

ABSTRAK

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ANTESEDEN DARI *CUSTOMER TRUST*, *SATISFACTION* DAN *FLOW EXPERIENCE* SERTA DAMPAKNYA PADA *CUSTOMER LOYALTY MUSIC STREAMING* (STUDI KASUS LAYANAN LANGIT MUSIK)

(xix + 147 Halaman: 27 gambar; 24 tabel; 6 Lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh variabel *ease of use*, *reputation*, *perceived fit*, *interactivity* terhadap kepercayaan, kepuasan pelanggan dan serta pengaruhnya terhadap loyalitas pelanggan. Model penelitian ini dimodifikasi dari penelitian sebelumnya dengan menambahkan variabel *perceived enjoyment*, *content richness* dan *flow experience*. Penelitian ini dilakukan terhadap 200 pelanggan premium layanan musik *streaming online* Langit musik. Responden dipilih dengan cara *purposive sampling*, sedangkan pengumpulan data dilakukan dengan kuesioner skala likert yang disebarakan secara *online*. Dalam penelitian ini, data dianalisis dengan metode PLS-SEM. Hasil penelitian menjelaskan pengaruh hubungan positif yang kuat *ease of use* secara langsung terhadap *flow experience* dan pengaruh hubungan positif yang kuat *satisfaction* secara langsung terhadap *loyalty*. Lebih lanjut, *flow experience* dan *satisfaction* sebagai variabel *intervening* memperkuat pengaruh *ease of use* secara tidak langsung terhadap *satisfaction*. Model penelitian ini memiliki akurasi prediksi yang moderat dan memiliki relevansi prediksi yang *medium* terhadap loyalitas pelanggan. Penelitian ini memberikan implikasi manajerial dan dapat dikembangkan untuk penelitian selanjutnya.

Referensi: 103 (1975-2020)

Kata Kunci: *ease of use*, *reputation*, *perceived fit*, *interactivity*, *perceived enjoyment*, *content richness*, *trust*, *satisfaction*, *flow experience*, *loyalty*, *music streaming service*

ABSTRACT

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THE ANTECEDENTS OF CUSTOMER TRUST, SATISFACTION, AND FLOW EXPERIENCE AND ITS IMPACT TOWARD CUSTOMER LOYALTY OF MUSIC STREAMING (CASE STUDY LANGIT MUSIK SERVICE)

(xix + 147 pages; 27 images; 24 tables ; 6 attachment)

This study aims to analyze the impact of ease of use, reputation, perceived fit, interactivity to customer trust, satisfaction and their effects to customer *loyalty*. The research model was modified from previous studies by adding variabls perceived enjoyment, content richness and flow experience. This research was conducted on 200 premium subscribers of Langit musik online streaming music service. Respondents were selected by purposive sampling while data collection is done by Likert scale questionnaire distributed online. Data were analyzed by PLS-SEM method. The findings of this study explain a strong and positive influence of ease of use directly to flow experience and a strong and positive influence of satisfaction directly to *loyalty*. Furthermore, flow experience and satisfaction as intervening variabls strengthen the influence of ease of use indirectly to satisfaction. This research model has a moderate predictive accuracy and medium predictive relevance of customer *loyalty*. This research provides managerial implications and can be developped for further research.

References: 103 (1989-2020)

Keywords: *ease of use, reputation, perceived fit, interactivity, perceived enjoyment, content richness, trust, satisfaction, flow experience, loyalty, music streaming service*