

ABSTRACT

One of the most popular mobile applications in Indonesia today in streaming music application services is Joox, which provides legal music entertainment that can be enjoyed streaming or online. The development of streaming music applications makes it mandatory for every streaming music application provider to continuously make various efforts to increase user satisfaction to maintain customer loyalty.

The purpose of this study was to determine the effect of e-servicescape and personalization on customer loyalty which is mediated by customer satisfaction and customer stickiness in users of the Joox application in Indonesia.

This research is a quantitative study with a correlation approach. The population of this study were users of the Joox application in Indonesia in the last 6 (six) months. Based on calculations using Slovin, a sample of 400 respondents was obtained. The analytical method used in this research is SEM-PLS.

Based on the results of data processing, it is known that Customer Satisfaction has a positive effect on Customer Loyalty, Customer Satisfaction has a positive effect on Customer Stickiness, Customer Stickiness has a positive effect on Customer Loyalty, E-Servicescape has a positive effect on Customer Satisfaction, E-Servicescape has a positive effect on Customer Stickiness, Personalization has a positive effect on positive effect on Customer Satisfaction, and Personalization has a positive effect on Customer Stickiness.

The conclusion of this study is that all independent variables have a positive effect on the dependent variable. In addition, the effect of e-servicescape and personalization on Customer Satisfaction is 53.7%. The effect of e-servicescape, personalization, Customer Satisfaction and Customer Stickiness variables on Customer Loyalty is 68.3%. The effect of e-servicescape, personalization, and Customer Satisfaction variables on Customer Stickiness is 51.9%.

Keywords: *E-Servicescape, Personalization, Customer Satisfaction, Customer Stickiness, Customer Loyalty*