

ABSTRAK

PENGARUH *CUSTOMER EXPERIENCE*, *BRAND TRUST*, DAN *ONLINE CUSTOMER REVIEW* TERHADAP *REPURCHASE INTENTION* PADA PENGGUNA *SPOTIFY PREMIUM*

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2025

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *Customer Experience*, *Brand Trust*, dan *Online Customer Review* terhadap *Repurchase Intention* pada pengguna *Spotify Premium*, (2) Pengaruh *Customer Experience* terhadap *Repurchase Intention* pada pengguna *Spotify Premium*, (3) Pengaruh *Brand Trust* terhadap *Repurchase Intention* pada pengguna *Spotify Premium*, (4) Pengaruh *Online Customer Review* terhadap *Repurchase Intention* pada pengguna *Spotify Premium*. Data dalam penelitian ini diperoleh melalui kuesioner yang dibagikan kepada 153 pengguna *Spotify premium*. Penelitian ini menggunakan teknik analisis data deskriptif, uji asumsi klasik, analisis regresi linier berganda, uji hipotesis, dan koefisien determinasi dengan menggunakan aplikasi SPSS Versi 25. Hasil penelitian menunjukkan bahwa: (1) *Customer Experience*, *Brand Trust*, dan *Online Customer Review* berpengaruh terhadap *Repurchase Intention* pada pengguna *Spotify Premium*, (2) *Customer Experience* berpengaruh terhadap *Repurchase Intention* pada pengguna *Spotify Premium*, (3) *Brand Trust* berpengaruh terhadap *Repurchase Intention* pada pengguna *Spotify Premium* (4) *Online Customer Review* berpengaruh terhadap *Repurchase Intention* pada pengguna *Spotify Premium*.

Kata kunci: *Customer Experience*, *Brand Trust*, *Online Customer Review*, dan *Repurchase Intention*

ABSTRACT

**THE INFLUENCE OF CUSTOMER EXPERIENCE, BRAND TRUST, AND
ONLINE CUSTOMER REVIEW ON REPURCHASE INTENTION ON
PREMIUM SPOTIFY USERS**

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This study aims to determine: (1) The influence of Customer Experience, Brand Trust, and Online Customer Review on Repurchase Intention in Spotify Premium users, (2) The influence of Customer Experience on Repurchase Intention in Spotify Premium users, (3) The influence of Brand Trust on Repurchase Intention in Spotify Premium users, (4) The influence of Online Customer Review on Repurchase Intention in Spotify Premium users. The data in this research was obtained through a questionnaire distributed to 153 Spotify premium users. This study uses descriptive data analysis techniques, classical assumption tests, multiple linear regression analysis, hypothesis testing, and the coefficient of determination by using the SPSS Version 25 application: (1) Customer Experience, Brand Trust, and Online Customer Review influenced Repurchase Intention in Spotify Premium users, (2) Customer Experience influenced on Repurchase Intention in Spotify Premium users, (3) Brand Trust has influenced Repurchase Intention in Spotify Premium users, (4) Online Customer Review influenced on Repurchase Intention in Spotify Premium users.

Keywords: Customer Experience, Brand Trust, Online Customer Review, and Repurchase Intention