How Do Digital Marketing And App Ease Of Access Influence Consumer Satisfaction And Loyalty On Spotify

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Keywords:	Abstract
Digital Marketing; Accessibility; Consumer Satisfaction; Consumer Loyalty	This research aims to explore the influence of digital marketing and ease of access on consumer satisfaction and loyalty in Spotify's music streaming service, focusing on university students at Kutai Kartanegara University. Employing a quantitative design with Structural Equation Modeling (SEM) using SmartPLS version 4.1.0.6, responses from 140 students were analyzed. The findings indicate that both ease of access and digital marketing significantly and positively affect consumer satisfaction and loyalty. Furthermore, consumer satisfaction mediates the relationship between these variables and loyalty, underscoring the critical role of effective digital strategies and accessible services in strengthening customer retention. The results provide practical insights for companies in enhancing competitive advantage in the digital music industry.

Kata Kunci:	Abstrak
Pemasaran Digital; Kemudahan Akses; Kepuasan Konsumen; Loyalitas Konsumen	Studi ini bertujuan untuk mengeksplorasi pengaruh pemasaran digital dan kemudahan akses terhadap kepuasan dan loyalitas konsumen pada platform streaming musik Spotify, dengan focus khusus pada mahasiswa di kalangan mahasiswa Universitas Kutai Kartanegara. Dengan pendekatan penelitian kuantitatif, peneliti ini menggunakan SEM yang dianalisis melalui perangkat lunak SmartPLS versi 4.1.0.6, melibatkan sampel sebanyak 140 mahasiswa. Study ini menyimpulkan bahwa strategi pemasaran digital dan kemudahan akses berpengaruh signifikan dan positif terhadap kepuasan dan loyalitas konsumen. Selain itu, kepuasan konsumen berperan sebagai variabel mediasi yang memperkuat hubungan antara pemasaran digital, kemudahan akses, dan loyalitas konsumen. Temuan ini menekankan pentingnya taktik pemasaran digital yang efektif dan antarmuka yang mudah digunakan dalam meningkatkan loyalitas konsumen, serta menawarkan wawasan penting untuk strategi retensi pelanggan di pasar musik digital yang kompetitif.

INTRODUCTION

Music streaming services have become the dominant model in the global music industry. Technological advancements and widespread internet access have accelerated the growth of platforms such as YouTube, Netflix, and Spotify, which provide on-demand content worldwide. One of the main attractions of music streaming services is their accessibility, enabling users to enjoy diverse music selections anytime and anywhere. This paradigm shift has redefined consumer experiences in the digital era. According to Duarte (2024), music streaming accounts for approximately 84% of global music industry revenue, with Spotify emerging as the leading service both globally and in Indonesia.

Although extensive research has examined digital marketing and consumer satisfaction, most studies analyze these constructs separately rather than within an integrated model. Research indicates a substantial influence of digital marketing (X1) on consumer satisfaction as evidenced by (Apriliani et al., 2023) and (Judijanto, 2023). Furthermore, ease of access (X2) has been positively associates with satisfaction (Podengge & Haryani, 2023) (Wismart, 2022). In a similar context, digital marketing serves as a crucial factor in fostering consumer loyalty (Anggraini, 2021)(Muchayatin, 2023). Additionally, ease of access has shown a favorable impact on loyalty, which aligns with the findings of (Munandar, 2021), (Triyana, 2019), and (Susanta, 2018). Despite these findings, there remains a lack of empirical evidence that simultaneously examines digital marketing and ease of access within a unified framework, particularly in the context of Spotify. To address this gap, the present study investigates the combined effects of digital marketing and accessibility on satisfaction and loyalty using an integrated mediation model among active Spotify users. This approach offers novelty by assessing a comprehensive causal pathway and providing insights into the behavior and loyalty of a highly active and digitally adaptive market segment.

Digital marketing is a vital instrument in strengthening satisfaction and loyalty in the digital music market. Compared to traditional strategies, digital marketing provides broader reach, higher efficiency, and greater engagement opportunities (Irawati & Setiawan, 2023);(Mesquita, 2024);(Novitasari, 2022)) . On the other hand, ease of access is equally critical because platforms that are simple and intuitive to use generate more positive user experiences and improve satisfaction (Mathieson, 1991)(Podengge & Haryani, 2023)(Triandika, 2021)(Yohani & Jannah, 2022).

Consumer satisfaction functions as a crucial factor in creating long-term loyalty. According to (Kotler & Keller, 2006), satisfied consumers are more likely to maintain their loyalty because the product or service consistently meets or exceeds their expectations. Several empirical studies (Luh Komang Candra Dewi et al., 2022)(Putra et al., 2024)(Setyani et al., 2024)(Yahya & Soesanto, 2023) confirm that consumer satisfaction directly affects loyalty and reduces the risk of switching behavior. Dissatisfaction, on the other hand, often leads to negative word of mouth that may harm the brand image of the service provider.

The success of Spotify cannot be separated from its ability to provide added value through personalization features, ease of access, and continuous innovation. Personalized recommendations and curated playlists tailored to users' musical tastes create a sense of exclusivity and recognition, which contributes positively to user satisfaction. At the same time, ease of navigation and multi-platform availability make Spotify more attractive to young consumers, particularly Generation Z students who are accustomed to digital services.

According to industry statistics, streaming has become the backbone of the music business, generating approximately 84% of total global industry revenues (Duarte, 2024). Among existing platforms, Spotify has established itself as the global leader with a large market share both internationally and in Indonesia. Data from Databoks (Muhamad, 2024) recorded Spotify as the most downloaded music application in 2023 with 248 million downloads, while

a survey by (Populix, 2024) also revealed that Spotify is the most preferred streaming platform among Indonesian users.

Music streaming services have become the prevailing standard in today's global music industry. Rapid advancements in internet technology have accelerated the development of platforms such as YouTube, Netflix, and Spotify that distribute digital content directly to users worldwide. The availability of music streaming enables listeners to enjoy songs anywhere and anytime, transforming the way people consume music compared to conventional formats.

RESEARCH METHOD

The study employed a quantitative method, analyzing data from the undergraduate students from Kutai Kartanegara University through questionnaires and observations, with a sample of 140 respondent selected using purposive sampling. This technique was used to select participants who met the following criteria: users of the Spotify music streaming application. The sample size was determined based on the Structural Equation Model (SEM) analysis method. According to (Ferdinand, 2014) the minimum sample size required for SEM is five times the number of indicator variables. In this study, there are 14 indicators, so the sample size used is 14 x 10 = 140. Thus, a total of 140 respondents participated, chosen from friends and acquaintances of the researchers who were Spotify users.

Data analysis in this study utilized the Structural Equation Modeling (SEM) method using SmartPLS software version 4.1.0.6. This study employed four variables, with digital marketing and ease of access as exogenous latent variables. Meanwhile, the endogenous latent variables were consumer satisfaction and consumer loyalty.

RESULTS

Validity Test with Convergent Validity

Table 1. Outer Loadings

	Pemasaran Digital	Kemudahan Akses	Kepuasan Konsumen	Loyalitas Konsumen
	X1	X2	Y1	Y2
X1.1	0.843			
X1.2	0.884			
X1.3	0.888			
X1.4	0.890			
X2.1		0.901		
X2.2		0.910		
X2.3		0.909		
X2.4		0.912		
Y1.1			0.906	
Y1.2			0.901	
Y1.3			0.873	
Y2.1				0.916
Y2.2				0.906
Y2.3				0.923

Source: Output Smart-PLS, 2024

Based on the external loadings shown in the table above, each indicator meets the criteria for convergent validity. The empirical model presented in Table 1 was constructed using valid and significant indicators to form each corresponding latent variable.

Validity Test with Discriminant Validity

The following output shows the cross-loading values for discriminant validity from SmartPLS:

Table 2. Cross Loadings

	Pemasaran Digital	Kemudahan Akses	Kepuasan Konsumen	Loyalitas Konsumen
	X1	X2	Y1	Y2
X1.1	0.843	0.437	0.452	0.438
X1.2	0.884	0.526	0.546	0.595
X1.3	0.888	0.440	0.438	0.498
X1.4	0.890	0.443	0.442	0.499
X2.1	0.473	0.901	0.715	0.680
X2.2	0.439	0.910	0.658	0.654
X2.3	0.497	0.909	0.618	0.626
X2.4	0.517	0.912	0.714	0.709
Y1.1	0.520	0.732	0.906	0.794
Y1.2	0.426	0.652	0.901	0.781
Y1.3	0.501	0.612	0.873	0.712
Y2.1	0.557	0.638	0.744	0.916
Y2.2	0.514	0.714	0.831	0.906
Y2.3	0.537	0.666	0.767	0.923

Source: Output Smart-PLS, 2024

The table indicates that the correlation values between the constructs and their measurement items are higher than with other constructs, demonstrating that each latent construct predicts its own measurements better than those of other blocks.

Averange Variant Extracted (AVE)

Table 3. Average Variance Extracted (AVE)

Variabel	AVE	Akar Kuadrat AVE $\sqrt{AVE}$	Keterangan
Pemasaran Digital (X_1)	0.768	0,876	Valid
Kemudahan Akses (X_2)	0.825	0,908	Valid
Kepuasan Konsumen (Y_1)	0.798	0,893	Valid
Loyalitas Konsumen (Y_2)	0.838	0,915	Valid

Source: Output Smart-PLS, 2024

Table 4. *Correlations Of The Latent Variables* Dan Akar AVE

Variabel	X1	X2	Y1	Y2
Pemasaran Digital (X_1)	0,876			
Kemudahan Akses (X_2)	0,530	0,908		

Kepuasan Konsumen (Y$_1$)	0,540	0,747	0,893	
Loyalitas Konsumen (Y$_2$)	0,585	0,737	0,855	0,915

Source: Output Smart-PLS, 2024

Based on the information in the table above, it can be concluded that the square root of the AVE value of each construct is greater than the correlation between the constructs. Thus, all constructs in the proposed model meet the requirements for discriminant validity. Another test that can be used to assess construct validity is to observe the AVE value, where a good model requires that the AVE value for each construct exceed 0.5. The results presented in Table 4 show that the AVE value for each construct exceeds 0.5.

Reliability Test with Composite Reliability

Table 5 provides composite reliability values for each variable.

Table 5. *Composite Reliability*

Variabel	Cronbach's alpha	Composite reliability	Keterangan
Pemasaran Digital (X$_1$)	0.899	0.930	Reliabel
Kemudahan Akses (X$_2$)	0.929	0.950	Reliabel
Kepuasan Konsumen (Y$_1$)	0.873	0.922	Reliabel
Loyalitas Konsumen (Y$_2$)	0.903	0.939	Reliabel

Source: Output Smart-PLS, 2024

The results in Table 5 show that the composite reliability values for all exogenous and endogenous constructs are highly reliable, as each value is above 0.70.

Multicollinearity Test

Table 6. Inner VIF Value

Variabel	X1	X2	Y1	Y2
Pemasaran Digital (X1)			1,392	1,489
Kemudahan Akses (X2)			1,392	2.386
Kepuasan Konsumen (Y1)				2.422
Loyalitas Konsumen (Y2)				

Source: Output Smart-PLS, 2024

Based on the Smart-PLS output above, it can be concluded that there is no multicollinearity in the structural model, as the results indicate VIF values below 3.

Structural Model Testing (Inner Model)

Berdasarkan informasi dalam tabel di atas, dapat disimpulkan bahwa akar kuadrat dari nilai AVE setiap konstruk lebih besar daripada korrelasi antara konstruk-konstruk tersebut. Dengan demikian, semua konstruk dalam model yang diusulkan memenuhi syarat untuk validitas diskriminan. Pengujian lain yang dapat digunakan untuk menilai validitas konstruk adalah dengan mengamati nilai AVE, di mana suatu model yang baik memerlukan agar nilai AVE untuk setiap konstruk melebihi 0,5. Hasil yang disajikan dalam Tabel 4 menunjukkan bahwa nilai AVE untuk setiap konstruk melebihi 0,5.

R-Square Analysis

R-Square analysis is used to determine the extent of the influence that exogenous variables (X) have on endogenous variables (Y). The following are the R-Square values calculated using Smart-PLS:

Table 7. Nilai *R-Square*

Variabel	R-square	R-square adjusted
Kepuasan Konsumen (Y1)	0.587	0.581
Loyalitas Konsumen (Y2)	0.766	0.760

Hypothesis Testing

This section describes hypothesis testing by analysing path coefficients and comparing t-statistic values with critical t-values (>1.96) at a significance level of 5% ($\alpha = 0.05$) with positive beta coefficients. The structural model results based on bootstrapping are as follows:

Table 8. Coefficients Path

Variabel	Original sample	Sample mean	T statistics	P values	KET
X1 -> Y1	0.200	0.207	2.246	0.025	Sig
X1 -> Y2	0.142	0.145	2.482	0.013	Sig
X2 -> Y1	0.641	0.635	7.345	0.000	Sig
X2 -> Y2	0.181	0.178	2.456	0.014	Sig
Y1 -> Y2	0.642	0.642	9.452	0.000	Sig

DISCUSSION

H1: The Digital Marketing Variable (X1) Affects Consumer Satisfaction (Y1)

Digital marketing has a significant effect on consumer satisfaction, as evidenced by a coefficient value of 0.200, a p-value of 0.025 that is lower than 0.05, and a t-statistic of 2.246 that is higher than 1.96. The positive impact of digital marketing on consumer satisfaction suggests that with the right strategies, digital marketing can be a highly effective tool for building strong relationships with consumers and enhancing their satisfaction.

The Digital Marketing variable (X1) in this study is measured by four indicators: Website, Social Media, Email Marketing, and CRM. Analysis of the respondents' responses shows a high level of satisfaction, indicating that Spotify has successfully delivered a music streaming service that meets user expectations. In terms of social media, Spotify has created a platform where users can connect and interact with other Spotify users who share similar tastes.

Key aspects linking Spotify's digital marketing with consumer loyalty include (1) Music Personalization: Spotify offers a listening experience tailored to user preferences through automatic playlists like Discover Weekly. By accurately meeting users' musical tastes, Spotify creates a sense of satisfaction as users feel recognized and valued. (2) Relevant Promotions and Exclusive Content: Spotify provides exclusive content, such as certain podcasts and music available only on its platform, adding value for users and encouraging satisfaction, especially when they feel they are getting a unique experience compared to other platforms. (3) Freemium and Premium Model: Spotify's marketing strategy involves a free option accompanied by advertisements and a premium version without advertisements, allowing users to determine the

level of service that best suits their needs. This scenario shows that digital marketing is multifunctional, as it facilitates the marketing of goods and services, improves communication between producers and consumers, and, with E-commerce technology, makes marketing clearer and more transparent. With all these factors, technology greatly influences consumer satisfaction. These results are reinforced by previous studies (Apriliani et al., 2023) and (Loso Judijanto, 2023).

H2: The Ease of Access Variable (X2) Affects Consumer Satisfaction (Y1).

Ease of access has a positive impact on customer satisfaction (Podengge & Haryani, 2023) and (Wismart, 2022). Analysis of respondent feedback reveals a relatively high level of satisfaction, indicating that Spotify users can fully enjoy the music listening experience without worrying about or questioning how to navigate the application. Spotify has successfully created an environment that allows users to immerse themselves in the world of music without facing complex technical issues. Additionally, Spotify users are satisfied with the app's response speed, showing that Spotify has built a responsive and efficient system. One of the main reasons many people use Spotify's music streaming service is its ease of download and access via the Google Play Store and App Store. This convenience has made Spotify popular among younger audiences.

The significant influence of ease of access on consumer satisfaction highlights that ease of use plays a critical role in determining the level of user satisfaction with a streaming music service. A system that is considered easy to use automatically influences an individual's behavior to engage with it (Kigongo, 2011). A music streaming application should not only be technically appealing but also user-friendly to encourage users to make transactions on the platform. This indicates that a system should be designed not to complicate usage but to simplify it for the user. Based on these findings, ease of access significantly influences transactional intentions, which in turn impacts consumer satisfaction and loyalty.

H3: Digital Marketing (X1) Affects Consumer Loyalty (Y2)

Studies show digital marketing has an effect on consumer loyalty (Anggraini, 2021), and research by (Muchayatin, 2023). The influence of digital marketing on consumer loyalty suggests that Spotify can be utilized to build customer loyalty.

Spotify's utilizes digital marketing strategies to maintain loyalty through several aspects: Firstly, Long-Term Relationships – Spotify's digital marketing focuses not only on providing a momentary listening experience but also on building an emotional connection through regularly updated playlists and content that aligns with changing user tastes. Loyalty grows as consumers feel there is always something new and relevant on the platform. Secondly, Community and Active Engagement – Spotify fosters a sense of community through social media interactions, collaborative playlists, and music-sharing features. This encourages consumers to stay engaged with the service, thereby enhancing their loyalty. Thirdly, Continuous Improvement – Spotify continuously innovates and introduces new features. These improvements, promoted through digital marketing, create a perception that the service is constantly striving to provide the best experience, encouraging consumers to remain loyal.

It can be concluded that the greater the application of digital marketing, the stronger its potential to increase consumer loyalty.

H4: The Ease of Access Variable (X2) Affects Consumer Loyalty (Y2)

Ease of access positively affects consumer loyalty is aligned with research by (Munandar, 2021), (Triyana, 2019), and (Susanta, 2018). A music streaming application should not only be technically appealing but also easy to use to encourage users to engage in transactions on the

platform. As explained by (Keller, 2009) satisfaction arises when individuals compare the reality they experience with their expectations of a product or service. Based on this understanding, ease of access plays a critical role in shaping transactional intentions, which, in turn, influence consumer loyalty. Ease of access creates a positive, seamless, and convenient experience for consumers. By enhancing comfort, efficiency, and satisfaction, brands can build strong loyalty, as consumers feel valued, find it easy to transact, and consistently receive the value they seek.

H5: The Consumer Satisfaction Variable (Y1) Affects Consumer Loyalty (Y2)

Consumer satisfaction positively affects consumer loyalty, this finding consistent with research by (Setyaji & Ngatno, 2016) and (Supertini et al., 2020).

Analysis of respondents' feedback reveals a high level of satisfaction in the consumer satisfaction and consumer loyalty variables. Spotify has strong appeal and is frequently recommended to others. This demonstrates that consumers are satisfied, leading them to recommend Spotify to friends or family. This finding indicates that Spotify has successfully built a loyal and satisfied user base.

In today's increasingly competitive business landscape, improving consumer satisfaction has become a top priority, with product quality and consumer satisfaction being critical factors in achieving high customer loyalty. Based on this explanation, consumer satisfaction strongly influences transactional intentions, which, in turn, affect consumer loyalty.

CONCLUSION

Digital marketing and ease of access have a positive and significant effect on consumer satisfaction and consumer loyalty. Consumer satisfaction functions as a mediating variable that strengthens the relationship between digital marketing, ease of access, and customer loyalty. Consumer satisfaction focuses on how Spotify meets user needs and provides an enjoyable experience directly. Meanwhile, consumer loyalty is more about how Spotify maintains long-term relationships with its users through continuous engagement and by creating added value that motivates them to continue using the service. For future research, it is recommended to include additional variables beyond those in this study, such as E-Service Quality, Brand Image, Trust, and Competitive Influence.

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