

ABSTRAK

**KEPERCAYAAN & LOYALITAS
PELANGGAN SPOTIFY DI INDONESIA**

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Penelitian ini bertujuan untuk menganalisis: (1) pengaruh penolakan risiko pada kepercayaan merek Spotify, (2) pengaruh penolakan risiko pada kegemaran atas merek Spotify, (3) pengaruh kepercayaan merek pada loyalitas merek Spotify, (4) pengaruh kegemaran atas merek pada loyalitas merek Spotify, (5) pengaruh penolakan risiko pada loyalitas merek Spotify, (6) pengaruh penolakan risiko pada loyalitas merek melalui kepercayaan merek Spotify, (7) pengaruh penolakan risiko pada loyalitas merek melalui kegemaran atas merek Spotify. Metode penelitian yang digunakan adalah kuantitatif dengan jenis penelitian eksplanasi. Sampel penelitian terdiri dari 130 responden yang merupakan Warga Negara Indonesia, pengguna aktif Spotify yang menggunakan layanan minimal tiga kali seminggu, serta pernah atau sedang menggunakan Spotify Premium. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan pendekatan *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner daring dan diolah menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) melalui bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian memperlihatkan bahwa (1) Penolakan risiko berpengaruh positif pada kepercayaan merek Spotify, (2) Penolakan risiko berpengaruh positif pada kegemaran merek Spotify, (3) Kepercayaan merek berpengaruh positif pada loyalitas merek Spotify, (4) Kegemaran atas merek berpengaruh positif pada loyalitas merek Spotify, (5) Penolakan risiko berpengaruh positif pada loyalitas merek Spotify, (6) Penolakan risiko berpengaruh positif pada loyalitas merek melalui kepercayaan merek Spotify, (7) Penolakan risiko berpengaruh positif pada loyalitas merek melalui kegemaran atas merek Spotify.

Kata kunci: Penolakan Risiko, Kepercayaan Merek, Kegemaran Atas Merek, Loyalitas Merek

ABSTRACT
TRUST & LOYALTY
OF SPOTIFY CUSTOMER IN INDONESIA

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This study aims to analyze: (1) the influence of risk aversion on Spotify's brand trust, (2) the influence of risk aversion on Spotify's brand affection, (3) the influence of brand trust on Spotify's brand loyalty, (4) the influence of brand affection on Spotify's brand loyalty, (5) the influence of risk aversion on Spotify's brand loyalty, (6) the influence of risk aversion on brand loyalty through Spotify's brand trust, (7) the influence of risk aversion on brand loyalty through Spotify's brand affection. The research method used is quantitative with an explanatory research design. The research sample consists of 130 respondents who are Indonesian citizens, active Spotify users who use the service at least three times a week, and have used or are currently using Spotify Premium. The sampling technique used non-probability sampling with a purposive sampling approach. Data collection was performed through the distribution of an online questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.0 software. The results of the study show that (1) risk aversion had a positive influence on Spotify's brand trust, (2) risk aversion had a positive influence on Spotify's brand affection, (3) brand trust had a positive influence on Spotify's brand loyalty, (4) brand affection had a positive influence on Spotify's brand loyalty, (5) risk aversion had a positive influence on Spotify's brand loyalty, (6) risk aversion had a positive influence on brand loyalty through Spotify's brand trust, (7) risk aversion had a positive influence on brand loyalty through Spotify's brand affection.

Keywords: Risk Aversion, Brand Trust, Brand Affection, Brand Loyalty