

## ABSTRACT

Joanna Clarissa Surjadi (01011180058)

### **THE INFLUENCE OF VALUE CONGRUITY, CONSUMER-BRAND IDENTIFICATION, CUSTOMER-BRAND ENGAGEMENT AND AFFECTIVE BRAND COMMITMENT TOWARDS BRAND LOYALTY ON THE GLOBAL BRAND SPOTIFY**

(xv + 146 pages, 11 figures; 47 tables; 11 appendixes)

The goal of this study is to gain a better understanding and knowledge of customer relationships with regards to brand loyalty. The global brand Spotify are used as context examples in this study. Despite the rapid growth and success of Spotify in Indonesia, Spotify is still ranked third in the most popular music application used in Indonesia, therefore this research presents to proposes that value congruity directly influences consumer-brand identification (CBI), customer-brand engagement (CBE), and affective brand commitment, which in turn will pave the way for advancing consumer relationships, as measured through brand loyalty towards the global brand, Spotify. This study employs a quantitative research methodology, with data collected via internet questionnaires on Google Forms. This research was conducted in Indonesia, with participants drawn from the country's most populous cities (Jabodetabek). Smart-PLS 3.2.9 was used in this study to evaluate the data with the outer and inner models. The outer model has validity and reliability tests, and the inner model has Multicollinearity Test, Coefficient of Determination ( $R^2$ ), and Hypothesis Testing. Theoretical construct relationships are also validated using structural equation modelling. According to the findings of this study, consumers are more likely to be loyal to global brands when they form strong customer-brand relationships. Finally, our research assists both global music streaming platforms in becoming more engaged, aware of their competition, and aware of the existing gap.

**Keywords:** *Brand Loyalty; Value Congruity; Consumer-Brand Identification; Customer-Brand Engagement; Affective Brand Commitment.*

**References:** 107 (2003 – 2021)