

ABSTRACT

This study aims to analyze the effect of product feature, perceived enjoyment, and brand image on satisfaction towards re-purchase intention in on of digital music platform Spotify premium by millenials.

The population of the study was all consumers who had ever done purchase transaction in Spotify at least six months. By testing 153 respondents, this study used 5 variables, 19 indicators, and 4 hypothesis. The analysis method was used quantitative method with AMOS as the analysis instrument.

This study show that product features has negative effect on satisfaction. While perceived enjoyment and brand image has positive effect on satisfaction. So, satisfaction has positive effect on re-purchase intention. This study proves that product features is the only one consideration on consumer satisfaction. At least consumer have trial to enjoy product features.

Key words: product features, perceived enjoyment, brand image, satisfaction, re-purchase intention and Spotify