



The effect of visual merchandising, advertising creativity, e-service quality, and perceived value against the Spotify premium service purchase decision

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ABSTRACT

The study aims to analyze the influence of Visual Merchandising, Advertising Creativity, E - Service Quality, and Perceived Value. The study uses quantitative research with the number of respondents as many as 100 respondents. The research uses primary data obtained from the dissemination of online questionnaires. The respondent was a student of the Muhammadiyah University of Greece who used or is using Spotify Premium. Later, non-probability sampling was used for sample-taking. The study found that advertising creativity and Perceived Value had a significant positive influence on purchasing decisions, while Visual Merchandising and E-Service Quality had a positive but non-significant impact on purchase decisions. The results of the study showed that the visual merchandising variable (X1) was positive but not significant, with a significance value of 0.947 for the purchasing decision variables (Y), the Advertising Creativity variable (X2) was positive and defining, with the significance of 0.012 for the purchase decision variable, the E - Service Quality (X3) had a positive but non-significant influence, and the perceived value (X4) had positive and significant influence with a significant value of 0,000 for the buying decision variabel (Y).

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INTRODUCTION

The development of the world of technology at the moment is not an alien thing anymore, thus making it easier for people to access and use technology. One of the markers of this rapid technological development is the Internet and digitalization. The number of Internet users in Indonesia, according to a study by We Are Social, is 77% of the total Indonesian population, or 213 million by the beginning of 2023 (Mutia Annur, 2023). The ease with which people use the Internet then affects how people meet their needs and also affects public purchasing behaviour for something.

According to (Solomon, 2019) Consumer behavior is the study of how individuals, groups, and organizations choose, buy, use goods, services, ideas, or experiences to decide their needs and desires. Before the Internet, people used physical music media such as compact disc or cassettes to listen to music, but with the rapid growth of this intensity, it had a positive impact on the digital music industry. It's backed by a Global IFPI report, by 2022, music streaming services account for 90.6% of total music revenue in Indonesia. (Antara, 2023). It can be concluded that there has been a change in the way people listen to music from listening to music physically like compact disc or cassettes to streaming on the Internet.

Spotify is one of the best-known music, podcast, and video streaming services. Spotify has different advantages over other music streaming apps such as having a wide range of music types that are up-to-date, easy-to-use features, and diverse podcast content. Compared to other paid music streams, Spotify is the pay music streaming service with the largest number of users in 2020. Spotify has become the most paid music streaming app with around 144 million users, the second Spotify competitor is the Apple Music app, the third Amazon Prime Music and other pay music apps. For premium users get access to additional features including listening offline, freely downloading songs, ad-free, and clearer audio. The shift in the way you listen to music through compact disc or cassettes to streaming music has intensified in Indonesia. This is supported by the phenomenon in 2020 that Spotify ranks first among other paid music streaming apps in Indonesia.

In purchasing behavior, a purchase decision refers to an action or choice taken by a consumer, such as using or buying a particular good or service. (Cholaniyah, 2021). The purchase decision is a very important process in the consumer's decision-making phase in which the customer searches for product or service information first in making a purchase (Nurmanah & Nugroho, 2021).

The decision to buy a music streaming app service like Spotify, there must be some factors that encourage someone to make a purchase. Spotify provides an attractive and easy-to-reach appearance for its users, which is a hard-working effort by Spotify to pay attention to its Visual Merchandising. Visual merchandising of products gives a great impact, the proper appearance of the product will give a good profit. Visual merchandising is how a store can arrange to impress the message that it wants to be accompanied through the physical layout of the store of a brand in a creative way online and offline (Kurniawan & Kristiawati, 2022). By showing a good product order, it will accidentally attract the attention of potential consumers to make a purchase decision (Cholaniyah, 2021). It's also supported by research results (Mardani & Krisnawati, 2022) visual merchandising has a positive and significant influence on purchasing decisions, but differs from research results (Andhika Bagaskara, 2019) The Spotify logo, theme design, and menu layout on the app's display are forms of Spotify's visual merchandising.

Companies must use promotional strategies as one way to introduce their brands. Promotions run must have a purpose, interesting content, and measurable objectives. Advertising creativity is the translation of a variety of product information, and the market to target consumers to formulate the product. (Kasalali, 1995). Social media is one of many forms of advertising media that Spotify uses to promote its app. But according to (Kurniawan & Alfarisi, 2021) Advertising creativity is the ability to generate new concepts and innovative solutions to challenges in order to harness business opportunities that require the creation of more radical and new alternatives. It's also supported by research (Farizalloh, 2021) stated that advertising creativity has a positive and significant influence on purchasing decisions, while according to (Anisa Rizki, 2023) stated that it does not affect the purchase decision at Shopee (Widyaputra & Djawoto, 2018) advertising creativity has a positive and significant influence on purchasing decisions. Every day, Spotify is active in managing Instagram by sharing at least two to three posts on his Instagram.

In addition to through visual merchandising and advertising creativity, Spotify strives to gain more users with other factors used to support Spotify's popularity. (Nurmanah & Nugroho, 2021) e - service quality is how a company can provide a broader quality of service by leveraging

electronics through advances in technology and information. According to (Febriyantia & Dwijayanti, 2022) e - service quality aims to make it easier for customers to shop online. It's also supported by research (Herdiyani & Suyanto, 2022) stated that e - service quality had no significant influence on the purchase decision on the Netflix service, But according to the researchers (Putra & Yennida, 2021) It states that e - service quality has a positive and significant influence on the purchase decision. Spotify has provided a service quality that can be perceived by its users that is at the initial time of account registration, the process for the selection of premium packages that are interested in its use until the payment process Spotify organized it simply so as not to make it difficult for its potential users to subscribe.

In addition to visual merchandising, advertising creativity, and e - service quality, there are other factors that are perceived value. Perceived values are the overall judgment by customers of the usefulness of a product, based on their impression of what customers deliver and what customers receive (Baskoro, 2021). It's also backed up by a statement (Mosavi & Ghaedi, 2012) perceived value can increase the confidence that consumers have and improve plans for re-purchase of products or services in the future from within the consumer. In line with the results of the study (Haryanti & Iskandar, 2022) that perceived value has a positive and significant influence on purchasing decisions in Netflix subscription services, while according to (Pratama *et al.*, 2022) stated perceived value has no significant positive effect on purchase intention. This is in line with the outcome of Spotify's efforts to constantly improve the app quality so that customers don't feel bad about what they're giving out.

Based on the background, and the research GAP that occurred between the researchers that still occurred inconsistency of the results of the research, besides, also in this study there are differences with the research that has been carried out previously namely the difference of the location used for the study, the target of the respondents selected researchers, as well as the differences of the object selected is related to the music streaming application, the author is interested in reviewing research related to purchasing decisions on an application with the title "The Visual Merchandising, Advertising Creativity, E - Service Quality, and Perceived Value Influence on Spotify Premium Service Purchase Decisions." This research is expected to clarify exactly what factors are considered by students to purchase a premium Spotify service based on the variables used in the research.

RESEARCH METHOD

The type of research used is quantitative research. (Sugiyono, 2022) Quantitative method is a method used to investigate a particular population, by collecting data using research instruments, as well as using quantitative data analysis aimed at guiding a predetermined hypothesis. This quantitative research emphasizes on numbers and statistical analysis techniques with the help of management through SPSS. This research is located at the Muhammadiyah University of Greece.

The population in the study is unknown with certainty, so sample calculations were calculated using the Lemeshow formula. This sampling technique is done using nonprobability samplings using purposive samplers. By the criteria of students of Muhammadiyah University of Greece who have used or are using Spotify premium.

Data obtained by the researchers based on the results of the dissemination of the questionnaire online by obtaining 100 respondents. In this questionnaire use a likert scale with a score of 1 - 5. The testing of the research instrument is conducted with the validity and reliability test. The classical assumption test uses the normality test, the heteroscedoxity test and the multicollinearity test. The hypothesis test is performed with the double linear regression analysis and the statistical-t test.

RESULTS AND DISCUSSIONS

Here the researchers presented the results of demographic information related to respondents. Based on the results of the questionnaires of the total of 100 respondents that the researchers obtained, there were dominant results in the female sex with a presentation of 78% or 78 people, while the male sex had a presentation number of 22% or 22 people with the most presentations of age 46% are 21 years old. Whereas in the second order 34% are 22 years old, the third order presentations 11% are 20 years, the fourth line presentations 6% are 23 years old and the last line 24 years old 3% are 24. Of the most collected 100 respondents earning the most income is with revenues of Rp 20,000 - Rp 50,000 of 40% or 40 respondents, then the second sequence presented 38% or 38 respondents with income of Rp 100,000 - Rp 800,000 of 38% and the last 22% or 22 respondents of income of Rp 1,000,000 - Rp 6,000,000. Here's a description of the results that have been tested:

Table 1. Validity Test Results

No.	Variable	Statement	R Table	R Calculate	Sig	Description
1.	Visual merchandising (X1)	X1.1	0,1966	0,709	0,000	Valid
		X1.2	0,1966	0,651	0,000	Valid
		X1.3	0,1966	0,647	0,000	Valid
		X1.4	0,1966	0,686	0,000	Valid
		X1.5	0,1966	0,659	0,000	Valid
2.	Advertising creativity(X2)	X2.1	0,1966	0,556	0,000	Valid
		X2.2	0,1966	0,651	0,000	Valid
		X2.3	0,1966	0,838	0,000	Valid
		X2.4	0,1966	0,792	0,000	Valid
		X2.5	0,1966	0,721	0,000	Valid
3.	E - service quality (X3)	X3.1	0,1966	0,740	0,000	Valid
		X3.2	0,1966	0,733	0,000	Valid
		X3.3	0,1966	0,692	0,000	Valid
		X3.4	0,1966	0,701	0,000	Valid
		X3.5	0,1966	0,702	0,000	Valid
4.	Perceived value (X4)	X4.1	0,1966	0,749	0,000	Valid
		X4.2	0,1966	0,597	0,000	Valid
		X4.3	0,1966	0,669	0,000	Valid
		X4.4	0,1966	0,700	0,000	Valid
		X4.5	0,1966	0,637	0,000	Valid
5.	Purchase decisions (Y)	Y1.1	0,1966	0,805	0,000	Valid
		Y1.2	0,1966	0,797	0,000	Valid
		Y1.3	0,1966	0,815	0,000	Valid
		Y1.4	0,1966	0,811	0,000	Valid
		Y1.5	0,1966	0,809	0,000	Valid

Source: SPSS 24 Processed Data Results (2023)

Based on the results of table 1 the whole indicator of the five variables X1, X2, X3, X4, and Y can be concluded that has r count larger than r table = 0,1966 and the significance number is smaller than 0,05. So all the questions on this study proved valid. Next is the reliability test., in this Reliable test when a construction can be said to be reliable if the Cronbach Alpha value is > 0.60 and also applies to the other way around.

Table 2. Reliability Test Results

Variable	Alpha Theory	Alpha Value	Description
Visual merchadising (X1)	0,60	0,692	Reliabel
Advertising creativity (X2)	0,60	0,764	Reliabel
E - service quality (X3)	0,60	0,759	Reliabel
Perceived value (X4)	0,60	0,693	Reliabel
Purchase decisions (Y)	0,60	0,866	Reliabel

Source: SPSS 24 Processed Data Results (2023)

Based on the results of table 2, it is possible to conclude that Alpha in all variables X1, X2, X3, X4, and Y is more than 0.60 so it can be understood that all the questions of the study are reliable as a measure of the research. Next is the normality test, The normality test of this study uses the Kolmogorov Smirnov test.

The researchers used the Kolmogorov Smirnov test to obtain the Z value of counting and the level of significance. If the significance value is above the alpha value (5%) then H1 is rejected and H0 is accepted. The results of the researchers obtained the results of Kolmogoro Smirnova's test with the value of Monte Carlo significance from the residual data 0,180 > 0,05, then the result H0 can be said acceptable or the residual data is distributed normally. Then the test of heterosexuality,

The statistical test chosen by the researchers is the Glejser test, the basis of the Gletser test results, is: If sig. 2-tailed < α = 0.05, then it has occurred heterocadasthesis, if sig. Based on the results of the research, the result of the sig. on each variable of every variable X1, X2, X3, X4 is greater than 0.05. So, in this study, the free variable does not occur heterocadasthesis. Then the multicollinearity test when tolerance > 0.10 and VIF < 10 then there is no multicollinearity, and vice versa.

Table 3. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Visual merchaising (X1)	,553	1,808
Advertising creativity (X2)	,666	1,501
E-service quality (X3)	,407	2,460
Perceived value (X4)	,378	2,645

Source: SPSS 24 Processed Data Results (2023)

Based on the results of the research, it is known that the VIF value of the whole variable is < 10 and has a tolerance value > 0,1, so the free variable in this study does not occur multicollinier. In the analysis of multiple linear regression, the following regression equations were obtained:

$$Y = -2,625 + 0,009X1 + 0,240X2 + 0,206X3 + 0,660X4$$

If X1, X2, X3, X4, is equal to 0 (zero), then Y has a fixed value of -2,625, if X1 changes as one unit, then Y will change as 0.009 units with the assumption of X2, x3, x4, fixed, if X2 changes as a single unit then Y changes as 0.240 unities with the assuming of X1, x3, X4 fixed. If X3 changes by one unit then y will change by 0.206 units by the assumed of X1 and X2 and X4 Fixed.

Then the results of the analysis of the test t. Basically (Ghozali, 2011;84) use the probability value of significance, i.e.: If the probability value of significantity is > 0.05, then H0 is accepted and H1 is rejected, If the probation value of signifying is < 0.05 then H0, and H1, then H0.

Table 4. Hypotesis Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	1				
(Constant)	-2,625	2,415		-1,087	,280
Visual merchandising (x1)	,009	,131	,006	,067	,947
Advertising creativity(X2)	,240	,093	,211	2,573	,012
E-Service quality (X3)	,206	,139	,155	1,479	,142
Perceived value (X4)	,660	,141	,509	4,672	,000

Source: SPSS 24 Processed Data Results (2023)

Based on table 4 above, the visual merchandising variable has a significance value of $0.947 > 0.05$. With a significantity value above 0.05 shows that it does not have a significant influence on the purchase decision. This means that hypothesis 1 is rejected, advertising creativity variable value significance of $0.012 < 0.05$. With a value of significance below 0.05 indicates that it has a significant impact on the purchasing decision. It means that the hypothetical 2 is accepted, the e - service quality variable valuation significance is $0.142 > 0.05$. With the value of the significance above 0.05, it shows that there is no significant effect on the buying decision, the perceived value of a variable is a significance value of $0,000 < 0.05$. A value of significance below 0.05 indicates that it has a significant influence on the purchase decision. It means hypothesis 4 is accepted.

The last is the result of the determination coefficient (R²). On this result, the researchers derived that from the adjusted result R square = 0.555 it can be said that the change of the bonded variable (Y) grain is 55% against the variables X1, X2, X3, X4 partly 45% due to other factors that are not present in the model.

Impact of Visual Merchandising (X1) on Purchase Decisions (Y)

The results of this study show that the result of the regression equation $b_1 = 0,009$, which shows that the visual variable of merchandising has a positive influence on the purchase decision, the better the visual merchandising then the higher the Spotify premium purchase result will also be. Visual merchandising is one way to present the appearance of a brand or store in order to be able to attract consumers (Indah Cahyani & Purwanto, 2022). The results of the study showed that the visual variable merchandising t test results obtained a t count value of $0.67 < t \text{ table} = 1.66023$ with a significance value of 0,947 or above 0,050 ($0,947 > 0,050$) so that hypothesis 1 was rejected then there was no significant influence related to visual merchandising on the decision to purchase Spotify premium at Muhammadiyah University of Greece. It shows that respondents did not give too much attention to the appearance in deciding on the purchase of a service like streaming music.

It shows that Spotify provides a positive but insignificant influence on its customers through the visual merchandising displayed. The results are in line with the research carried out by (Andhika Bagaskara, 2019) producing visual merchandising has a positive but non-significant influence on the purchase decision. From the results of the respondents at the University of Muhammadiyah Gresik with characteristics of age 19 - 25 years who have an average income or pocket money is below Rp2.000.000 they more consider other factors such as audio quality, music catalogue - music that is grouped according to the current atmosphere, the availability of music video rather than just a limited view of the various features available that Spotify provides. which is only a limited picture of the artist displayed at the time the music is played, with the age of such respondents they are more likely to like the appearance that does not easily make them feel saturated.

(Banjar & Mandala, 2022) said that a well-does visual merchandising helps companies improve potential future consumers as well as by adjusting the display of existing products can affect the emotional consumer to buy or use the product of goods or services. From the statement as well as the results obtained by the researchers which proved that the appearance on Spotify had a positive but non-significant influence with the statement on the questionnaire that had been distributed there was one statement that had the lowest average value that stated that "The appearance of the main page given Spotify was attractive" so Spotify needed to evaluate its visual merchandising even though there was a positive influence in the decision of the purchase of Spotify premium. One form of visual Merchandizing that has been done Spotify is the presence of the feature of ease in searching for latest music, the availability of the latest music feature that is considered to facilitate the user in this search is also supported by research results on the spread of the questionnaire with the statement "The supply of latest music features facilitating the search" achieved the highest average rating, but this is not enough to encourage the consumer to decide to

buy Spotify Premium. From the results of this research, therefore, further research is needed to better understand the relationship between these variables.

Impact of Advertising Creativity (X2) on Purchase Decisions (Y)

The results of this study show that the result of the $b_2 = 0.240$ regression equation indicates that the advertising creativity variable, the higher the advertisement creativity then the higher will be the Spotify premium purchase outcome. (Novita, 2022) Advertising creativity is the transformation of a variety of product, market, and target customer data into a targeted communication space for the purpose of setting advertising goals. The results of the research showed the result of the t test of advertising creativity variables, obtained a t count value of $2,573 > t_{table} = 1.66023$ with a significance value of 0.012 or less than 0.050 ($0.012 < 0.050$) so that the hypothesis 2 was accepted then there was a significant influence related to the creativity of the advertisement on the decision to purchase Spotify premium at Muhammadiyah University of Greece. It shows that Spotify provides a display of advertisements - advertisements that are creative to both prospective and subscribed users.

It's also in line with the results of the research (Mardani & Krisnawati, 2022) Advertising creativity variables have a positive and significant influence on purchasing decisions. This is because when advertising is able to give an inherent impression on customer memory, customers are more likely to remember the brand when they make a purchase decision. From the results of the questionnaire obtained related to the creativity of the advertisement that Spotify broadcasts through some social media, there is one item of the statement that has the highest average score of 4.21 or said "Very Influential". With the item of "Creativity of Spotify Ads has the right purpose". It is supported by the Spotify advertisement on YouTube that displays the situation during public transportation with crowded conditions but one can still enjoy by listening to music using Spotify. The influence of advertising creativity on student purchasing decisions at the Muhammadiyah University of Greece, can be seen after the creativity of the advertisement presented by Spotify by presenting a unique and interesting message about the Spotify app that aims to support the purchasing decision on the premium service Spotify. The results of this study from the dissemination of the questionnaire carried out there is also a statement stating that "Spotify Ads displayed unexpectedly or out of the box" has an average rating of 4.10 which is in the second highest position which means with the characteristics of respondents aged 19-25 years old they tend to be interested in advertising models that attract attention not with the advertising model by merely conveying information through writing or words alone. Unique forms of advertising promotions tend to be easy to attract customers so customers can learn more quickly about the Spotify app and the offered subscription packages. The creativity of the advertisement that Spotify presents with various modes or conditions such as those that can be found on YouTube such as conditions when in public transportation, being in the condition of dedication on all the advertisements that are displayed Spotify delivered taglines which can be remembered easily and become a characteristic.

Impact of E - Service Quality (X3) on Purchase Decisions (Y)

The results of this study show that the result of the regression equation $b_3 = 0.206$ that indicates that the variable e - service quality has a positive influence on the purchase decision, the better the quality of the service then the result the higher the service quality. (Nurmanah & Nugroho, 2021) e - service quality is how a company can provide a broader quality of service by leveraging electronics through advances in technology and information. The results of the study showed the result of the t test variable e - service quality, obtained a t count value of $1,479 < t_{table} = 1,66023$ with a significance value of 0,142 or above 0,050 ($0,142 > 0,050$) so that the hypothesis 3 was rejected then there was no significant influence related to e - service quality on the decision to purchase Spotify premium at Muhammadiyah Gresik University. It suggests that respondents

have over-consideration or there are other factors that influence their purchase decisions on Spotify premium.

From this study it can be found that E-Service Quality has a positive influence on purchasing decisions on Spotify premium but not significantly in affecting customers. The results are also in line with the research (Herdiyani & Suyanto, 2022) e - service quality variables have no positive and significant influence on purchasing decisions. With the characteristics of respondents aged 19-25 years where the age of e-service quality turned out not to be an important consideration in using the services of Spotify. Statements on the questionnaire conducted by this study related to e-services quality found one that has the lowest average namely that "Spotify features provide user convenience", from which the ease perceived by students when using the Spotify application is not a supportive factor in making a decision to make a purchase. Other factors that can more influence students to make purchases such as affordable subscription prices, available music preferences, listening to music without ad interference that enables students to be supportive of making purchases. Align with the statement (Anggoro, 2020) bahwa yang menjadi faktor dasar seseorang dalam pemilihan faktor premium aplikasi streamer music yaitu cost, available options and media options. Hal ini juga didukung dengan pernyataan pada variabel ini dengan pernyataan "Mendengarkan musik dengan Spotify premium bebas dari iklan" memiliki nilai rata-rata aling tinggi, dari hasil That one of the basic factors in the selection of premium streamer music apps is cost, available options and media options. It is also supported by the statement on this variable with the statement "Listening to music with Spotify premium free of advertising" has an average rating rather high, of such results means students of Greek Muhammadiyah University pay more attention to the perceived benefits to support them making purchasing decisions. (Octaviana, 2022) One of the e-service quality that has been done by Spotify is by listening to music without advertising, making it easier for potential users as well as their users in terms of the operation of the Spotify application.

Impact of Perceived Value (X4) on Purchase Decisions (Y)

The results of this study show that the result of the regression equation $b_4 = 0,066$ that shows that the perceived value variable has a positive influence on the purchase decision, the more perceived value obtained by the user then the higher the Spotify premium purchase decision because the user has already felt the benefits that Spotify provides. (Baskoro, 2021) Perceived value is the judgment of a consumer regarding the overall usefulness of a product based on the perception of what they issue and what they receive, so the perceived value becomes the basis of important considerations in the purchase decision. The results of the study showed that the result of the test t variable perceived value, obtained a count t value of $4,672 > t \text{ table} = 1,66023$ with a significance value of 0,000 less than 0,050 ($0,000 < 0,050$) so that the hypothesis 4 was accepted then there was a significant influence related to perceived value on the decision of purchase of Spotify premium at Muhammadiyah University of Greece. It shows that Spotify provides a facility that satisfies its users so that users feel that getting a profit is equivalent to the cost that users incur.

The results are in line with the research. (Haryanti & Iskandar, 2022) Perceived value variables have a significant influence on purchasing decisions. When a consumer has a high perceived value on a product, it can cause the consumer to make a future re-purchase which will result in a purchase decision on the product. Out of the questionnaire results distributed by the respondents related to the perceived value variable there is one item of the statement that has the highest average of 4,57 or is meant "Very Influential" that is the item that states that "The availability of features and quality of Spotify is able to make me to do a re-buy". This means that students of Muhammadiyah University of Greece are no longer hesitant to make purchases on Spotify because they have felt what they issued compared to what they felt.

What consumers perceive refers to the overall judgment of the consumer about the utility of a product or service, which is determined by consumer perceptions of what is to be received and

given (Pratama *et al.*, 2022). Spotify tries to provide things – new things like always updating music – new music the artist releases, creating features – features that match its current trends as it did by the end of this year Spotify introduced wrapped features (one feature for Spotify users that can create a compilation of songs that users have been listening to throughout the year) that contain a collection of songs, artists and podcasts that are often used over the last year by its users with features – new features so that users do not feel disappointed about what they are releasing with what they get. With the characteristics of respondents aged 19 to 25, they tend to like everything that's trending or up-to-date and can do anything they like to fit their own character. The Spotify service experienced by students of Greek Muhammadiyah University with the availability of music playlist features can be made according to the wishes of students feel what they're out compared to what they get, proved by the statement on the questionnaire spread statements on the perceived value variable "Music playlist on Spotify can be created as desired" has the second highest average value which means that the characteristics of respondents in this study will take into account how much profit they will get with what they will be out. From the results of this research, Spotify was able to provide its services in accordance with what was expected or expected by the students of Muhammadiyah University of Greece.

CONCLUSION

Based on the results of research and discussions related to the influence of visual marketing, advertising creativity, e-service quality, and perceived value on premium service purchasing decisions, Spotify obtained the result that visual merchandising variables and service quality variables have a positive but non-significant influence, while advertising creative variables, and perceptible value influence positive and significant. Given that the free variables in this study are crucial in influencing the decision to purchase Spotify Premium, it is expected that the results of this study can be used as a reference for future researchers by considering other variables that are other than the variables already included in this research as well as using different objects from this study. The researchers also suggested a new approach to solving the problem of paid music streaming services. The results of this research are expected to provide valuable guidance or input for practitioners in the music streaming services industry to pay more attention to more effective steps ahead.

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