

Influence Brand Experience, Viral Marketing and Brand Image to Brand Loyalty to Service Users Streaming Spotify in Indonesia

Lawrence Philip¹, Theresia Pradiani², Fathorrahman³

Asian Institute of Technology and Business Malang^{1.2.3}

Jl. Soekarno Hatta Jl. Rembeksari No.1 A, Mojolangu, Lowokwaru, Malang City, East Java, 65113, Indonesia

E-mail: lawrence@gmail.com, thdiani12@gmail.com, faturrahman@asia.ac.id



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Abstract

The development of a competitive music streaming application industry has an impact on the company's success with a focus on brand loyalty. This study aims to understand the effect of brand experience, viral marketing, and brand image on Spotify user loyalty in Indonesia. A quantitative approach was used by involving 100 Spotify user respondents aged 18-50 years, who use Instagram, through a purposive sampling technique. Primary data was collected through a questionnaire with a five-point Likert Scale. Data analysis used multiple linear regression with IBM SPSS version 26. The findings show that brand experience and viral marketing have no positive effect on brand loyalty. However, brand image has a positive influence. Therefore, it is advisable for companies to enhance features and apply conventional marketing strategies to improve brand experience and achieve better brand loyalty.

Keywords: Brand Experience, Music Streaming Application Industry, Spotify, Quantitative Approach, Multiple Linear Regression, Viral Marketing.



1. Introduction

The music industry has undergone significant paradigmatic changes in the last few decades. Radio was previously the main source of listeners, but with limitations in the selection of songs. Physical ownership such as cassettes, CDs, or vinyl is required for the freedom to choose songs. However, streaming technology has changed the way listeners enjoy their favorite music without restrictions. Streaming services allow access to vast music collections without physical ownership. The concept of owning a personal music collection morphed into a model of renting music for a monthly subscription fee, forcing the music industry to adapt to this change. Global music revenue in 2021 is dominated by services streaming, which accounts for about 65% of total revenue, while sales of physical music such as cassettes, CDs and vinyl records are in second place[1]. The use of model streaming has been the start of a new paradigm in the music industry. This paradigm is changing the way music listeners interact with music content[2].

Spotify's subscriber share continues to grow along with the increase in the number of users. In an increasingly tight music streaming market with new competitors and technological developments, Spotify needs to create brand loyalty to strengthen its position. Previous research has shown that brand loyalty on Spotify formed via brand experience which is fun[3]. Other research concluded that brand experience does not make a significant contribution to building Spotify user loyalty[4]. Therefore, Spotify needs to develop other strategies to strengthen brand loyalty and maintain its position in the competitive music streaming industry.

Previous research revealed that strategy viral marketing that Spotify implements, such as its year-end "Spotify Wrapped" program, is a contributing factor to brand loyalty user. "Spotify Wrapped" is an interesting annual music report and users are invited to share it on personal social media. The program enjoys high levels of participation and visibility on social media, and research supports that viral marketing in the form of "Spotify Wrapped" has a significant impact on brand loyalty[5]. This program is an example of success in viral marketing, where users can barely miss "Spotify Wrapped" in their social media feeds for a week at least.

Research shows that brand image be a key factor in building brand loyalty Spotify users. An attractive design with attractive color combinations creates a fun, hip, and youthful image, in contrast to their biggest competitor, Apple Music, which uses a minimalist design with stark and cold white colors[6]. This fun, hip and youthful image has had a significant influence on influencing users and boosting brand loyalty. Previous research also supports that brand image contributes positively to brand loyalty because people tend to stay loyal to brand with the image that has been formed[7].

Music streaming service market in Indonesia is very competitive, with many big players such as Spotify, Apple Music, Joox, and others competing to attract users. In this context, understanding the factors that influence user loyalty is key to maintaining market share and business growth[8]. Brand experience, which includes user interactions with Spotify services, can shape user perceptions of the brand. Positive experiences, such as an easy-to-use user interface and presentation of relevant content, can increase user satisfaction and their loyalty to Spotify[9]. In the era of social media, viral marketing and recommendations from friends and family have a big influence[10]. If Spotify users are satisfied with the service, they will probably talk about it on social media or recommend it to others. This can be an important factor in attracting new users and retaining existing ones[11].

Spotify's brand image, such as a modern, innovative, or freedom-oriented brand image, can be a differentiation factor that makes it stand out among its competitors[12]. Users who feel connected to Spotify's values and image may be more inclined to stick with the service[10]. User loyalty contributes to sustainable revenue for music streaming services. Loyal users tend to pay a monthly subscription and stay with the service for a longer period of time. This helps create stable income for the company. Indonesia is a fast-growing market for music streaming services[13]. Winning and retaining users in this market has the potential for significant growth for Spotify. Therefore, understanding what drives user loyalty in Indonesia is strategic.

2. Research Method

2.1 Research Approach

In the study entitled "The Influence of Brand Experience, Viral Marketing and Brand Image on Brand Loyalty to Spotify Streaming Service Users in Indonesia", a quantitative method was used. Quantitative research makes use of numbers in data collection, interpretation, and presentation[14]. The variables used include brand experience, viral marketing, brand image, and brand loyalty to Spotify users. Observations were made through surveys with population sampling and questionnaires as data collection tools. Data was collected through a questionnaire with a five-point Likert scale and will be tested statistically to obtain accurate research results.

2.2 Population and Sample

This study uses a quantitative method with sampling as a representation of the population of Spotify users in Indonesia. The sample was selected using a purposive sampling technique based on criteria such as active Spotify users, Instagram social media users, and aged 18-50 years because more than half of listeners come from ages 18 – 24 years (51%), then ages 25 – 19 years (20%) (Katadata, 2022). However, the total population of Spotify users in Indonesia cannot be ascertained because Spotify has not released data on the number of subscribers. Therefore, a sample of 100 respondents from random purposive sampling was selected based on Cooper and Emory's recommendations to ensure accurate estimates in this study[15].

2.3 Data Collection

In this study, primary data was obtained through the use of a questionnaire using a five-point Likert scale. The questionnaire was distributed online via the Google Form platform. This primary data was collected directly from research respondents to obtain information about their perceptions and responses to the variables studied, namely brand experience, viral marketing, brand image, and brand loyalty among Spotify users in Indonesia. In addition, secondary data is also used in this study. Secondary data is data obtained from other sources such as scientific journals, books, published data, interviews, and observations of Spotify users[16]. The use of secondary data in this study aims to obtain a comprehensive and in-depth picture of the influence of brand experience, viral marketing, and brand image on brand loyalty among Spotify streaming service users in Indonesia.

2.4 Data Analysis Method

a. Validity test

Validity is a measure that shows the level of validity of an instrument. An instrument is said to be valid if it is able to measure what is desired in expressing data from the variables studied appropriately[17]. The test is carried out by correlating the score of each question with the total score of the variable or construct (correlation between items – total correlation) with the following criteria: If correlated items – total correlation > 0.3 , then the instrument items are declared valid and if correlated items – total correlation < 0.3 , then the instrument item is declared invalid.

b. Reliability Test

Reliability reflects an instrument that can be relied upon to be used as a data collection tool because the instrument is good enough. A questionnaire is considered reliable if individual responses to statements are stable and consistent[18]. If a measuring device gives results that are not different or relatively consistent, then the measuring device is reliable. Reliability testing can be done after all questions are valid. To test reliability, the Cronbach's alpha method is used with a coefficient between 0 and 1. The test criterion is if the Cronbach's alpha value is more than 0.6 ($\alpha > 0.6$), then it indicates that the measure used is reliable.

2.5 Classic assumption test

a. Multicollinearity Test

The multicollinearity test is a test conducted to confirm whether there is a relationship between the independent or independent variables in a regression model[19]. The purpose of

this test is to check whether there is a relationship or not between the independent variables in the regression model. Stated that if there is perfect multicollinearity in the regression model, then even though the regression coefficient has a limited value, the standard deviation will be large. This indicates that the coefficients cannot be estimated accurately. The indicators used to test the presence of multicollinearity are VIF and Tolerance values[20]. These two indicators are very important for researchers to determine whether there is an intercorrelation between the independent variables. If the VIF value is less than 10 and the Tolerance value is more than 0.01, it can be concluded with certainty that there is no multicollinearity problem.

b. Heteroscedasticity Test

The heteroscedasticity test was carried out by observing the scatter plot pattern resulting from data analysis using SPSS. If the scatter plot shows a certain pattern, then the regression model has heteroscedasticity. The existence of heteroscedasticity indicates that the estimator in the regression model is not efficient on large or small samples. However, if there is no clear pattern and the points are randomly scattered above and below zero on the Y axis, it can be concluded that there is no heteroscedasticity[20].

c. Normality test

Normality testing is to check whether the regression model, dependent variable, and independent variable have a normal distribution or not. To determine whether the data distribution is normal or not, it is done by examining the normal probability plot which compares the cumulative distribution of the normal distribution[21]. The normal distribution will form a straight diagonal line, and the data will be compared with the diagonal line. Stated that if the data distribution is normal, then an accurate data representation will follow a diagonal line. The simple statistical test used to check normality in this study is the Kolmogorov-Smirnov test. The method for determining whether the data distribution is normal or not is done by examining the significance value, if the significance is greater than 0.05, then the regression data has a normal distribution.

d. Multiple Linear Regression Test

Hypothesis testing can be done using multiple regression tests. In conducting regression analysis, a regression equation is needed to find the value of the dependent variable based on the known value of the independent variable[22]. Regression analysis is generally used for forecasting purposes, where there is one dependent variable and one or more independent variables in the model. Multiple regression will be applied if there is one dependent variable and two or more influential independent variables.

2.6 Hypothesis testing

Partial Significance Test (t test) In this phase a test is carried out to determine whether each independent variable partially has a significant effect on the dependent variable. The results of the partial test (t test) are used as a basis for drawing conclusions whether the hypothesis in this study is accepted or not[23]. A variable is considered to have a positive and significant influence if the significant value is less than 0.05 and if the t count is more than t table and is positive. The higher the t count indicates the greater the effect of the independent variable on the dependent variable.

2.7 Determination Test

Analysis of the coefficient of determination (R²) The coefficient of determination, represented by R², measures the extent to which the independent variables in the regression model are able to explain the variation in the dependent variable[24]. The correlation coefficient test was carried out to evaluate the combined contribution of the independent variables to the dependent variable. If R² reaches 0, the independent variable has no effect on the dependent variable (0%). Conversely, if R² is 1, it indicates that the dependent variable is fully influenced (100%) by the independent variable being studied. The determination of R² is based on the adjusted R² which shows how well the independent variable explains the variation in the dependent variable. A low adjusted R² value indicates a weak ability to explain the dependent

variable, while a value close to 1 indicates a strong predictive ability of the independent variable on the dependent variable[25]).

3. Findings

3.1 Multiple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.205	2.630		1.219	.226		
	Brand Experience	.125	.109	.112	1.139	.257	.534	1.874
	Viral Marketing	.030	.064	.042	.476	.635	.668	1.497
	Brand Image	.537	.085	.610	6.314	.000	.552	1.812

a. Dependent Variable: Brand Loyalty

Figure 1. Multiple Linear Regression Model

From the table above, the results of the following multiple linear regression models can be seen

$$Y=3,205+0,125X1+0,030X2+0,537X3+e$$

Based on this model, it can be explained that:

1. The constant value is 3.205, which means that if the coefficient value *brand experience* (X_1), *viral marketing* (X_2), and *brand image* (X_3) equals 0, the value *brand loyalty* (Y) will be 3.205.
2. The brand experience regression coefficient (X_1) of 0.125 indicates that each change of one unit in the brand experience variable will cause a change of 0.125 in the brand loyalty variable (Y), assuming the coefficient values of the viral marketing (X_2) and brand image (X_3) variables remain constant. Positive values indicate a consistent relationship. If brand experience increases, brand loyalty will also increase, and conversely if brand experience decreases, brand loyalty will also decrease.
3. The viral marketing regression coefficient (X_2) of 0.030 indicates that each change of one unit in the viral marketing variable will cause a change of 0.030 in the brand loyalty variable (Y), assuming the coefficient values of the brand experience (X_1) and brand image (X_3) variables remain constant. Positive values indicate a consistent relationship. If viral marketing increases, brand loyalty will also increase. Conversely, if viral marketing decreases, brand loyalty will also decrease.
4. The brand image regression coefficient (X_3) of 0.537 indicates that a one-unit change in the brand image variable will result in a 0.537 change in the brand loyalty variable (Y), assuming the coefficient values of the brand experience (X_1) and viral marketing (X_2) variables remain constant. Positive values indicate a unidirectional relationship. If the brand image increases, brand loyalty will also increase. Conversely, if the brand image decreases, brand loyalty will also decrease.

3.2 Coefficient of Multiple Determination (R^2)

Analysis of the coefficient of determination (R^2) in this study was carried out to determine the contribution *brand experience* (X_1), *viral marketing* (X_2), and *brand image* (X_3) to *brand loyalty* (Y). The coefficient of multiple determination values obtained from data processing with the SPSS 26 program are as follows:

Table 2. Coefficient of Multiple Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	711	505	490	2.89177

- a. Predictors: (Constant), Brand Image, Viral Marketing, Brand Experience
- b. Dependent Variable: Brand Loyalty

Source: Appendix 10

Based on the table, the R Square value is 0.505 (50.5%) or in other words *brand experience* (X_1), *viral marketing* (X_2), and *brand image* (X_3) affect *brand loyalty* (Y) of 50.5%.

Table 3. Test Results t

Variable	t-count	t-table	Themselves
Brand Experience	1.139	1.985	0.257
Viral Marketing	0.476	1.985	0.635
Brand Image	6.314	1.985	0.000

Based on the results of calculating the t-count in Table 3. a comparison can be made as follows:

- a. *Brand experience* (X_1) partially has no positive effect on *brand loyalty* (AND_1) because the t-count is smaller than the t-table, namely $1.139 < 1.985$ so H_1 is not accepted.
- b. *Viral marketing* (X_2) partially has no positive effect on *brand loyalty* (AND_1) because the t-count is smaller than the t-table, namely $0.476 < 1.985$ so H_2 is not accepted.
- c. *Brand image* (X_3) partially has a significant positive effect on *brand loyalty* (AND_1) because the t-count is greater than the t-table, namely $6.314 > 1.985$ so H_3 is accepted.

3.3 Discussion

Influence *brand experience* to *brand loyalty*

Brand experience did not appear to have a positive effect on *brand loyalty*. The results of the t test show a significance value that is greater than 0.05, namely 0.257. The positive regression coefficient indicates a positive relationship between the two. This finding does not support the research hypothesis and is consistent with previous research by Dewi (2021) and Pranadata (2017), which also shows that *brand experience* not significant to *brand loyalty*. However, the results of this study are different from the research by Sahinet *al.* (2011) and Mohammad (2017), who found a significant effect between *brand experience* and *brand loyalty*. In this study, sensory indicators, particularly audio quality, were a weak factor. The audio quality from Spotify was not considered the best by respondents, who tended to choose a neutral response to statements about Spotify's Hifi audio quality. This factor reduces the significance *brand experience* in building *brand loyalty* users of the Spotify brand.

Influence *viral marketing* to *brand loyalty*

Viral marketing does not have a significant positive effect on *brand loyalty*. The results of the t test show a significance value that is greater than 0.05, namely 0.635. The positive regression coefficient indicates a positive relationship between the two. These findings do not support the research hypothesis which states that *viral marketing* positive effect on *brand loyalty*, who also found that *viral marketing* no direct impact on *brand loyalty*, which found a significant effect between *viral marketing* and *brand loyalty*. Spotify has used *viral marketing* via the "Spotify Wrapped" feature and sharing *playlist* users on social media. However, there are respondents who do not understand the concept of "Spotify Wrapped" and are not familiar with

this feature. Informal communication through social media, such as Instagram, is a weak indicator *viral marketing*, with some users not using the Spotify service based on information they find on social media Instagram. Although *viral marketing* Spotify managed to build *brand image* interestingly, this does not directly affect *brand loyalty* users against Spotify.

Influence *brand image* to *brand loyalty*

Brand image has a significant positive effect on *brand loyalty*. The results of the t test show a significance value that is smaller than 0.05, namely 0.000. The positive regression coefficient indicates a positive relationship between the two. These findings support the research hypothesis which states that *brand image* positive effect on *brand loyalty*., which also found a significant positive effect between *brand image* and *brand loyalty*. *Brand image* which can positively influence consumer preferences and purchasing decisions, as well as increase user loyalty to the brand. Consumers tend to choose brands with positive images and in accordance with their values. The majority of respondents agreed that Spotify has a uniquely good brand as a service *streaming* legal music with a collection of music that *up-to-date*. Spotify is also considered to have good service quality by offering free services. Overall, Spotify has a very positive brand image and is a market leader in the service industry *streaming* music.

Implications

Based on the conclusions obtained from the results of this study, an understanding was obtained showing the influence of *brand experience*, *viral marketing*, and *brand image* to *brand loyalty* for Spotify users in Indonesia. First, *brand experience* no positive effect on *brand loyalty*. For Spotify, providing a positive brand experience alone is not enough to keep customers coming back. Instead, Spotify should focus on creating *brand experience* a holistic one that includes yang elements *tangible* nor *in tangible*. This could include things like providing audio quality music services, recommendation algorithms and tools *music discovery* the best, excellent customer service, offering a variety of features and facilities tailored to user needs such as ease of payment, ease of stopping or continuing a subscription, ease of finding these features in the Spotify application, providing *loyalty points* to customers who can provide incentives to users to continue to subscribe, and to continue to innovate to continue to create *brand experience* the strong one. Second, *viral marketing* no positive effect on *brand loyalty*. For Spotify, create a *viral marketing* alone is not enough to raise a *brand loyalty*. Spotify should take note of that *viral marketing* what they have done must be right on target and in accordance with their target market and provide additional benefits to customers. This can include providing discounts and holding competitions with prizes. This will help convert users who are successfully attracted by *viral marketing* to be a loyal customer. Third, *brand image* positive effect on *brand loyalty*. That is, the brand owns *brand image* the stronger are more likely to retain customers. A strong brand identity can help foster customer trust and loyalty. Therefore, Spotify needs to focus on developing *brand image* a strong and holistic brand experience that includes elements of tangible and intangible. Spotify must define its brand identity clearly. This includes the values, messages, and brand image they want to convey to users. A strong brand identity will help users identify and connect with the brand. In developing a brand image, consistency and authenticity are key. A strong brand image must be reflected in every interaction with users and in all aspects of Spotify's business. This will help increase brand loyalty and keep customers coming back for more.

4. Conclusion

Based on the research findings, the conclusions of this study can be summarized as follows: Firstly, brand experience was found to have no significant positive effect on brand loyalty for Spotify users. This implies that the user experience while using Spotify does not significantly influence their loyalty to the brand. Secondly, viral marketing was also found to have no positive effect on brand loyalty, suggesting that Spotify's viral marketing methods may not effectively foster user loyalty. Thirdly, a positive relationship was established between brand image and brand loyalty, indicating that a stronger brand image can lead to increased loyalty among Spotify users. In light of these conclusions, several recommendations can be offered to various stakeholders interested in the study's outcomes. Firstly, it is advisable for Spotify to enhance

the audio quality it offers, as improved audio quality can enhance the overall user experience. Additionally, Spotify should refine its application design to make features more accessible and integrate with other social media platforms for broader exposure. Effective socialization of concepts like "Spotify Wrapped" should also be prioritized to engage users in viral marketing campaigns. Future researchers are encouraged to explore additional independent variables that may influence brand loyalty and consider diverse research subjects for a more comprehensive analysis. Lastly, future research should aim for more diverse participant demographics and expand beyond a single location to increase the generalizability of results.

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