

CHAPTER IV

SUMMARY AND RECOMMENDATION

The pursuit of knowledge ultimately leads to the final chapter of this research, fundamentally this last chapter contains the conclusions drawn from the findings and discussions previously presented in earlier chapters, the material presented here is intended to provide a more concise yet substantial summary in accordance with established academic principles, the description related to the summary and recommendations is structured as presented in the paragraph below:

4.1 Summary

To provide a substantial evidence analysis regarding the influence of e-service quality and perceived value on customer loyalty with customer satisfaction as mediation variable, summary of the research that has been conducted, the following texts are conducted to ensure :

4.5 E-Service Quality variable has a negative and insignificant influence on the Customer Loyalty variable. This demonstrates that elements namely, fulfillment, efficiency, availability, privacy, and responsiveness are not essential factors for directly enhancing customer loyalty. It indicates that e-service quality requires other variables to strengthen its relationship with customer loyalty. The inability to foster loyalty may be influenced by the fact that many users utilize Spotify's free version, where the services experienced by customers are limited and may not fully meet their expectations and needs.

4.6 The E-Service Quality variable has a positive and significant influence on

Customer Satisfaction. Indicate that elements such as responsiveness, privacy, efficiency, availability, and fulfillment are indeed essential for enhancing customer satisfaction, highlighting that customer satisfaction is suitable as a mediating variable in the relationship between e-service quality and customer loyalty. Loyalty may be formed particularly among premium users, as they pay for enhanced features and content that improve their overall experience. Additionally, the loyalty tendency of a customer helps them to be more resistant to price sensitivity.

4.7 The Perceived Value variable has a positive and significant influence on Customer Loyalty. Elements such as utilitarian, hedonic, and social value contribute to increasing customer loyalty, because users who perceive significant benefits would develop a constant loyalty, indicating that perceived value has a favorable impact on customer loyalty.

4.8 The Perceived Value variable has a positive and significant influence on Customer Satisfaction. Elements such as hedonic, social and utilitarian value contribute to enhancing the satisfaction of the customer, proving that a positive effect of perceived value on customer satisfaction.

4.9 The Customer Satisfaction variable has a positive and significant influence on Customer Loyalty, meaning that customer satisfaction directly affects customer loyalty, implying that when customer expectations are fulfilled through services, satisfaction is created and contributes to long-term customer loyalty.

4.10 With mediation of customer satisfaction variable e service quality

were able to have a positive and significant influence on customer loyalty. Conclude that e service quality able to effect customer loyalty indirectly with the help of customer satisfaction as variable that strengthen the relationship between them. Demonstrating customer satisfaction can fully mediate correlation between them.

4.11 With mediation of customer satisfaction variable perceived value also able to have a positive and significant effect on customer loyalty. Confirming that Perceived value also raise the satisfaction from customer, that leads to loyalty of customer. This is how perceived value indirectly influences customer loyalty with the help of customer satisfaction. Demonstrating that customer satisfaction partially mediated two variables, because previously perceived value also able independently sustain a positive and significant relationship with customer satisfaction according to point 4.7.

4.2 Recommendation

For the benefit of future research and broader used in some field, the several suggestion that can be useful for consideration are suggested as follows:

1. Academic Aspect

Emphasizing the usefulness of SEM-PLS model in evaluating the mediation effect of customer behavior variables, each relationships can be expanded in future study to examine how associations alter under various circumstances by adding more variables like E-Trust, Customer Experience, or Consumer's Repurchase Intention.

Future studies can examine various consumer categories based on factors like region, wealth, or age rather than general users for more detailed segmentation of demographics, to extend the samples representative better to use a bigger and randomly chosen sample for more valid result

2. Practical Aspect

Create a high standard for e service quality that concentrate on improving the personalization approach using the data analysis, boosting the technical performance such as : system stability, ease of use while doing payment, immediate response from call center regarding customer complain, simple design navigation to enhance the customer satisfaction and their loyalty.

Boosting the perceived value to strengthen the positive belief regarding the Spotify image to customer, incorporate tools for evaluating services, carry out frequent satisfaction surveys, and address complaints right away.

Giving rewards for loyal customer with exclusive features and offerings that can gather the most loyal customer of Spotify increasing their interaction with others, to increase the sales and deals from loyal customer in long term retention. Maintaining the business.

3. Managerial Aspect

With the growing involvement of AI in Spotify's content creation, it is hoped that Spotify's management will utilize AI responsibly and strategically, recognizing that certain aspects of digital services still require a significant degree of human touch. Human involvement should not be completely eliminated, particularly in a service business where personalization and

individual user experiences are central to the value proposition. Large-scale layoffs aimed at increasing operational efficiency should be carefully evaluated, as reducing human resources without considering the potential impact on service performance may negatively affect the quality of the customer experience.

The consequences of such workforce reductions can be observed in several areas, including the emergence of content designs that appear illogical, the use of language and terminology that do not align with the context of users' music preferences, and the production of AI-generated content that lacks authenticity and personalization. These issues have contributed to customer dissatisfaction, as evidenced by numerous complaints and negative reactions shared across social media platforms. Therefore, Spotify should strive to achieve a balanced integration between artificial intelligence and human expertise. Finding a sustainable middle ground where AI and human resources collaborate effectively is essential. Such a balance would allow Spotify to benefit from the efficiency and scalability offered by AI while simultaneously maintaining the creativity, contextual understanding, and emotional intelligence that only human contributors can provide. Ultimately, success should not be measured solely through cost reduction and content production efficiency, but also through the creation of high-quality experiences that generate positive customer feedback, enhance satisfaction, and fulfill the expectations users have toward Spotify's personalized services.