant effect on Repurchase Intention ($\beta = 0.382$; $p = 0.000$).

The mediation test results reveal that Customer Satisfaction partially mediates the relationship between Perceived Value and Repurchase Intention, with an indirect effect coefficient of 0.151 and a p-value of 0.003. Furthermore, Customer Satisfaction also partially mediates the relationship between E-Service Quality and Repurchase Intention, with an indirect effect coefficient of 0.182 and a p-value of 0.000. These findings indicate that higher perceived value and better electronic service quality can enhance customer satisfaction, which in turn encourages users' intention to continue subscribing to Spotify Premium services.

Keywords: *Perceived Value, E-Service Quality, Customer Satisfaction, Repurchase Intention, Spotify Premium.*