

The Effect of Premium Service Music Streaming Towards Consumer Satisfaction of Z Generation in Jakarta

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ABSTRACT

Keywords: Streaming; Service; Satisfaction.	Music Premium Consumer	The development of the internet and technology affects many aspects of life, such as the need to listen to music. To fulfill this need, new technology presents music streaming to make it easier for people to listen to music. Music streaming provides premium services to give users advantages when streaming music. The availability of premium service is expected to increase consumers' satisfaction. This research aimed to identify premium service's effect on consumer satisfaction. This research used a quantitative method and a descriptive approach. This research sample was 100 Gen Z people in Jakarta, and music streaming was used. The data will be analyzed by using SPSS. The findings of this research showed the effect of premium service music streaming on consumer satisfaction of the Z generation with t value \geq t table, and the result was $3.414 \geq 1.664$.
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Introduction

Music streaming has become a trend among modern people. They listen by streaming because it is easier and has many song lists. Modern people are very close to technology and internet developments, making them more comfortable listening to music online. According to (Mäntymäki & Islam, 2015), music streaming is a product of internet and device development, and it is a revolution of digital technology that changes many aspects of human life. Some reasons people use music streaming include accessing music without an internet connection, having unlimited access to songs, etc. As an essential thing, music streaming facilitates people to listen to music without physical media or virtual files.

Music streaming is a popular application many people use to listen to music. Cited from www.databoks.katadata.co.id, global music streaming users reach 523 million people. It is known that premium music streaming numbers always increase yearly. Regarding this condition, music streaming will preserve its popularity and gain more users. Music streaming applications must use a strategy to compete with other music streaming applications. One of its strategies to increase the number of users is involving

premium service. Premium is a service that gives full access, free advertisement, and music downloads so that users can access the application without an internet connection (Masdaner & Ruliana, 2021). (Amanda, 2022) argued that premium service can cause user' satisfaction because premium service can give many features and advantages. Premium service can impact user satisfaction, so Spotify should be involved and increase its services.

This research believes that premium service can increase consumer satisfaction, meaning premium service by music streaming can increase users' satisfaction. (Suryawirawan, Suhermin, & Shabrie, 2022) All agree that service quality can impact customer satisfaction. In this context, service quality includes premium service, which gives the best service to the consumers. Then, Febriani and Tiorida (also stated that Spotify's premium service significantly affects consumer satisfaction. Previous research shows that premium service is one of the main factors that can affect and increase consumer satisfaction.

Involving premium service in service is caused by conditions such as internet and technology development and consumers' need for music streaming. Some aspects should be paid attention to, especially the threat, including competition from other music streaming companies, internet connection, the number of song lists, etc. The threat should be solved to maintain the existence of music streaming. Based on the brief explanation of the background above, this research aims to know and identify the effect of the premium music streaming service on consumer satisfaction.

Research Methods

Listening to music today is easy because people need technology tools and the internet to access it. Streaming music is a choice for people, especially the Z generation. They can access many songs through streaming music. People must change their account to a premium service to access many songs and features without interference. With premium service, users can access music streaming fully and without advertisement.

Premium service can make people enjoy listening to music more because they can get many advantages. Consequently, people will be satisfied after getting and using the advantages. Based on the explanation above, the hypothesis is formed on the assumption that premium service would affect Z-generation satisfaction.

H1: Premium service has positive and significant effects on the consumer satisfaction of the Z generation.



Figure 1. Research Model

Data Collection and Research Method

The research used is quantitative research, which is research conducted to test objective theory by examining the relationships between variables (Creswell, 2009). This

research uses quantitative research to examine the causal relationship of a phenomenon, and the results will be presented in numbers.

This research uses a questionnaire to collect the data. The questionnaire is a data collection technique that involves distributing questionnaires or questionnaires to respondents (Kusumastuti et al., 2020). (Kuantitatif, 2016) states that the questionnaire is a data collection technique that provides written statements to respondents. This research questionnaire includes ten statements and is distributed to research respondents. The questionnaire is in electronic form by using Google Forms. Then, the research population is Z generation in Jakarta. This research uses the 100 Z generation as the respondents.

Table 1
Questionnaire

Variable	Dimension	Item	Questionnaire	Source
Premium service	Advertiseme nt	PS1	I listen to songs without advertisements	(Santoso, 2018)
	Song lists	PS2	Premium service provides a wide song list to suit my interests.	
		PS3	I enjoy the recommended songs provided by the premium music streaming service.	
	Ease of access	PS4	Music streaming applications are straightforward to access.	
	Internet use	PS5	Music streaming applications do not use much data.	
	Features and display	PS6	Premium service allows me to listen to songs anywhere and anytime.	
		PS7	There is no change in display after switching to premium service, so it is easy to access.	
Consumer satisfaction	Interest to use	CS1	Premium service gives me the freedom to choose the songs I like.	(Peter & Olson, 2000)
		CS2	I use premium service because of the available features.	
	Recommend service	CS3	I recommend using premium service to close people (relatives, families, friends).	

The research uses descriptive analysis to analyze the data. The data will be calculated using SPSS, and the result will be descriptive. Descriptive analysis is conducted to describe the characteristics of each research variable by presenting data in a frequency distribution table, calculating the average value, total score, and respondent achievement level, and then interpreting it in narrative form.

Results and Discussion

Respondent Attributes

The total number of respondents to this survey was 100, divided into 62 males and 38 females. The respondents' domicile was Jakarta. The respondents had varying years of birth and jobs. The descriptions of the years of birth and jobs will be shown in Table 2.

Table 2
Demographic characteristics of respondents

Category	Classification	Number of Samples	%
Gender	Male	62	62%
	Female	38	38%
Year of Birth	1997-2001	82	82%
	2002-2006	17	17%
	2007-2012	1	1%
Job	Students	60	60%
	Government employees	4	4%
	Private employees	22	22%
	Entrepreneurship	14	14%

Validity and Reliability Analysis

The following table shows the validity of the questionnaire results.

Table 3
The result of the Validity Measurement

Item	Premium Service	Consumer Satisfaction
PS1	.611	
PS2	.514	
PS3	.662	
PS4	.576	
PS5	.410	

PS6	.551
PS7	.605
CS1	.578
CS2	.595
CS3	.537

Based on the data above, all data showed a higher score than 0.165. It meant that all data or $t \text{ value} \geq t \text{ table}$. It can be concluded that the questionnaire is valid. The following table shows the reliability result of the questionnaire.

Table 4
The result of Reliability Measurement

	Cronbach's Alpha
Premium Service	.738
Consumer Satisfaction	.732

Hypothesis Analysis

The effect of premium services on consumer satisfaction is calculated using a simple linear regression test. The result showed that the t value was 3.414, which was higher than the t table's value of 1.664. The result can be written as $t \text{ value} \geq t \text{ table}$, which was $3.414 \geq 1.664$.

Based on the test result, it can be concluded that H_0 was rejected and H_a was accepted. It meant, "There is an effect of premium services towards consumer satisfaction." The following table was the result of a simple linear regression test.

Table 5
The result of the Simple Linear Regression Test

Model	Unstandardised Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	3.494	.258	13.554	.000
	Y	.195	.057	.194	.001

a. Dependent Variable: X

Various things can influence consumer satisfaction, and one of them is premium service. This study shows that consumer satisfaction affects consumer satisfaction.

Consumers will be satisfied if they get many advantages from using a product or service. It is also proven in music streaming, which provides premium service for users. The decision of a consumer to use a premium service becomes an attitude that reflects affective reactions (Barata & Coelho, 2021). Consumers have many reasons for choosing to use premium services. A premium music streaming service gives users many advantages, such as unlimited song access, no advertisements, availability in unconnected

areas, etc. People who like listening to music will use premium service because they can listen to music everywhere and anytime.

Consumer satisfaction can be shown by the consumer's decision to repay a service. That is what happened to the Z generation, who use premium services in music streaming. They can choose the payment amount based on their capability. Besides, they can choose the payment based on the period (weekly, monthly, or yearly). It is also supported by Park (2020), who explained that price can affect consumer satisfaction when using premium music streaming. Although the price is quite expensive or pricy, they are willing to pay. This action illustrates consumer behavior, showing that consumers can use or repay a service after evaluating it. It is strengthened by Sinulingga and Sitohang (2023) that consumer behavior is shown after the consumers expect or meet their needs. Besides, paying for service at quite a high price is related to strengthening activity because of persuasion. The persuasiveness can be caused by many factors, such as the advantages so consumers can have consumer behavior influenced by satisfaction.

Many experts say that price reflects the quality of a product or service. Park (2020) defined price as essential to receiving full service. It means people should be able to pay to get full-service music streaming. (Navarro, 2016) explained that a good service could influence consumer satisfaction. This statement is also supported by Lestari, Utomo, and (Lestari et al., 2022), who did similar research with others and this research. Satisfaction can appear because of factors that give consumers suitable or high expectations. It is stated that customer satisfaction measures feelings after considering the expectations and reality of quality and a product/ service used. This means that premium music streaming has fulfilled consumer expectations and that they are satisfied with the music streaming services.

Conclusion

People have modern habits in listening to music, especially the Z generation, who are close to the internet and technology. They prefer to use online music streaming to access music more easily. They will use it continuously if they are satisfied with online music streaming.

Based on this study, the satisfaction of music streaming will be influenced by premium service. Premium service serves advantages for the Z generation's needs in listening to music. Using a technology base, the Z generation can explore songs unlimitedly and without worrying about advertisements. In sum, this study shows the effect of premium service music streaming on consumer satisfaction of the Z generation. However, this study has a limitation finding, focusing only on premium service to consumer satisfaction. Therefore, further study is expected to focus on different research areas such as brand image, advertisement, and promotion to increase music streaming. Besides, further study is also expected to use different respondents, including area, generation, etc, so that the research about music streaming will be widespread.

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