

**THE EFFECTIVENESS OF PERSONALIZED CAMPAIGNS IN DRIVING
CUSTOMER SATISFACTION AND BRAND LOYALTY AMONG GEN-Z MUSIC
STREAMING APP USERS IN JAKARTA**

Nelvina Ivana^{1*}, Usep Suhud², Meta Bara Berutu³

^{1,2,3}Universitas Negeri Jakarta

Email: nelvinavana@gmail.com¹, usuhud@unj.ac.id², metabara@unj.ac.id³

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh personalization, social influence, dan information quality terhadap customer satisfaction dan brand loyalty, serta pengaruh customer satisfaction terhadap brand loyalty pada pengguna Spotify Generasi Z di Jakarta, khususnya dalam konteks personalized campaign Spotify Wrapped. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui kuesioner daring yang disebarkan kepada 249 responden yang memenuhi kriteria penelitian menggunakan teknik purposive sampling. Populasi penelitian mencakup pengguna aplikasi Spotify dari kalangan Generasi Z yang berdomisili di Jakarta. Analisis data dilakukan dengan bantuan SPSS versi 25 untuk analisis deskriptif dan AMOS versi 24 untuk pengujian model Structural Equation Modeling (SEM) serta pengujian hipotesis. Hasil penelitian menunjukkan bahwa personalization positively impacts customer satisfaction, tetapi tidak positively impacts brand loyalty. Social influence dan information quality terbukti positively impacts customer satisfaction dan brand loyalty. Selain itu, customer satisfaction tidak menunjukkan pengaruh positif terhadap brand loyalty. Temuan ini memperkaya literatur pemasaran digital terkait efektivitas kampanye berbasis personalisasi serta memberikan implikasi praktis bagi pengelola platform streaming dalam merancang strategi pemasaran yang lebih relevan bagi Generasi Z guna meningkatkan kepuasan dan loyalitas pengguna.

Kata Kunci: Personalisasi, Pengaruh Sosial, Kualitas Informasi, Kepuasan Pelanggan, Loyalitas Merek.

***Abstract:** This study aims to analyze the influence of personalization, social influence, and information quality on customer satisfaction and brand loyalty, as well as the effect of customer satisfaction on brand loyalty in the context of Generation Z Spotify users in Jakarta, particularly through the personalized campaign of Spotify Wrapped. A quantitative research method was employed by distributing online questionnaires to 249 respondents who met the research criteria using a purposive sampling technique. The population of this study consisted of Generation Z Spotify users residing in Jakarta. Data analysis was conducted using SPSS version 25 for descriptive analysis and AMOS version 24 for Structural Equation Modeling (SEM) and hypothesis testing. The results indicate that personalization has a positive effect on customer satisfaction but does not have a positive effect on brand loyalty. Meanwhile, social influence and information quality were found to have a positive effect on both customer*

satisfaction and brand loyalty. Furthermore, the findings reveal that customer satisfaction does not have a positive effect on brand loyalty. Accordingly, this study contributes to the digital marketing literature regarding the effectiveness of personalized campaigns in shaping user satisfaction and loyalty on music streaming platforms, as well as providing practical implications for platform managers in designing more targeted personalization-based marketing strategies for Generation Z users to enhance user satisfaction and loyalty.

Keywords: *Personalization, Social Influence, Information Quality, Customer Satisfaction, Brand Loyalty.*

INTRODUCTION

The digital acceleration of the 21st century has fundamentally reshaped consumer behavior, particularly within Indonesia's entertainment sector, which now records an internet penetration of 212 million users. Intense competition among music streaming services has compelled platforms to integrate big data and artificial intelligence into their marketing frameworks. Consistent with the Marketing 5.0 paradigm, personalization has emerged as a pivotal element in fostering emotional engagement and enhancing consumer perceived value (Obiegbu & Larsen, 2024). Spotify, as a global market leader, has successfully capitalized on this trend through its annual "Spotify Wrapped" campaign, which effectively merges storytelling with social shareability. Despite the massive cultural phenomenon surrounding Spotify Wrapped, academic literature specifically examining the strategic impact of this feature on long-term brand loyalty remains remarkably scarce. Most prior studies have focused on general user experiences without dissecting the specific marketing stimuli generated by the campaign. To address this research gap, the present study employs the Stimulus-Organism-Response (SOR) framework to analyze how personalization, social influence, and information quality serve as external stimuli that trigger customer satisfaction (organism), ultimately leading to brand loyalty (response). The research focuses on Generation Z in Jakarta, a demographic that dominates Spotify's user profile in the capital city. Consequently, this study aims to provide profound insights into the effectiveness of digital campaign attributes in sustaining consumer loyalty within the modern era.

LITERATURE REVIEW

1. Theoretical and Conceptual Background

This study adopts the Stimulus-Organism-Response (SOR) model (Mehrabian & Russell,

1974), specifically as refined for digital environments (Naqvi & Jiang, 2020). The framework posits that environmental stimuli trigger an individual's internal psychological state (organism), which subsequently dictates behavioral outcomes (response). In this context, personalization, social influence, and information quality within Spotify Wrapped act as external stimuli. These inputs are processed internally as customer satisfaction (organism), which ultimately drives brand loyalty (response), providing a structured pathway to explain sustained consumer commitment.

2. Personalization

Personalization involves tailoring products and content to align with individual consumer behaviors (Chandra et al., 2022). This strategy adds business value by mitigating customer fatigue and reducing the cognitive load in decision-making (Theodorakopoulos & Theodoropoulou, 2024). In the digital sphere, big data and AI-driven algorithms enable platforms to proactively anticipate user needs, fostering deep emotional connectivity. Consequently, perceived personalization serves as a primary determinant of brand equity and long-term loyalty (Ahmed et al., 2025; Obiegbo & Larsen, 2024).

3. Social Influence

Social influence reflects the extent to which a social network shapes an individual's beliefs and behaviors (Chi O et al., 2021). It operates through two dimensions: Informational Social Influence (ISI), based on perceived expert credibility, and Normative Social Influence (NSI), driven by the desire for group approval (Jia et al., 2023). In interactive ecosystems, social validation enhances user comfort and satisfaction (Singh et al., 2020). Ultimately, this social mechanism facilitates brand identification and reinforces electronic loyalty through peer-endorsed engagement (Alexander & Hidayat, 2022; Pramudita et al., 2023).

4. Information Quality

Information quality is a multidimensional construct encompassing accuracy, timeliness, and relevance, serving as a prerequisite for digital trust (Jiang et al., 2021; Patma et al., 2021). High-quality information enhances decision-making by reducing perceived risk and skepticism (Al-Okaily et al., 2021). Reliable data delivery is consistently linked to superior user experiences and elevated customer satisfaction (Kim et al., 2021). Thus, maintaining information excellence strengthens the cognitive bond between the user and the platform, driving retention and

electronic loyalty (Alimin & Jocelyn, 2024).

5. Customer Satisfaction

Customer satisfaction is a psychological state arising from the comparison between pre-purchase expectations and actual service performance (Lim et al., 2020). Within the SOR framework, it represents the emotional and intellectual transition of the consumer (organism) following interaction with external stimuli (Naqvi & Jiang, 2020). High satisfaction levels are pivotal for reducing marketing costs and fostering brand advocacy (Do et al., 2025). It remains the primary driver for continued platform usage and positive word-of-mouth recommendations (Yoo et al., 2023).

6. Brand Loyalty

Brand loyalty is a profound behavioral commitment characterized by consistent usage and resistance to competitors (Sobaih et al., 2025). In digital landscapes, this loyalty is cultivated through trust, attachment, and social validation (Alexander & Hidayat, 2022). Advanced AI integrations intensify this bond by making users feel uniquely understood (Ahmed et al., 2025). Satisfied users often act as organic advocates, defending the brand's image and ensuring business sustainability through a steadfast consumer base (Thai Dong & Giang, 2025; Masud et al., 2024).

Based on the comprehensive review of previous literatures, here is the conceptual research model of this study depicted on the framework below:

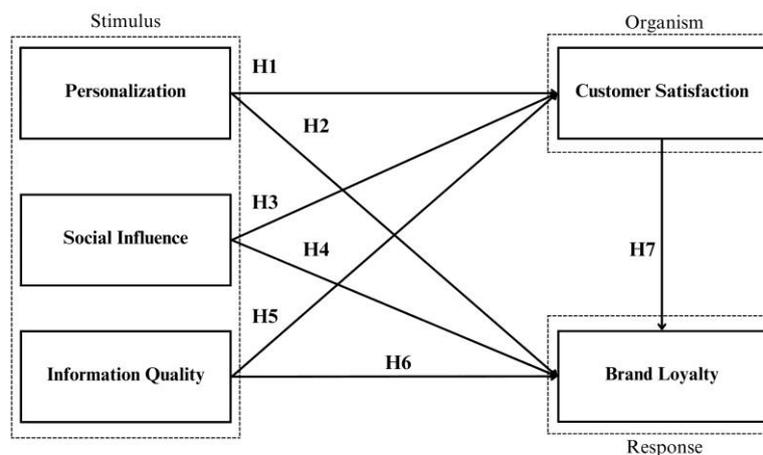


Figure 1. Research Conceptual Framework

Source: Processed by The Author (2025)

- H1: Personalization positively impacts Customer Satisfaction
- H2: Personalization positively impacts Brand Loyalty
- H3: Social Influence positively impacts Customer Satisfaction
- H4: Social Influence positively impacts Brand Loyalty
- H5: Information Quality positively impacts Customer Satisfaction
- H6: Information Quality positively impacts Brand Loyalty
- H7: Customer Satisfaction positively impacts Brand Loyalty

RESEARCH METHODS

1. Personalization and Customer Satisfaction

The link between personalization and customer satisfaction stems from a platform's ability to align with individual preferences through data-driven insights. In digital services, AI-based recommendations enhance user satisfaction by providing relevant content while reducing cognitive effort (Singh, 2023; Maduwinarti et al., 2025). By tailoring digital touchpoints, platforms like Spotify create an environment where users feel uniquely understood, acting as a psychological stimulus that confirms expectations and predicts higher satisfaction (Casaca & Miguel, 2024).

H1: Personalization positively impacts Customer Satisfaction

2. Personalization and Brand Loyalty

Strategic personalization fosters deep psychological attachment and long-term commitment. When experiences are tailored to individual needs, customers develop a sense of being recognized, which strengthens their bond with the organization (Maghembe & Magasi, 2024). Within music streaming, algorithmic personalization creates an intuitive connection, allowing users to perceive the platform as a brand that understands their identity, thereby transforming technological utility into a sustainable emotional relationship (Obiegbu & Larsen, 2024; Ahmed et al., 2025).

H2: Personalization positively impacts Brand Loyalty

3. Social Influence and Customer Satisfaction

Social influence is a significant driver of satisfaction, as individuals often gain comfort when their social network validates a specific technology (Singh et al., 2020). Peer approval serves to mitigate skepticism and provides the psychological assurance necessary for a

satisfying user experience (Zhao & Bacao, 2020). Collective approval and peer recommendations shape consumer perceptions, acting as external stimuli that reinforce user confidence and directly enhance overall satisfaction levels (Amiruddin et al., 2020).

H3: Social Influence positively impacts Customer Satisfaction

4. Social Influence and Brand Loyalty

Social influence leverages the human need for group conformity to drive brand loyalty. Commitment to a brand is often reinforced by the desire to align with social trends or gain peer recognition, which can transcend personal preference (Hossain et al., 2021; Sobaih et al., 2025). In digital ecosystems, social pressure creates a normative environment that encourages long-term retention and discourages switching behavior, acting as a critical anchor that sustains behavioral loyalty (Alexander & Hidayat, 2022).

H4: Social Influence positively impacts Brand Loyalty

5. Information Quality and Customer Satisfaction

Superior information quality is fundamental to achieving high customer satisfaction. Platforms that deliver accurate, timely, and consistent data reduce the user's decision-making effort (Kumalasari et al., 2021). When consumers perceive data as reliable and transparent, their confidence in the platform's utility increases (Yoo et al., 2023). High-quality information thus serves as a stimulus that confirms user expectations, facilitating a seamless and satisfying digital experience (Al-Okaily et al., 2021).

H5: Information Quality positively impacts Customer Satisfaction

6. Information Quality and Brand Loyalty

The caliber of information provided by a platform cultivates long-term behavioral and emotional commitment. High-quality information fosters the intention to repeatedly engage with and advocate for a brand (Chi O et al., 2021). By ensuring factual and accessible data, platforms establish themselves as reliable tools for decision-making, which strengthens the bond with the user and translates initial satisfaction into steadfast brand loyalty (Alimin & Jocelyn, 2024; Naqvi & Jiang, 2020).

H6: Information Quality positively impacts Brand Loyalty

7. Customer Satisfaction and Brand Loyalty

Academic literature consistently validates that customer satisfaction is a precursor to long-term loyalty. Satisfaction bridges initial experiences with sustained commitment, as users who perceive high-quality delivery are more likely to develop a lasting bond with the provider (Javed et al., 2021; Thai Dong & Giang, 2025). In competitive markets, satisfaction motivates users to bypass competitors and act as organic advocates through personal recommendations (Al-Dmour et al., 2023).

H7: Customer Satisfaction positively impacts Brand Loyalty

Methods Of Research

The research population consists of Spotify users residing in the Special Capital Region of Jakarta who have engaged with the Spotify Wrapped campaign. Given the indeterminate size of this specific group, the population is classified as infinite. Participants were selected using a non-probability purposive sampling technique based on specific criteria: belonging to the Generation Z cohort (born 1997–2012), being active in Jakarta within the last year, and having interacted with or shared their Spotify Wrapped statistics on social media. To maintain statistical rigor, the minimum sample size was determined using G*Power 3.1 software. Based on a linear multiple regression model with an effect size of 0.05, an alpha level of 0.05, and a statistical power of 0.80 for four predictors, a minimum of 244 respondents was required. Primary data was gathered via digital questionnaires on Google Forms, utilizing a six-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (6). The choice of an even-numbered scale was intentional to eliminate neutral responses, thereby compelling participants to take a definitive stance and mitigating central tendency bias in the analysis

RESULTS AND DISCUSSION

The analysis commences with an evaluation of the measurement model through EFA, AVE, and reliability assessments to confirm data validity. Subsequently, Confirmatory Factor Analysis (CFA) is employed to establish a fitted model that aligns with academic goodness-of-fit standards. These results facilitate the final path analysis used to determine the relationships between personalization, social influence, information quality, customer satisfaction, and brand loyalty.

1. Validity Test and Reliability Test Results

The study first tested the measurement model to ensure each instrument accurately represents its intended theoretical construct. Exploratory Factor Analysis (EFA) was utilized with a minimum factor loading threshold of 0.50. High loadings in this context signify that the indicators are robust representatives of their latent variables. This ensures that user perceptions of personalization, social influence, information quality, customer satisfaction, and brand loyalty are measured without conceptual ambiguity. During the EFA process, the personalization variable showed loadings between 0.890 and 0.595, resulting in the retention of 12 out of 14 items. Items P4 and P11 were removed due to significant cross loading which could compromise precision. Conversely, all indicators for social influence, information quality, customer satisfaction, and brand loyalty were deemed valid with loadings ranging from 0.576 to 0.950. This confirms that the retained items successfully reflect the underlying dimensions of the study. To establish convergent validity, the Average Variance Extracted (AVE) was calculated. All variables surpassed the 0.50 benchmark. Brand loyalty achieved the highest value at 0.649 while information quality recorded 0.529. These results indicate that the latent variables explain more than half of the variance in their respective indicators. Such statistical evidence confirms that the items are relevant and effectively represent the theoretical framework. The final stage involved a reliability test using Cronbach’s Alpha for internal consistency. While the minimum requirement is 0.70, all variables in this study exceeded 0.85. Customer satisfaction achieved the highest score at 0.937, followed by information quality and brand loyalty. These high coefficients prove that the research instrument is stable and dependable across respondents, establishing a robust foundation for hypothesis testing. Detailed results are presented in Table 1 below:

Table 1. Results of Factor Loading, AVE, and Cronbach’s Alpha

Variable	Item Code	Factor Loading	AVE	Cronbach’s Alpha
Personalization	P13	0.890	0.575	0.854
	P12	0.865		
	P14	0.807		
	P6	0.772		
	P5	0.759		
	P1	0.741		
	P3	0.734		

Variable	Item Code	Factor Loading	AVE	Cronbach's Alpha
	P7	0.732		
	P10	0.732		
	P2	0.715		
	P9	0.632		
	P8	0.595		
Social Influence	SI3	0.813	0.557	0.879
	SI5	0.806		
	SI2	0.802		
	SI4	0.768		
	SI6	0.736		
	SI7	0.722		
	SI1	0.683		
Information Quality	IQ4	0.799	0.529	0.918
	IQ1	0.767		
	IQ3	0.759		
	IQ7	0.756		
	IQ2	0.742		
	IQ5	0.737		
	IQ6	0.734		
	IQ12	0.724		
	IQ11	0.713		
	IQ9	0.674		
	IQ10	0.669		
Customer Satisfaction	CS13	0.777	0.532	0.937
	CS6	0.777		
	CS14	0.775		
	CS9	0.773		
	CS11	0.760		
	CS10	0.755		
	CS8	0.732		
	CS2	0.727		
	CS15	0.726		
	CS3	0.719		
	CS7	0.711		
	CS1	0.711		
	CS12	0.683		
	CS5	0.674		
CS4	0.621			
Brand Loyalty	BL5	0.950	0.649	0.926
	BL2	0.880		
	BL11	0.831		
	BL12	0.818		
	BL1	0.780		
	BL3	0.768		
	BL4	0.723		
	BL6	0.719		
	BL10	0.658		
	BL9	0.605		
	BL7	0.599		
BL8	0.576			

Source: Processed by The Author (2025)

2. Confirmatory Factor Analysis (CFA) Results

Confirmatory Factor Analysis (CFA) is conducted to ensure the availability of correlation between variables and confirm whether the measurement model that has been created is appropriate.

3. Full Model

The Full Model CFA analysis test was conducted to ensure that all constructs in the study had met the testing criteria for the model before adjustments were made as shown in Figure 1 below:

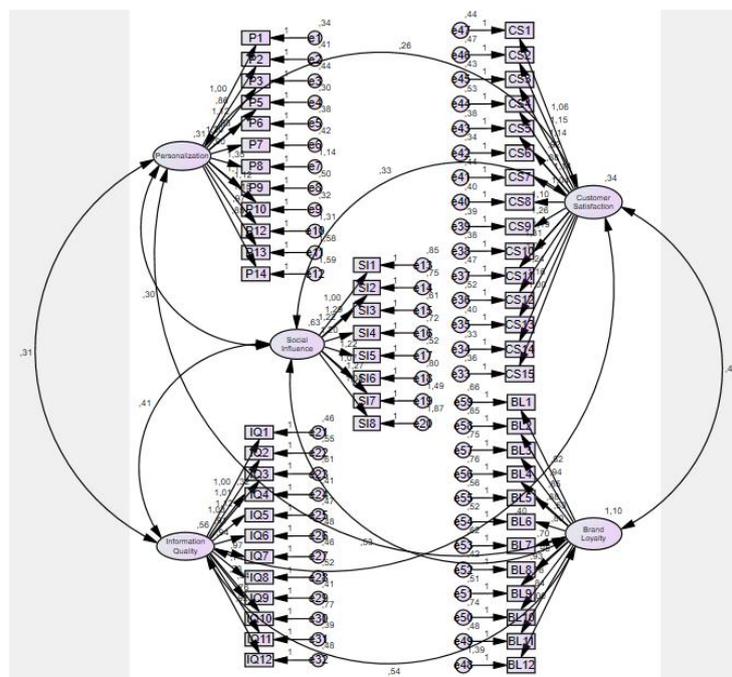


Figure 1. CFA Testing Using Full Structural Model

Source: Processed by The Author (2025)

The results of the full model test indicate that the model has not met the criteria because all indices are declared unsuitable because their values do not match the required limits except for RMSEA which obtained 0.070. Other indices produce values that do not meet the cut-off value such as $P = 0.000$, $CMIN / DF = 2.209$, $GFI = 0.637$, $AGFI = 0.609$, $TLI = 0.780$, and $CFI = 0.789$ so that it is declared lack of fit. Therefore, it is necessary to readjust the model so that it can proceed to hypothesis testing.

Table 2. Full Model SEM AMOS Results

Indeks	Cut off Value	Hasil	Evaluasi Model
Probabilitas	$\geq 0,05$	0,000	<i>Lack of fit</i>
CMIN/DF	$\leq 2,00$	2,209	<i>Lack of fit</i>
GFI	$\geq 0,9$	0,637	<i>Lack of fit</i>
RMSEA	$\leq 0,08$	0,070	<i>Fitted</i>
AGFI	$\geq 0,9$	0,609	<i>Lack of fit</i>
TLI	$\geq 0,9$	0,780	<i>Lack of fit</i>
CFI	$\geq 0,9$	0,789	<i>Lack of fit</i>

Source: Processed by The Author (2025)

4. Fitted Model

The structural model in Figure 4.2 has been adjusted by eliminating indicators with high modification indices (MI). This reduced the number of indicators from 14 for the personalization variable, 8 for the social influence variable, 12 for the information quality variable, 15 for the customer satisfaction variable, and 12 for the brand loyalty variable, to only those indicators that achieved optimal model fit.

The adjusted model resulted in three indicators for the personalization variable, there are P2, P5, and P7. Two indicators for the social influence variable, there are SI 6 and SI 8. Four indicators for the information quality variable, there are IQ1, IQ4, IQ11, and IQ12. Four indicators for the customer satisfaction variable: CS1, CS8, CS10, and CS15. Four indicators for the brand loyalty variable, there are BL4, BL8, BL9, and B10. The fitted CFA test model after modification by eliminating several items is shown in Figure 2.

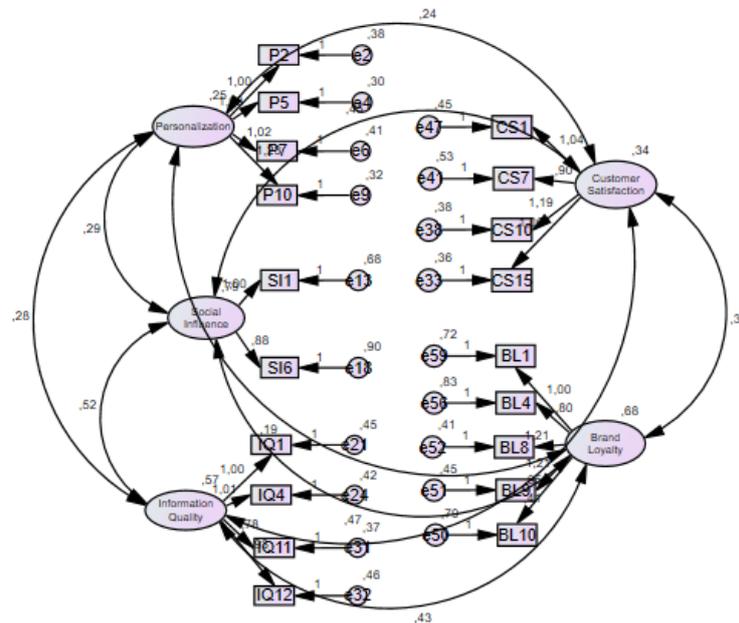


Figure 2. CFA Testing Using Fitted Structural Model

Source: Processed by The Author (2025)

In table 3, it can be seen that testing on the fitted model produces a P value = 0.60, CMIN/DF = 1.204, GFI = 0.939, RMSEA = 0.029, TLI = 0.983, and CFI = 0.986 so that the results of the overall index indicate that the model is declared feasible and can proceed to the hypothesis testing stage.

Table 3. Fitted Model SEM AMOS Results

Indeks	Cut off Value	Hasil	Evaluasi Model
Probabilitas	$\geq 0,05$	0,060	<i>Fitted</i>
CMIN/DF	$\leq 2,00$	1,204	<i>Fitted</i>
GFI	$\geq 0,9$	0,939	<i>Fitted</i>
RMSEA	$\leq 0,08$	0,029	<i>Fitted</i>
AGFI	$\geq 0,9$	0,917	<i>Fitted</i>
TLI	$\geq 0,9$	0,983	<i>Fitted</i>
CFI	$\geq 0,9$	0,986	<i>Fitted</i>

Source: Processed by The Author (2025)

Hypotheses Test

Hypotheses test was conducted to examine the relationships and influences between the research variables. This analysis was performed on a structural model that had previously been tested and declared fit. A hypothesis is considered significant if the p-value is less than 0.05 and the Critical Ratio (CR) exceeds the critical t-value of 1.96. The detailed results of the hypothesis testing are presented in Table 4:

Tabel 4. Hypothesis test Results

Hypotheses	Path	CR	P	Result
H1	<i>Personalization</i> → <i>Customer Satisfaction</i>	2,114	0,035	Diterima
H2	<i>Personalization</i> → <i>Brand Loyalty</i>	-0,978	0,328	Ditolak
H3	<i>Social Influence</i> → <i>Customer Satisfaction</i>	1,98	0,046	Diterima
H4	<i>Social Influence</i> → <i>Brand Loyalty</i>	2,013	0,044	Diterima
H5	<i>Information Quality</i> → <i>Customer Satisfaction</i>	6,702	0,000	Diterima
H6	<i>Information Quality</i> → <i>Brand Loyalty</i>	2,000	0,045	Diterima
H7	<i>Customer Satisfaction</i> → <i>Brand Loyalty</i>	0,383	0,701	Ditolak

Source: Processed by The Author (2025)

H1 (Personalization positively impacts Customer Satisfaction) is accepted. The test results show a CR of 2.114 and a p-value of 0.035, confirming a significant positive influence. This finding aligns with studies by Singh (2023), Maduwinarti et al. (2025), and Casaca & Miguel (2024), which state that content curation based on individual behavior fosters a sense of being valued and strengthens a sense of belonging. These are key factors in increasing satisfaction within digital services like Spotify Wrapped.

H2 (Personalization positively impacts Brand Loyalty) is rejected. With a CR of -0.978 and a p-value of 0.328, this hypothesis is not statistically supported. Jayapal (2025) explains that seasonal campaigns tend to be less effective in triggering long-term attachment. Furthermore, the potential for personalization fatigue and the critical nature of Generation Z in comparing value across platforms weaken the direct link between this variable and brand loyalty (Mohamed & Ünsalan, 2025).

H3 (Social Influence positively impacts Customer Satisfaction) is accepted. A CR of 1.98 and a p-value of 0.046 confirm the positive impact of social influence on satisfaction. Consistent with research by Amiruddin et al. (2020) and Zhao & Baca (2020), user expectations are frequently shaped by collective opinions prior to service usage. The social validation gained from sharing Spotify Wrapped content reinforces the perception that the service meets their expected standards (Beyari & Abareshi, 2018).

H4 (Social Influence positively impacts Brand Loyalty) is accepted. Supported by a CR of 2.013 and a p-value of 0.044, social influence is proven to build loyalty. According to Sobaih et al. (2025) and Hossain et al. (2021), the desire to conform to group trends encourages loyal behavior. Sharing activities on social media create a communal identity that, according to Alexander & Hidayat (2022), effectively minimizes the intention to switch to competitors because the brand has become integrated into the user's social lifestyle.

H5 (Information Quality positively impacts Customer Satisfaction) is accepted. A CR of 6.702 and a p-value of 0.000 indicate a very strong influence. The presentation of accurate and relevant data is a crucial factor for consumer satisfaction in the digital ecosystem (Kumalasari et al., 2021; Yoo et al., 2023). The reliable and easy-to-understand format of Spotify Wrapped provides functional value that directly enhances meaningful satisfaction for its users (Al-Okaily et al., 2021).

H6 (Information Quality positively impacts Brand Loyalty) is accepted. A CR of 2.000 and a p-value of 0.045 prove that information quality drives loyalty. Factual and credible data build trust that transforms into commitment (Alimin & Jocelyn, 2024). Naqvi & Jiang (2020) argue that the accuracy of annual data summaries makes the platform appear reliable, leading users to remain with the service rather than switching to competitors.

H7 (Customer Satisfaction positively impacts Brand Loyalty) is rejected. A CR of 0.383 and a p-value of 0.701 indicate that satisfaction does not automatically translate into loyalty. Wu (2009) refers to this phenomenon as spurious loyalty, where users remain simply due to habit or inertia without emotional attachment. The characteristics of Generation Z, who possess low brand commitment, make them prone to switching platforms when they find alternatives with more attractive economic value (Mohamed & Ünsalan, 2025; Maulana & Nuraeni, 2022).

CONCLUSION

This research on the effectiveness of personalized campaigns within music streaming

applications yields several crucial findings regarding the behavior of Generation Z users in Jakarta. The analysis demonstrates that personalization, social influence, and information quality play significant roles in enhancing customer satisfaction. This confirms that content curation strategies tailored to individual habits, robust social validation, and the presentation of accurate, reliable data within Spotify Wrapped are primary determinants capable of fulfilling both functional and emotional user expectations, leading to the formal acceptance of H1, H3, and H5. However, a different dynamic emerges in the context of building long-term loyalty. While social influence and information quality are proven to drive brand loyalty (H4 and H6 accepted), personalization and customer satisfaction do not exert a significant direct influence (H2 and H7 rejected). This suggests that for Generation Z, the satisfaction derived from personalized campaign features is situational and does not automatically translate into a profound brand commitment. User loyalty is more heavily influenced by the credibility of information and normative pressures from the social environment rather than mere satisfaction with seasonal features. In conclusion, while Spotify Wrapped is a successful instrument for increasing satisfaction, streaming platforms must integrate other mediating variables to bridge the gap between personalization, user satisfaction, and stable loyalty. For marketing practitioners, focusing on factual data quality and strengthening social interactions within digital communities is essential to retaining the Generation Z user base, which tends to exhibit low brand commitment and a highly comparative attitude toward alternative platforms.

BIBLIOGRAPHY

- Ahmeurnal of Social Sciences, 6(1), 311–323. <https://doi.org/10.55737/qjss.v-iv.24313>
- Al-Dmour, R., Alkhatib, O. H., Al-Dmour, H., & Basheer Amin, E. (2023). The Influence of Social Marketing Drives on Brand Loyalty via the Customer Satisfaction as a Mediating Factor in Travel and Tourism Offices. *Sage Open*, 13(2), 21582440231181433. <https://doi.org/10.1177/21582440231181433>
- Alexander, J., & Hidayat, D. (2022). The Effect of Perceived Quality, Perceived Enjoyment, and Social Influence toward Brand Loyalty of Valorant. *Journal of Business, Management, and Social Studies*, 2(1), 1–8. <https://doi.org/10.53748/jbms.v2i1.30>
- Alimin, E., & Jocelyn, I. (2024). The Influence of Customer E-Service, Information Quality, and Customer Privacy on Shopee's Customer Loyalty with Customer Satisfaction as the

- Intervening Variable in Medan. *Jurnal Ilmiah Global Education*, 5(2), 1639–1650.
<https://doi.org/10.55681/jige.v5i2.2547>
- Al-Okaily, A., Al-Okaily, M., Ai Ping, T., Al-Mawali, H., & Zaidan, H. (2021). An empirical investigation of enterprise system user satisfaction antecedents in Jordanian commercial banks. *Cogent Business & Management*, 8(1), 1918847.
<https://doi.org/10.1080/23311975.2021.1918847>
- Beyari, H., & Abareshi, A. (2019). An Empirical Study of How Social Influence Impacts Customer Satisfaction with Social Commerce Sites. In F. Saeed, N. Gazem, F. Mohammed, & A. Busalim (Eds.), *Recent Trends in Data Science and Soft Computing* (Vol. 843, pp. 973–984). Springer International Publishing. https://doi.org/10.1007/978-3-319-99007-1_90
- Casaca, J. A., & Miguel, L. P. (2024). The Influence of Personalization on Consumer Satisfaction: Trends and Challenges. In A. T. Rosário, R. N. Cruz, & L. B. Moniz (Eds.), *Advances in Marketing, Customer Relationship Management, and E-Services* (pp. 256–292). IGI Global. <https://doi.org/10.4018/979-8-3693-3455-3.ch010>
- Chandra, S., Verma, S., Lim, W. M., Kumar, S., & Donthu, N. (2022). Personalization in personalized marketing: Trends and ways forward. *Psychology & Marketing*, 39(8), 1529–1562. <https://doi.org/10.1002/mar.21670>
- Chen, X., Miraz, M. H., Gazi, Md. A. I., Rahaman, Md. A., Habib, Md. M., & Hossain, A. I. (2022). Factors affecting cryptocurrency adoption in digital business transactions: The mediating role of customer satisfaction. *Technology in Society*, 70, 102059.
<https://doi.org/10.1016/j.techsoc.2022.102059>
- Cheng, F.-F., Wu, C.-S., & Chen, Y.-C. (2020). Creating customer loyalty in online brand communities. *Computers in Human Behavior*, 107, 105752.
<https://doi.org/10.1016/j.chb.2018.10.018>
- Davlembayeva, D., Chari, S., & Papagiannidis, S. (2025). Virtual Influencers in Consumer Behaviour: A Social Influence Theory Perspective. *British Journal of Management*, 36(1), 202–222. <https://doi.org/10.1111/1467-8551.12839>
- Do, A. D., Ha, D. L., Pham, M. T., Khuat, M. A. T., Le, V. A. T., Nguyen, D. N. D., & La, T. Q. (2025). Impacts of e-RLSQ on repurchase intention in Vietnam’s e-commerce market: The mediating role of customer satisfaction and trust. *International Journal of*

-
- Information Management Data Insights*, 5(2), 100346.
<https://doi.org/10.1016/j.jjime.2025.100346>
- Halim, E., Wardaya P, R. A. A., Rianto, A., & Hebrard, M. (2020). The Impact of Marketing Influencer and Information Quality to Purchase Intention of Instagram Users. *2020 International Conference on Information Management and Technology (ICIMTech)*, 794–799. <https://doi.org/10.1109/ICIMTech50083.2020.9211167>
- Hossain, Md. A., Yesmin, Most. N., Jahan, N., & Kim, M. (2021). Effects of Service Justice, Quality, Social Influence and Corporate Image on Service Satisfaction and Customer Loyalty: Moderating Effect of Bank Ownership. *Sustainability*, 13(13), 7404. <https://doi.org/10.3390/su13137404>
- Irshad, O., Ahmad, S., & Mahmood, S. (2024). Fostering Purchase Intentions Through CSR and Service Quality: The Role of Customer Satisfaction, Brand Loyalty, and Admiration. *Sustainability*, 16(23), 10584. <https://doi.org/10.3390/su162310584>
- Javed, S., Rashidin, Md. S., Zhu, M., Xu, Z., Jian, W., & Zuo, S. (2021). Combined Effects of Drivers and Impact of Customer Satisfaction on Brand Loyalty: The Contingent Effect of Social Trust. *Sage Open*, 11(1), 21582440211003566. <https://doi.org/10.1177/21582440211003566>
- Jia, Q., Xu, X., Zhou, M., Liu, H., & Chang, F. (2023). Exploring the determinants of continuous intention in TikTok from the perspective of social influence: A mixed approach of SEM and fsQCA. *Journal of Electronic Business & Digital Economics*, 2(1), 45–68. <https://doi.org/10.1108/JEBDE-07-2022-0016>
- Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality on information adoption on social media review platforms: Moderating role of perceived risk. *Data Science and Management*, 1(1), 13–22. <https://doi.org/10.1016/j.dsm.2021.02.004>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Teknologi untuk Kemanusiaan*.
- Kumalasari, D., Amelia, Dr., & Oliandes, Dr. (2021). ANALYSIS OF THE EFFECT OF SYSTEM QUALITY, INFORMATION QUALITY, SERVICE QUALITY, PROCESS QUALITY, AND COLLABORATION QUALITY TO USEFULNESS, USER SATISFACTION, AND CUSTOMER LOYALTY OF SOCIOLLA APPLICATION CUSTOMER IN SURABAYA. *International Journal of Research Publications*, 69(1).
-

<https://doi.org/10.47119/IJRP100691120211695>

- Kusrihandayani, D., & Dhanny, O. (2020). *Impact Of Utilitarian Value And Hedonic Value And Social Influence On Behavioral Intention Through Customer Satisfaction In Hypermart Consumers*. 9(01).
- Le, T. M., Vu, K. H., Le, B. N., & Ngoc Luu, T. M. (2025). Factors Affecting Green Cosmetic's Brand Loyalty: The Mediating Effect of Brand Love. *Procedia Computer Science*, 253, 277–286. <https://doi.org/10.1016/j.procs.2025.01.091>
- Lim, L. G., Tuli, K. R., & Grewal, R. (2020). Customer Satisfaction and Its Impact on the Future Costs of Selling. *Journal of Marketing*, 84(4), 23–44. <https://doi.org/10.1177/0022242920923307>
- Maduwinarti, A., Kusbianto, N., & Mahendra, I. G. N. A. (2025). The influence of customer personalization on customer satisfaction, engagement, and loyalty Indonesian E-commerce in the digital age. *International Journal of Innovative Research and Scientific Studies*, 8(3), 1904–1914. <https://doi.org/10.53894/ijirss.v8i3.6900>
- Maghembe, M., & Magasi, C. (2024). *The Role of Customer Perceived Value, Brand Trust and Service Personalization in Shaping Customer Loyalty*. <https://doi.org/10.5281/ZENODO.13761101>
- Masud, A. A., Ahmed, S., Kaisar, M. T., Hossain, B., Shimu, M., & Islam, M. F. (2024). Unveiling brand loyalty in emerging markets: Analyzing smartphone user preferences: Robustness of structural equation modeling (SEM) and simultaneous equation modeling (SEMs). *Journal of Open Innovation: Technology, Market, and Complexity*, 10(3), 100353. <https://doi.org/10.1016/j.joitmc.2024.100353>
- Naqvi, M. H. A., Jiang, Y., & Naqvi, M. (2021). Generating customer engagement in electronic-brand communities: A stimulus–organism–response perspective. *Asia Pacific Journal of Marketing and Logistics*, 33(7), 1535–1555. <https://doi.org/10.1108/APJML-01-2020-0053>
- Obiegbu, C. J., & Larsen, G. (2025). Algorithmic personalization and brand loyalty: An experiential perspective. *Marketing Theory*, 25(2), 199–219. <https://doi.org/10.1177/14705931241230041>
- Patma, T. S., Fienaningsih, N., Rahayu, K. S., & Artatanaya, I. G. L. S. (2021). Impact of Information Quality on Customer Perceived Value, Experience Quality, and Customer

- Satisfaction from Using GoFood Application. *Journal of Indonesian Economy and Business*, 36(1), 51. <https://doi.org/10.22146/jieb.59810>
- Pramudita, E., Achmadi, H., & Nurhaida, H. (2023). Determinants of behavioral intention toward telemedicine services among Indonesian Gen-Z and Millennials: A PLS–SEM study on Alodokter application. *Journal of Innovation and Entrepreneurship*, 12(1), 68. <https://doi.org/10.1186/s13731-023-00336-6>
- Rahman, S. M., Chowdhury, N. H., Bowden, J. L.-H., & Carlson, J. (2025). Metaverse platform attributes and customer experience measurement. *Journal of Retailing and Consumer Services*, 83, 104159. <https://doi.org/10.1016/j.jretconser.2024.104159>
- Sasahara, K., Chen, W., Peng, H., Ciampaglia, G. L., Flammini, A., & Menczer, F. (2021). Social influence and unfollowing accelerate the emergence of echo chambers. *Journal of Computational Social Science*, 4(1), 381–402. <https://doi.org/10.1007/s42001-020-00084-7>
- Singh, N., Sinha, N., & Liébana-Cabanillas, F. J. (2020). Determining factors in the adoption and recommendation of mobile wallet services in India: Analysis of the effect of innovativeness, stress to use and social influence. *International Journal of Information Management*, 50, 191–205. <https://doi.org/10.1016/j.ijinfomgt.2019.05.022>
- Singh, P. (2023). *AI-Driven Personalization in Telecom Customer Support: Enhancing User Experience and Loyalty*.
- Sipos, D. (2025). The Effects of AI-Powered Personalization on Consumer Trust, Satisfaction, and Purchase Intent. *European Journal of Applied Science, Engineering and Technology*, 3(2), 14–24. [https://doi.org/10.59324/ejaset.2025.3\(2\).02](https://doi.org/10.59324/ejaset.2025.3(2).02)
- Sobaih, A. E. E., Gharbi, H., Brini, R., & Aliane, N. (2025). Exploring the Mediation Effect of Brand Trust on the Link Between Tourism Destination Image, Social Influence and Brand Loyalty. *Societies*, 15(1), 9. <https://doi.org/10.3390/soc15010009>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif dan R&D*.
- Sun, H., Dai, Y.-Y., Jeon, S.-S., Lee, R., Wang, H., Shi, X., Sun, L., & Wang, Y. (2024). The impact of brand authenticity on brand attachment, brand loyalty, willingness to pay more, and forgiveness—For Chinese consumers of Korean cosmetic brands -. *Heliyon*, 10(16), e36030. <https://doi.org/10.1016/j.heliyon.2024.e36030>
- Thai Dong, T., & Giang, N. T. P. (2025). Exploring Brand Loyalty in Online Shopping: The

- Mediating Impact of Customer Satisfaction and Brand Trust in the Context of Vietnam's Household Appliances Market. *International Journal of Electronic Commerce Studies*, 16(1), 1–24. <https://doi.org/10.7903/ijecs.2398>
- Theodorakopoulos, L., & Theodoropoulou, A. (2024). Leveraging Big Data Analytics for Understanding Consumer Behavior in Digital Marketing: A Systematic Review. *Human Behavior and Emerging Technologies*, 2024(1), 3641502. <https://doi.org/10.1155/2024/3641502>
- Tong, S., Luo, X., & Xu, B. (2020). Personalized mobile marketing strategies. *Journal of the Academy of Marketing Science*, 48(1), 64–78. <https://doi.org/10.1007/s11747-019-00693-3>
- Tran, T. P., Lin, C.-W., Baalbaki, S., & Guzmán, F. (2020). How personalized advertising affects equity of brands advertised on Facebook? A mediation mechanism. *Journal of Business Research*, 120, 1–15. <https://doi.org/10.1016/j.jbusres.2020.06.027>
- Viswanathan, P., Singh, A. B., & Gupta, G. (2020). *The role of social influence and e-service quality in impacting loyalty for online life insurance: A SEM-based study*.
- Weidig, J., Weippert, M., & Kuehnl, C. (2024). Personalized touchpoints and customer experience: A conceptual synthesis. *Journal of Business Research*, 177, 114641. <https://doi.org/10.1016/j.jbusres.2024.114641>
- Wulandari, A. E., & Komariyatin, N. (2025). *THE ROLE OF BRAND ATTACHMENT IN MEDIATING USABILITY AND INFORMATION QUALITY ON BRAND LOYALTY IN TRAVELOKA E- COMMERCE*. 10.
- Yoo, S., Lee, D.-J., & Atamja, L. (2023). Influence of Online Information Quality and Website Design on User Shopping Loyalty in the Context of E-Commerce Shopping Malls in Korea. *Sustainability*, 15(4), 3560. <https://doi.org/10.3390/su15043560>
- Zhang, T., Tao, D., Qu, X., Zhang, X., Zeng, J., Zhu, H., & Zhu, H. (2020). Automated vehicle acceptance in China: Social influence and initial trust are key determinants. *Transportation Research Part C: Emerging Technologies*, 112, 220–233. <https://doi.org/10.1016/j.trc.2020.01.027>
- Zhao, Y., & Bacao, F. (2020). What factors determining customer continually using food delivery apps during 2019 novel coronavirus pandemic period? *International Journal of Hospitality Management*, 91, 102683. <https://doi.org/10.1016/j.ijhm.2020.102683>
-

-
- [Aulia, A. P., Pujastra, A. S., Sarmiento, T. A., Verdiyan, A., & Ramli, R. \(2025\). *The Increase Of Podcast Interest Among Gen Z: The Development Of Social Reality Through Podcasts. 4.*](#)
- [Back, K.-J., & Parks, S. C. \(2003\). A Brand Loyalty Model Involving Cognitive, Affective, and Conative Brand Loyalty and Customer Satisfaction. *Journal of Hospitality & Tourism Research*, 27\(4\), 419–435. <https://doi.org/10.1177/10963480030274003>](#)
- [Chi, O. H., Jia, S., Li, Y., & Gursoy, D. \(2021\). Developing a formative scale to measure consumers' trust toward interaction with artificially intelligent \(AI\) social robots in service delivery. *Computers in Human Behavior*, 118, 106700. <https://doi.org/10.1016/j.chb.2021.106700>](#)
- [Dharmayanti, A. C., & Siwalankerto, J. \(n.d.\). *PENGARUH EXPERIENTIAL MARKETING TERHADAP CUSTOMER SATISFACTION DAN CUSTOMER LOYALTY THE LIGHT CUP DI SURABAYA TOWN SQUARE.*](#)
- [Juan, F., & Pathak, S. \(n.d.\). *Science, Technology, and Social Sciences Procedia.*](#)
- [Mohamed, Z. A., & Ünsalan, M. \(2025\). Does AI marketing efforts affect brand loyalty of Gen Z consumers? Mediating role of brand image and brand experience. *Cogent Business & Management*, 12\(1\), 2542428. <https://doi.org/10.1080/23311975.2025.2542428>](#)
- [Morales-Serazzi, M., González-Benito, Ó., & Martos-Partal, M. \(2023\). Achieving useful data analytics for marketing: Discrepancies in information quality for producers and users of information. *BRO Business Research Quarterly*, 26\(3\), 196–215. <https://doi.org/10.1177/2340944421996343>](#)
- [Oliveira, T., Araujo, B., & Tam, C. \(2020\). Why do people share their travel experiences on social media? *Tourism Management*, 78, 104041. <https://doi.org/10.1016/j.tourman.2019.104041>](#)
- [Sarmad, I., & Ali, R. \(n.d.\). *How does customer advocacy influence brand loyalty? A serial mediation of brand relationship quality and brand trust.*](#)
- [Theodorakopoulos, L., & Theodoropoulou, A. \(2024\). Leveraging Big Data Analytics for Understanding Consumer Behavior in Digital Marketing: A Systematic Review. *Human Behavior and Emerging Technologies*, 2024\(1\), 3641502. <https://doi.org/10.1155/2024/3641502>](#)
- [Wijaya, C. P., Aulia, F., & Bahtyar, A. \(2024\). *Analysis of Customer Satisfaction Measurement*](#)
-

<https://investors.spotify.com/financials/default.aspx#annual>

Kontan.co.id. (n.d.). Pengguna Spotify di Indonesia tumbuh 3 kali lipat dalam 3 tahun.

<https://industri.kontan.co.id/news/pengguna-spotify-di-indonesia-tumbuh-3-kali-lipat-dalam-3-tahun>