ABSTRACT

The rapid development of digital music applications in Indonesia is an opportunity for digital music application providers to meet the needs and desires of the community. One of them is the Spotify app. The problem is based on more Spotify Freemium users than Spotify Premium and the start of many new digital music applications that began emerging, this is a challenge to Spotify in increasing repurchase intention. So this research aims to find out and analyze the influence of perceived value and perceived quality on the repurchase intention of Spotify premium application in Bandung.

The research methods used in this research are quantitative methods with descriptive types of research. Sampling is done with nonprobability sampling technique used is purposive sampling with the number of 400 respondents of Spotify application users in Bandung. While the data analysis techniques used are descriptive analysis and multiple linear regression analysis.

The results of the study based on descriptive analysis for perceived value variables are already in the category of very good at 89%, perceived quality variables are already in the category of very good by 88%, and the repurchase intention variable is already in the category of very good by 89%. Perceived value and perceived quality had a positive and significant effect on repurchase intention with a magnitude of 48.1% and the remaining 51.9% was influenced by other factors not studied.
Keywords**: **Perceived Value, Perceived Quality, Repurchase Intention