

The Influence of Brand Communication and Service Quality on Brand Loyalty Mediated by Brand Trust among Spotify Users in West Jakarta

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Abstract: - This study aims to analyze the effect of brand communication and service quality on brand loyalty, with brand trust as a mediating variable, among Spotify users in West Jakarta. A quantitative approach was employed, and data was collected through questionnaires distributed to Spotify users. The sampling technique used was purposive sampling, and the data were analyzed using the latest version of Smart PLS software. The results indicate that brand communication has a positive and significant effect on brand trust but does not have a significant direct effect on brand loyalty. Service quality has a positive and significant effect on both brand trust and brand loyalty. Furthermore, brand trust has a positive and significant effect on brand loyalty and significantly mediates the relationship between service quality and brand loyalty but does not mediate the relationship between brand communication and brand loyalty. These findings highlight the crucial role of service quality and brand trust in building user loyalty in subscription-based music streaming services such as Spotify.

Key-Words: - Brand Communication, Service Quality, Brand Trust, Brand Loyalty

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1 Introduction

Development of digital technology and the internet in the last two decades have revolutionized many aspects of life, including the method people consume music. In the past, music could only be accessed through physical media such as black disc, cassette, and CD, then switch to a downloaded digital format. However, the trend has shifted drastically with the presence of music streaming platforms that offer convenience, flexibility, and a more personal music listening experience. The music industry now No More relies not on physical album sales, but on subscriptions (subscription service) which becomes the main source of income for service provider companies.

Indonesia, with a population of more than 270 million people and continued increasing levels of internet penetration, is a very large potential market for streaming services. According to APIJI (2023), Indonesia has over 210 million internet users, with the majority accessing digital entertainment content such as videos and music. This indicates that Indonesians' music consumption is increasingly shifting to streaming platforms, which offer instant access to millions of songs through just a smartphone.

Spotify, as pioneer and market leader of global music streaming services, reported 615 million monthly active users (MAUs) and 239 million Premium subscribers in Q1 2024 (Spotify, 2024). In Indonesia, the picture of Spotify's competitive position that can be verified is as follows: results quarterly official Q1 2024 confirmed scale globally (615 million) monthly active users and 239 million Premium customers), while summary APJII survey shows that in early 2024 the application the most frequently used music in Indonesia is YouTube Music, on the other hand, research industry Omdia (release more new, period May 2024–April 2025) places Spotify in the top position based on absolute revenue in the Indonesian market. Combination findings This power reflects Spotify's strong competitiveness and monetization amidst the landscape competitive use (Spotify, 2024),(APIJI, 2023)

Generation young, especially Generation Z and millennials are the main base of Spotify users. Music for them Not only entertainment, but also social identity, means of self-expression, and supporters' daily productivity. Spotify understands this matter and continues to develop features like personalization playlists, recommendations-based algorithms, as well as creative campaigns on social media to guard user

involvement. However, loyalty users are not necessarily easy to obtain. Strict competition with other platforms such as Apple Music, Joox, and YouTube Music makes Indonesian consumers have lots of alternatives. Sensitivity to price, quality service and value plus make consumers more critical in choosing service.

In the context here it is draft brand loyalty becomes very important. Brand loyalty is defined as consumer commitment. For still using something brand even though there is another better offer interesting (Zehir et al. 2011). Loyal consumers do not only do purchase repeat or extend subscription, but also recommend the brand to others, as well as more standing to invitation from competitors. For Spotify, success in maintaining Premium customers will determine the sustainability of its business in the middle of competition.

Lots of research previously highlighted factors that can influence brand loyalty. Zehir et al. (2011) show that brand communication and service quality are important factors to be able to build brand trust, which in turn increases loyalty. Ellitan & Pradana (2022) added that consistent, clear, and credible brand communication can increase trust and strengthen loyalty. Meanwhile, Firmansyah et al. (2023) research on Gojek users found that service quality does not always have a direct effect on loyalty but has a significant effect through brand trust. on the contrary, Mustofa & Nuvriasari, (2024) it proves that service quality can have a direct effect on loyalty in the hospitality sector. The variation in research results indicates an uncertainty or research gap that needs to be re-examined in the context of digital services.

Furthermore, brand trust often appears as an important mediating variable (Zehir et al. 2011; Sun & Moon, 2024). Munuera Aleman et al. (2003) states that brand trust consists of the dimensions of credibility, integrity, and benevolence. (Sutrisno & Slamet, (2023) find that brand communication can increase loyalty through trust, while Gunawan & Santoso, (2021) find different results, namely brand communication does not always have a significant influence on brand trust. Bawazir et al. (2024) also found that brand communication No always significant, while brand identity and brand experience are more dominant in forming loyalty through trust. Difference results study This confirms the need for a new study with the context of different industries.

Spotify as a digital service based on subscription has unique characteristics and is different from other industries such as automotive, hotels, or F&B which were numerous investigated previously. Spotify offers services of a nature intangible, based on technology, and is greatly influenced by user experience factors. Therefore, the results of research in other

industries are not always relevant, so that research in the context of Spotify in Indonesia has an important theoretical and practical contribution.

Taking into account the size of the Indonesian market, the high internet penetration, Spotify's dominance in the global and national markets, and existence research gap from study previous research This directed to test the influence of brand communication and service quality to brand loyalty, with brand trust as a mediation variable for Spotify users in West Jakarta.

With background behind said, this research focused on testing the influence of brand communication and service quality towards brand loyalty, with brand trust as a mediation variable on Spotify users in West Jakarta. This research is expected to provide a clearer description about how communication and quality service factors can build trust, which is ultimately create user loyalty in the increasingly competitive middle of the increasingly digital industry.

2 Literature Review and Hypotheses

2.1 Brand Loyalty

Loyalty is one of the most vital elements in building long-term relationships between companies and consumers. Brand loyalty is defined as a consumer's commitment to continue using a brand despite more attractive offers from competitors.

(Zehir et al. 2011). In this context, brand loyalty reflects not only a rational decision to repurchase a product, but also the consumer's emotional and psychological attachment to the brand that creates a deeper and more sustainable relationship.

According to the study, Zehir et al. (2011) brand loyalty has two main dimensions. The first is behavioral loyalty, which is reflected in actual consumer actions, such as repeat purchases or repeated product use. The second is attitudinal loyalty. (attitudinal loyalty), which reflects a deep psychological attachment to a brand, including a commitment to continue using the brand despite situational pressures or offers from competitors. Gunawan & Santoso (2021) In his research on the Pocari Sweat brand, he found that brand trust has a significant influence on brand loyalty.

Study Bawazir et al. (2024) also revealed that consistent brand communication, while not always directly influencing loyalty, can strengthen loyalty through the mediating effect of brand trust. Credible and transparent communication can increase consumer trust in a brand, which ultimately drives loyalty. On the other hand, Tanady & Firdausy (2022)

disclose that brand image, brand communication, and brand trust in a way simultaneously own significant influence to brand loyalty. Research Tandion et al. (2024) also supports these findings with show that brand communication, brand image, and brand trust play an important role in strengthening brand loyalty.

Loyalty indicators frequently used brands used in research previously including:

1. Repurchase intention (intention buy repeat), which measures consumer desire for buy the same product in the future (Tandion et al.2024).

2. Word of mouth (communication) from mouth to mouth), which shows consumer trends for recommending brands to others (Gunawan & Santoso, 2021).

3. Resistance to switching (resistance to displacement), which measures how much big consumers reject for moving to brand competitors although There is an interesting offer (Bawazir et al., 2024)

In the context of digital services like Spotify, brand loyalty is reflected not only from decisions to extend Premium subscription, but also from deeper involvement like share playlists, follow official accounts on social media, as well as share experiences using Spotify services with their friends. This show that loyalty in the digital era includes more involvement wide, both in a way emotional and social.

In conclusion, brand loyalty Not only results from the positive experience that is given by the brand, but it is also a consequence of trust that is formed through brand trust. Various previous studies (Zehir et al., 2011; Gunawan & Santoso, 2021 ; Bawazir et al., 2024 ; Firmansyah et al., 2023 ; Mustofa & Nuvriasari, 2024 ; Ellitan & Pradana, 2022 ; Tandion et al., 2024 and Tanady & Firdausy, 2022) in a consistent way show that brand loyalty is the result of a combination of satisfying experience, effective communication, and strong belief in the brand. Therefore, this research puts brand loyalty as the main dependent variable in measuring Spotify's success in maintaining and expanding its customer base in West Jakarta.

2.2 Brand Communication

Brand communications one of the essential instruments in modern marketing that works to convey messages, values, and brand identity to define consumers (Zehir et al., 2011). Brand communication as a systematic process undertaken by companies to build understanding, create engagement, and grow consumer trust through consistent messaging. Effective brand communication instils a positive image that sticks in consumers' minds and increases brand awareness and loyalty Ellitan & Pradana (2022) emphasize

that good brand communication capable of increasing brand awareness and brand recall.

Tandion et al. (2024) find that brand communication itself has a significant influence on the formation of brand trust. Transparent, informative, and responsive communication drives consumers to build trust in the brand, which in turn strengthens loyalty. Besides That, Bawazir et al. (2024) confirm that although brand communication No always influences brand loyalty, consistent communication can increase loyalty in a way No direct through brand trust. Firman-syah et al. (2023) research users digital services and find that communication personalization like customized notifications with user preferences, campaigns on social media, and in-app messages can build emotional connections between consumers and brands. These findings are very relevant for digital services based on subscriptions like Spotify, where personal interactions and relevant content become key user involvement.

Therefore, brand communication has a strategic role in building and maintaining brand trust as well as brand loyalty. All findings from Zehir et al. (2011, Ellitan & Pradana (2022) Tandion et al. (2024), Firman-syah et al. (2023),Mustofa & Nuvriasari (2024), Bawazir et al. (2024),Sutrisno & Slamet (2023), And Natanael (2019) consistently confirm that communication effective branding must be clear, consistent, credible, responsive, and relevant. Therefore, this research puts brand communication as an independent influence variable to brand trust and brand loyalty in the context of Spotify.

2.3 Service Quality

Service quality or quality service is a very important concept in building long term connections between consumers and service providers. Quality service influences How consumers evaluate a brand, which in turn influences brand trust and brand loyalty. In the context of this, quality service is measured by seeing comparison between consumer expectations and performance services received (Zehir et al., 2011).

According to Zehir et al. (2011),quality service consists of five dimensions the main known with the SERVQUAL model:

1. Tangible s (Physical evidence) – Appearance physical facilities, equipment and personnel company.
2. Reliability– The company's ability to provide promised services consistently and reliably.
3. Responsiveness– The willingness and ability of employees to help customers and provide service quickly.
4. Assurance– Employee knowledge, skills, and confidence to foster a sense of security and customer trust.

5. Empathy—Attention and concern for customers in an individual way.

These five dimensions are used to assess the extent to which a service meets consumer expectations. Research Muttaqien et al. (2023) has found that service quality significantly impacts brand trust. This means that the better the service quality a brand provides, the more likely customers are to trust that brand, which in turn strengthens loyalty. Similar research has also been conducted by Natanael (2019) who found that service quality has a positive influence on brand loyalty, although the influence is indirect, through brand trust. Ellitan & Pradana (2022) explains that consumers not only evaluate service quality based on the result, but also from the service process they receive, such as application speed, ease of navigation, and responsiveness to the problems they face.

In conclusion, service quality is a crucial element in marketing strategy, as it directly influences brand trust and loyalty. In this study, service quality was chosen as one of the crucial independent variables in examining Spotify's brand loyalty in West Jakarta. Based on findings from Zehir et al. (2011), Firmansyah et al. (2023), Ellitan & Pradana (2022), and Muttaqien et al. (2023), service quality not only increases positive brand perceptions but is also a key factor in creating long-term trust and loyalty in the digital sector.

2.4 Brand Trust

Brand trust is one of the main foundations for building long-term relationships between consumers and brands. Brand trust refers to consumers' confidence that a brand can be relied upon to meet their expectations, deliver quality products or services, and act with integrity in every interaction. This trust is crucial because it determines whether consumers will remain loyal to a brand despite attractive offers from competitors. As explained by Zehir et al. (2011) Brand trust creates a stronger and deeper relationship between consumers and brands that not only impacts repeat purchases, but also the consumer's commitment to continue using the product or service in the long term.

According to Zehir et al. (2011), brand trust consists of three main dimensions: credibility, integrity, and benevolence. Research Muttaqien et al. (2023) shows that brand trust has a significant influence on brand loyalty. They found that consumers who trust a brand are more likely to continue using that product or service. This is in line with the theory put forward Munuera-Aleman et al. (2003) which states that brand trust is one of the main elements in creating a mutually beneficial relationship between brands and consumers. Natanael, (2019) in their research also confirmed that brand

trust has a positive influence on brand loyalty. Trust formed through good service quality is an important key in strengthening consumer loyalty.

Thus, it can be concluded that brand trust is a very important variable in strengthening brand loyalty. Based on the findings presented by Zehir et al. (2011), Munuera-Aleman et al. (2003), Muttaqien et al. (2023), Sutrisno & Slamet (2023), Ellitan & Pradana (2022), Bawazir et al. (2024), And Firmansyah et al. ((2023) brand trust mediates connection between quality of service and loyalty, as well as playing a role as a key element to building long-term loyalty in the digital industry. Therefore, in this research, brand trust is placed as a mediation variable is very important in explaining the influence of brand communication and service quality to brand loyalty among Spotify users in West Jakarta.

Brand communication encompasses the information and messages delivered through digital campaigns, social media, in-app messages, and other contact points. Consistent and credible communication may reduce uncertainty and strengthen confidence in a platform. It may also be associated with continued use, although marketing communication alone may be insufficient to create loyalty when competing services provide comparable functional benefits (Zehir et al., 2011; Bawazir et al., 2024).

H1: Brand communication is positively associated with brand loyalty.

H2: Brand communication is positively associated with brand trust.

Perceived service quality reflects users' evaluations of how reliably and effectively a platform meets their needs. The source manuscript adapts five traditional service-quality domains to an application setting: reliability (application stability), responsiveness (timely support), assurance (security and confidence), empathy (attention to user needs), and tangibles (interface and audio/visual experience). Because this adaptation combines system and service elements, the operational meaning of the construct should be made explicit (Zehir et al., 2011; Firmansyah et al., 2023). Consistently positive service experiences may support both trust and loyalty.

H3: Service quality is positively associated with brand loyalty.

H4: Service quality is positively associated with brand trust.

2.5 Brand trust, loyalty, and mediation

Brand trust refers to the belief that a provider is reliable, keeps its promises, and acts in the user's interests. Brand loyalty refers to willingness to continue using the service, prefer it over alternatives, and recommend it to other people. In a subscription service, trust may

help translate positive experiences into continued patronage. The source manuscript draws on Zehir et al. (2011) and other brand-trust studies to motivate these relationships; bibliographic information needs verification.

H5: Brand trust is positively associated with brand loyalty.

H6: Brand trust mediates the association between brand communication and brand loyalty.

H7: Brand trust mediates the association between service quality and brand loyalty.

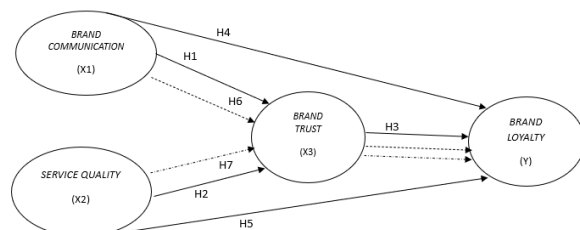


Fig. 1: Research Framework

This model shows that although brand communication and service quality have a direct influence on brand loyalty, this influence is stronger if brand trust is built first. In other words, brand trust functions as a mediator connecting these two independent variables with brand loyalty.

3 Research Method

3.1 Design and sampling

A quantitative, cross-sectional design was adopted. A structured online questionnaire was distributed using purposive sampling to respondents located in West Jakarta who had experience using Spotify. The source manuscript describes the target group as Spotify Premium users, although some passages refer more broadly to Spotify users. Eligibility for Premium membership must be confirmed from the screening questions. The manuscript also inconsistently specifies at least one month versus at least three months of prior use and an age range of “15–55 years and above.” The definitive screening conditions cannot be reconstructed from the manuscript alone.

The sample size was determined based on guidelines from (Oktavian et al., 2023), which is a minimum of 10 times the number of indicators in the research model. Based on the operationalization of the variables in this study, there are a total of 16 indicators, so the minimum sample size required is 160 respondents (16 indicators x 10). However, to increase the reliability of the results and anticipate the

possibility of invalid data, the sample size to be collected is planned to be at least 160 respondents.

A total of 213 responses is reported in one paragraph, while the respondent-profile charts and associated narrative consistently refer to 206. For transparent reporting, the number invited, the number of responses, exclusions and their reasons, and the final analytic sample should be documented from the original dataset. All numerical results below have been reproduced from the supplied manuscript without recalculation.

3.2 Measures and analysis

The study used a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). Four reflective indicators were reported for each construct (brand communication, service quality, brand trust, and brand loyalty), totaling 16 indicators. Items addressed message clarity and engagement; service reliability and user experience; confidence in the brand; and continued use and recommendation intentions. The exact final questionnaire should be appended or made available to support replication.

PLS-SEM was performed using SmartPLS 4. The reported outputs include outer loadings, average variance extracted (AVE), Cronbach’s alpha, composite reliability, coefficients of determination (R^2), direct path estimates, and bootstrapped specific indirect effects. The manuscript does not provide complete HTMT or cross-loading results, bootstrapping settings, confidence intervals, f^2 results, or predictive validity statistics. Consequently, no conclusion about these unreported checks is asserted here.

3.3 Operationalization Variables

Operationalization variables is the process of defining variables study into a form that can be measured and observed in a real way. In this research there are three types of variables: independent variables, dependent variables, and mediation variables. Independent variable consists of from Brand Communication (X1) and Service Quality (X2), mediation variable is Brand Trust (M), and dependent variable is Brand Loyalty (Y). Variables This is made into as object analysis to measure connections between variables in research.

Table 1. Operationalization Variables

Variables	Definition	Indicator
Brand Loyalty	Brand loyalty is commitment users for still	Intention to subscribe or continue your

	using Spotify, reflected from repeat purchase behavior, recommendation to others (word of mouth), and resistance to service competitors. For example, a user who feels satisfied with quality services, communication brand and trust towards Spotify will Keep going to extend Premium subscription, follow Spotify's official account on social media, and recommend the platform to their friends. Assessment This shows that loyalty is formed through a combination of positive experience, satisfaction, and brand trust (Tandion et al., 2024), (Bawazir et al., 2024), (Gunawan & Santoso, 2021).	Spotify Premium subscription. Making Spotify the top choice in the digital music service category. Commitment to continue using Spotify on an ongoing basis. Trend recommends Spotify to others (Zehir et al., 2011)
Brand Communication (X1)	Brand communication is a strategic process in which Spotify delivers brand values, identity, and promises to users through	Brand communication helps I recognize and remember brands easily (brand awareness and recall). Brand communication makes I own evaluation

	various channels, including applications, social media, email, and notifications, with the objective of building consumer understanding, involvement, and trust. Communication effective branding must be consistent, transparent, relevant, and capable of adapting message with individual user needs. According to Zehir et al. (2011) communication designed brand with good build positive perception, improving trust, and strengthening loyalty. El-litan & Pradana (2022) add that consistency and credibility message brand increase brand awareness and brand recall. Tandion et al. (2024) emphasize that transparency and responsiveness communication play an important role in the formation of brand trust among digital platform users.	or positive attitude towards brand. Brand communications convey a clear and consistent message, thereby strengthening my association with the brand. Brand communication makes me feel more connected and closer to the brand in the long run. (Zehir et al., 2011)
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Service Quality (X2)	Service quality is evaluating users to suitability Spotify service with their hopes, encompassing five dimensions main: reliability, responsiveness (responsiveness), assurance (guarantee), empathy (concern), and tangibles (aspects) physical/visual). Dimensions This emphasizes that quality service Not only technical experience, but also emotional experience and psychological influences trust. Zehir et al. (2011) confirm quality high service push formation brand trust, while Firmansyah et al., (2023) found that a satisfying service experience increases user loyalty, Muttaqien et al., (2023) adding that responsive, secure, and easy-to-use services build positive brand perceptions, which form the basis for long-term loyalty.	1. Reliability: system reliability and application stability 2. Responsiveness: speed and accuracy service 3. Assurance: data security and ease of use 4. Empathy: attention to user needs 5. Tangibles: audio, visual, and feature quality application. (Zehir et al., 2011), (Firmansyah et al., 2023), (Muttaqien et al., 2023)
Brand Trust (X3)	Brand trust is users' belief	Consumers trust brands to meet

	that Spotify can in a way consistently fulfil their promises and needs, including credibility, integrity, and benevolence. Brand trust is formed from positive experience, clear communication, and quality reliable service. Zehir et al. (2011) state that brand trust becomes the foundation of a long-term connection with Consumers. Bawazir et al. (2024) emphasize that brand trust mediates the relationship between brand communication and loyalty. Firmansyah et al. (2023) shows that trust formed from digital service experiences significantly influences customer loyalty.	their expectations. Consumers feel confident in the brand's reliability. Consumers believe the brand delivers consistent satisfaction. Consumers feel safe and confident when using the brand. (Zehir et al., 2011)
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4 Results

4.1 Respondent characteristics

The source manuscript describes the demographic charts using a denominator of 206: 67% female and 33% male; 76.2% aged 15–24, 16.5% aged 25–34, and 7.3% aged 35–44; and 65.5% students and 26.2% employees. Because percentages are rounded and the source does not provide the original frequency table, counts have not been inferred. The stated age percentages total 100.0%, leaving an unclear claim elsewhere

that respondents older than 45 were also included. The age distribution should be reconciled with the original responses.

4.2 Measurement model

Table 2. Standardized outer loadings

Indicator	Loading	Indicator	Loading
BC1	0.917	BC2	0.898
BC3	0.888	BC4	0.882
BL1	0.833	BL2	0.847
BL3	0.885	BL4	0.754
BT1	0.854	BT2	0.794
BT3	0.846	BT4	0.848
SQ1	0.878	SQ2	0.872
SQ3	0.848	SQ4	0.790

All 16 reported loadings exceed 0.70. The source additionally provides bootstrap statistics for the indicator loadings; Table 1 prioritizes measurement strength and readability rather than repeating those statistics. One narrative sentence in the source incorrectly reports BT2 as 0.872; the output table reports 0.794, which is used here.

Table 3. Reliability and convergent validity

Construct	α	CR	AVE
Brand communication	0.918	0.942	0.803
Brand loyalty	0.849	0.899	0.690
Brand trust	0.856	0.903	0.699
Service quality	0.869	0.911	0.719

Cronbach's alpha and composite reliability exceed 0.70 for all constructs, while AVE exceeds 0.50. These reported results support internal consistency and convergent validity under the stated criteria.

4.3 Structural model

Table 4. Explained variance

Endogenous construct	R ²	Adjusted R ²
Brand trust	0.636	0.632
Brand loyalty	0.585	0.579

The predictors in the model account for 63.6% of the reported variance in brand trust and 58.5% of the reported variance in brand loyalty. These are explanatory figures and should not by themselves be described as proof of out-of-sample predictive performance.

Table 5. Direct effects and hypothesis tests

Hypothesis / path	β	t	p	Decision
H1 BC $\rightarrow$ BL	0.102	1.513	0.130	Not supported
H2 BC $\rightarrow$ BT	0.144	2.271	0.023	Supported
H3 SQ $\rightarrow$ BL	0.330	3.594	<0.001	Supported
H4 SQ $\rightarrow$ BT	0.698	12.032	<0.001	Supported
H5 BT $\rightarrow$ BL	0.405	4.485	<0.001	Supported

BC = brand communication; SQ = service quality; BT = brand trust; BL = brand loyalty. The hypothesis numbering has been standardized to match the conceptual order in Section 2. Significance is evaluated at the two-sided 5% level as implied by the reported p-values; the original bootstrap configuration still requires confirmation. Values displayed as p = 0.000 in the supplied output are written as p < 0.001, since a p-value is not literally zero.

Table 6. Specific indirect effects via brand trust

Hypothesis / path	β	t	p	Decision
H6 BC $\rightarrow$ BT $\rightarrow$ BL	0.058	1.897	0.058	Not supported
H7 SQ $\rightarrow$ BT $\rightarrow$ BL	0.283	4.360	<0.001	Supported

The indirect association between service quality and brand loyalty through trust is significant, alongside a significant direct association. This pattern is consistent with partial mediation in the reported model. The corresponding indirect association for brand communication is not significant at 5%, although the brand communication–trust path is significant. The results do not justify claiming that trust fully mediates brand communication effects.

5 Discussion

This study aims to test the connection between variables free Brand Communication and Service Quality with variables mediation Brand Trust as well as variables bound Brand Loyalty among Spotify users in West Jakarta. general, results analysis show that Brand Communication and Service Quality own an important role in forming Brand Trust, which ultimately contributes to the formation of Brand Loyalty customers.

5.1 Influence Brand Communication to Brand Trust

Research results show that Brand Communication (X1) has a positive and significant influence to Brand

Trust (M), so that hypothesis which states the existence of influence of Brand Communication to Brand Trust is accepted. Findings This strengthens objective research that is wanted to see how far communication Spotify brand can build trust Premium users in West Jakarta.

In a theoretical way, results This is in line with view Zehir et al. (2011) that state that communication consistent, clear and credible branding capable of increasing consumer trust to brand. Research Tanady & Firdausy (2022), Ellitan & Pradana (2022), as well as Tandion et al. (2024) also found that brand communication has a positive influence towards brand trust and brand loyalty, because transparent and relevant helps consumers feel certain about messages and brand performance.

In the context of digital services such as Spotify, brand communication forms include digital campaigns, notifications personalization, social media promotion, and content collaboration with designed musicians To get closer brand with users. Consistent communication about Premium features, audio quality, and convenient access to playlists makes users feel that Spotify can be reliable, so that strengthens the dimensions of credibility, integrity, and benevolence of brand trust.

Findings this is also in line with Hartono & Rohdiah (2021), Sutrisno & Slamet (2023), and Arenggoasih (2016) which shows that communication responsive and informative brand capable of increasing consumers' trust in various product and service categories. Thus, for Spotify users in West Jakarta, the number is increasing. Good perception they must communicate brand Good from aspect clarity information, consistency messages, as well as proximity interactions are increasing high level their trust to Spotify.

5.2 The influence of Brand Communication on Brand Loyalty

Research results show that Brand Communication (X1) has no significant influence towards Brand Loyalty (Y), so the hypothesis which states existence direct influence Brand Communication to Brand Loyalty is rejected. This is means communication perceived Spotify brand respondents Not yet Enough strong for in a way direct push commitment Premium users in West Jakarta for still loyal to the brand.

In a theoretical way, findings This is different with a number of studies previously discovered positive influence of brand communication to loyalty, such as Tanady & Firdausy (2022), Ellitan & Pradana (2022), as well as Tandion et al. (2024) that states that communication consistent and attractive branding can in-

crease loyalty through strengthening image and emotional proximity with consumers. However, results of this study are precisely more in line with findings Gunawan & Santoso (2021) and Bawazir et al. (2024) that shows that brand communication No always influences directly to loyalty but rather works through variables between like brand trust or brand image.

In the context of Spotify, Premium users in West Jakarta might more evaluate loyalty based on quality experience service, stability applications, and trust to Spotify's performance, compared only from intensity campaign communication brand. Spotify's communication has been There are like promotion packages, message personalization, as well as social media campaigns it turns out Not yet Enough For make users endure If not supported by experience satisfactory use and strong trust, so explain Why influence direct Brand Communication to Brand Loyalty is not significant in this research.

5.3 Influence Service Quality to Brand Trust

Research results show that Service Quality (X2) has a positive and significant effect on Brand Trust (M), so that the hypothesis which states the existence influence of Service Quality to Brand Trust is accepted. This means that the better quality services experienced by Spotify users in West Jakarta such as application stability, convenient usage, audio quality, and reliability of the payment system the higher level of trust they have towards Spotify as a music streaming service provider.

Findings This is consistent with runway theory that states that quality service is one of the main factors former brand trust. Zehir et al. (2011) and Muttaqien et al (2023) explains that service quality that meets or exceeds consumer expectations will increase the perception of the brand's credibility, integrity, and concern for its customers, thereby strengthening trust. Natanael (2019) Firmansyah et al. (2023) as well as Oktavian et al (2023) also found that service quality has a significant influence on brand trust and loyalty to various contexts of digital services and services, because consistent service experience makes consumers feel safe and comfortable For Keep going to use brand said.

In the context of Spotify, the results This indicates that users more Lots Of form trust based on experience directly with application rather than only from brand communication. When the users feel the application rarely errors, transparent subscription process, relevant music recommendations, and fast response to obstacles, they rate Spotify as a reliable and caring platform to their needs, so that trust in the brand is stronger.

5.4 Influence Service Quality towards Brand Loyalty

Research results show that the variable Service Quality (X2) has a positive and significant effect on Brand Loyalty (Y), so that hypothesis fourth is accepted. This means the better quality perceived service Spotify users in West Jakarta are increasing taller trend they for still loyal using Spotify.

Findings This is in line with various studies previously confirmed that quality service is one of the main factors former brand loyalties. Research (Mustofa & Nuvriasari (2024) Oktavian et al. (2023) as well as several other studies in the digital services and services sector show that quality consistent and appropriate service hope capable of increasing customer satisfaction and trust, ultimately leading to brand loyalty.

In the context of Spotify, quality service covers application stability, convenient navigation, audio quality, speed buffering, as well as payment system reliability. When these aspects are fulfilled, users tend to extend subscriptions, making Spotify the primary platform for listening to music, and provide positive recommendations to others. Thus, good service quality triggers loyal attitudes and behavior using recurring issues among Spotify users in West Jakarta.

5.5 Influence Brand Trust to Brand Loyalty

Research results show that the variable Brand Trust (M) has a positive and significant influence on Brand Loyalty (Y), so that the fifth hypothesis in research is accepted. This means that the higher level of trust Spotify users in West Jakarta towards Spotify brand, increasingly big trend they are for still loyal use of the service in a sustainable way.

Findings This is consistent with runway theory that places brand trust as one of the main factors former brand loyalties. Various previous studies, such as those conducted by Munuera-Aleman et al. (2003), Natanael (2019), Muttaqien et al. (2023), and Bawazir et al. (2024), show that trust built through positive and consistent experiences will encourage customers to make repeat purchases, stick with a brand, and even recommend it to others. In the context of digital services like Spotify, trust arises when users feel that the application runs stably, personal data is protected, the subscription system is transparent, and the brand's promise of service quality is truly fulfilled, thus encouraging the formation of brand loyalty. the strong one.

5.6 The Role of Mediation Brand Trust in Relationships Brand Communication to Brand Loyalty

Research results show that Brand Trust (M) does not mediate in a significant way influence Brand Communication (X1) towards Brand Loyalty (Y), because effect No directly generated No significant at the level of 5 percent error. Thus, the hypothesis states that brand trust mediates the connection between brand communication and brand loyalty is rejected.

In a way substantive findings This indicates that although communication Spotify brand is capable of increasing trust users, improvements the Not yet Enough strong for translated become loyalty through track mediation brand trust. These results are in line with a number of studies previously, such as Gunawan & Santoso (2021) as well as Bawazir et al. (2024), who found that brand communication No always influences significantly Good in a direct way and No direct to loyalty, and in some cases, context influences the more Lots explained by other variables such as brand image or brand experience.

In the context of Spotify, users in West Jakarta seem to build loyalty especially based on quality experience services and other functional factors, not solely from intensity and quality communication of the brand that then increases trust. In other words, even though communication the brand that Spotify does through digital campaigns and social media can create closeness and trust certain, the relationship is not yet strong enough to form brand loyalty through the mediation mechanism brand trust as assumed in the hypothesis study.

5.7 Role of Mediation Brand Trust in Relationships Service Quality to Brand Loyalty

Research results show that Brand Trust (M) mediates in a positive and significant way influence Service Quality (X2) towards Brand Loyalty (Y), so that the seventh hypothesis in the study This is accepted. This means that the quality good service Not only influences directly the loyalty of Spotify Premium users in West Jakarta but also increases loyalty through improving trust to brand.

Findings This is consistent with various previous studies that placed brand trust as an important mediation variable between quality service and loyalty. Zehir et al. (2011), Firmansyah et al. (2023), and Muttaqien et al. (2023) shows that when consumers experience high service quality, they tend to build stronger trust in the brand, and this trust then drives loyal behavior such as repeat purchases, resistance to competitors' invitations, and willingness to recommend the brand to others.

In the context of Spotify, users who experience a stable app, good audio quality, a clear subscription process, and responsive customer support will perceive Spotify as consistently delivering on its service promises. These positive service experiences build perceptions of credibility, integrity, and brand awareness, which strengthen brand trust and ultimately encourage users to maintain their subscriptions, use Spotify as their primary platform, and recommend it to others. Therefore, this study confirms that to build strong brand loyalty, Spotify needs not only to maintain service quality but also to continuously maintain user trust as the primary bridge between service quality and loyalty.

6 Conclusion

Based on the results of data analysis and discussion in Chapter IV, the conclusions of the research regarding the influence of brand communication and service quality on brand loyalty with brand trust as a mediating variable on Spotify Premium users in West Jakarta are as follows.

1. Brand communication positively and significantly influenced Brand trust among Spotify users in West Jakarta. Clear, consistent, and relevant brand communications help increase user trust in Spotify.

2. Brand communication No influence in a direct way to brand loyalty among Spotify users in West Jakarta. This shows that intensity and quality brand communication is just not yet enough to encourage formation of loyalty without supported by other factors.

3. Service quality positively and significantly influenced brand trust among Spotify users in West Jakarta. Increasingly Good quality perceived service users like application stability, convenient usage, and audio quality is getting higher level of trust they have towards Spotify.

4. Service quality positively and significantly influences brand loyalty among Spotify users in West Jakarta. Quality good service encourage users For Keep going subscribe and make Spotify the main platform for enjoying music streaming services.

5. Brand trust positively and significantly influences brand loyalty among Spotify users in West Jakarta. Increasingly taller trust users towards Spotify, the greater their commitment to still use and recommend the service.

6. Brand trust No mediate in a significant way influence brand communication to brand loyalty among Spotify users in West Jakarta. This means that the influence of brand communication to loyalty

through brand trust Not yet proven strong in the context of this study.

7. Brand trust mediate in a partial way influence service quality to brand loyalty among Spotify users in West Jakarta. Quality good service moreover previously formed strong belief towards Spotify, which ultimately drives creation of user loyalty.

6.1 Suggestions

6.1.1 Theoretical Suggestions

Based on results study about influence brand communication and service quality to brand loyalty with brand trust as mediation variables on Spotify Premium users in West Jakarta, some theoretical suggestions that can be submitted are as follows.

- Study furthermore recommended for add other potential variables influence brand loyalty, such as brand experience, brand image, or perceived value, so that the research model becomes more comprehensive in explaining user loyalty of music streaming services.

- Study future is also necessary expand coverage area and characteristics respondents, for example with involving Spotify users in other cities, users service free and premium, or compare several music streaming platforms, so that findings can be generalized with better.

6.1.2 Practical Suggestions

Based on empirical findings that service quality and brand trust play an important role in forming brand loyalty, then the practical advice that can be given to Spotify party management (or similar service company) is as follows.

- Spotify needs to keep increasing quality services, especially related to application stability, speed buffering, audio quality, ease of use navigation, and reliability of the payment system, because these aspects prove to influence directly and not directly to loyalty through formation of brand trust.

- Communication brand should be directed to strengthen trust and explain mark plus Premium services in more clarity, for example through transparent message about features, subscription policies, and data security, as well as relevant digital campaigns with the lifestyle of young users.

- Spotify is recommended for in a way actively utilize bait come back users, okay through in-app feedback, rating, or channel service customers, use identify problem services and compile innovation suitable product with need users, so that trust and loyalty can be maintained in the long term.

Declaration of Generative AI and AI-assisted Technologies in the Writing Process

During the preparation of this work, the author(s) utilized artificial intelligence (AI) technologies solely for the purpose of linguistic refinement and grammatical correction. Following the application of these tools, the author(s) comprehensively reviewed, verified, and edited the resulting text. The author(s) maintain full accountability and responsibility for the accuracy, integrity, and final content of the publication.

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