

The Influence of Social Media Engagement on Spotify Users from Generation Z and Alpha: Examining the Moderating Role of FOMO

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Abstract — This study investigates the influence of social media engagement on trust and customer satisfaction, as well as how these factors affect repurchase intention among Spotify users from Generation Z and Generation Alpha. It also explores the moderating role of Fear of Missing Out (FOMO) in those relationships. Using a quantitative approach, data were collected from 238 respondents through an online survey and analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS). The findings indicate that social media engagement significantly increases both trust and customer satisfaction. In turn, both trust and satisfaction significantly influence users' intention to continue using the platform. FOMO strengthens the relationship between social media engagement and trust but does not significantly moderate the relationship between engagement and satisfaction. These results suggest that emotional and social factors particularly personalized digital experiences and perceived social trends play a key role in shaping digital loyalty. The study highlights the importance for digital platforms like Spotify to focus on both social engagement and accurate personalization to maintain user satisfaction and loyalty.

Keywords: Social media engagement, Trust, Customer satisfaction, Repurchase intention, FOMO

Abstrak — Penelitian ini mengkaji pengaruh *social media engagement* terhadap *trust* dan *customer satisfaction*, serta bagaimana kedua faktor tersebut memengaruhi *repurchase intention* di kalangan pengguna Spotify dari Generasi Z dan Generasi Alpha. Penelitian ini juga mengeksplorasi peran moderasi dari *Fear of Missing Out (FOMO)* dalam hubungan-hubungan tersebut. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan dari 238 responden melalui survei online dan dianalisis menggunakan *Structural Equation Modeling dengan Partial Least Squares (SEM-PLS)*. Temuan menunjukkan bahwa *social media engagement* secara signifikan meningkatkan *trust* dan *customer satisfaction*. Selanjutnya, baik *trust* maupun *satisfaction* berpengaruh signifikan terhadap *repurchase intention* untuk terus menggunakan platform Spotify. *FOMO* memperkuat hubungan antara *social media engagement* dan *trust*, namun tidak memoderasi secara signifikan hubungan antara *social media engagement* dan *customer satisfaction*. Hasil ini menunjukkan bahwa faktor emosional dan sosial, khususnya pengalaman digital yang dipersonalisasi dan tren sosial yang dirasakan, memainkan peran penting dalam membentuk loyalitas digital. Penelitian ini menekankan pentingnya bagi platform digital seperti Spotify untuk berfokus pada keterlibatan sosial dan personalisasi yang akurat guna mempertahankan kepuasan dan loyalitas pengguna.

Kata Kunci: Social media engagement, Trust, Customer satisfaction, Repurchase intention, FOMO

INTRODUCTION

Generation Z (born 1996–2010) and Generation Alpha (born after 2010) tend to exhibit narcissistic traits shaped by their intensive use of social media (Novianti et al., 2019; Syana, 2018). Gen Z and Alpha, with their narcissistic tendencies, often present an idealized version of themselves to maximize social interaction (Sabekti et al., 2019). Growing up in a digital era, they are immersed in an

environment where the internet, social media, and smartphones are inseparable from daily life (Deandra Rafiq Daffa et al., 2024). Narcissism is characterized by self-centered gratification and relying more on oneself rather than others for validation and self-esteem.

Individuals from Gen Z and Alpha who exhibit narcissism are likely to be obsessed with power and prestige, often overestimating themselves with a

belief in their superiority in skills or appearance compared to others (Buss & Chiodo, 1991). Narcissistic individuals feel the need to constantly affirm their self-image through perceived achievements and a superior appearance (Exline et al., 2004). They rely on internal self-worth, often minimizing or ignoring the contributions of others to their success or well-being (Sedikides & Campbell, 2017).

Different generations use platforms like Facebook, Twitter, Instagram, TikTok, Spotify, and others (Wijaya et al., 2023). Facebook is mostly dominated by Gen X and Y, while Twitter, Instagram, TikTok, and Spotify are more frequently used by Gen Z and Alpha. Previous studies also noted that Gen Z and Alpha often use features such as YouTube Live and Instagram Live to gain recognition from their peers (Putri & Rosa, 2024; Thomas, 2024).

Gen Z and Alpha are particularly concerned about how others perceive the content they post on social media (Siahaan et al., 2024). In today's digital age, Gen Z often builds and maintains their self-image by posting photos, videos, and status updates that highlight their lives. In contrast, Gen Alpha demonstrates multitasking capabilities and tends to specialize in specific skills while projecting a dual identity through their social media presence (Fadlurrohim et al., 2020). They seek "likes," comments, and followers while sharing photos and videos, following influencers, and expressing themselves through stories and posts (Sikumbang et al., 2024).

Research by Ahmed (2019) (Ahmed, 2019) found that 97% of Gen Z use smartphones to listen to music. At the same time, technological development has led to a more interconnected world. Generation Alpha is growing up in the midst of digital globalization, making it easier for them to access various global trends and information. Music, films, and public figures now play a larger role in shaping how these generations interact and interpret the world (Haro-de-Rosario et al., 2018). This shows that music especially when paired with video content can be a powerful marketing tool to reach these generations. Therefore, it is essential for digital platforms to provide a creative space for Gen Z and Alpha in Indonesia to express themselves and gain social recognition (Razak, 2022).

This narcissistic behavior is indirectly leveraged by some social media platforms to attract and retain customers by increasing customer interaction, as seen on Facebook (Walters & Horton, 2015), TikTok (Aprilian et al., 2020), and Instagram (Tanjaya & Agustrijanto, 2022). A music-based platform that effectively utilizes narcissism and has gained popularity is Spotify (Yoga et al., 2022). Spotify fulfills users' entertainment needs by offering access to millions of songs, personalized playlists, and algorithm-driven recommendations

that match individual tastes, allowing users to enjoy music tailored to their mood and lifestyle. Beyond entertainment, Spotify also facilitates the construction of social identity by enabling users to share what they listen to, follow artists or friends, and engage in communal experiences such as Spotify Wrapped or Blend. These features allow users to express who they are, what they value, and which communities they belong to through their music choices. Furthermore, Spotify supports self-expression by allowing users to create and name their own playlists, showcase favorite songs on social media, and reveal aspects of their personality or emotions through music sharing. For Gen Z and Alpha, who are deeply immersed in digital culture, this form of expression plays an essential role in shaping how they present themselves to others in online spaces. Spotify's success in engaging users is strategically supported by its digital campaigns. One of the most viral campaigns is Spotify Wrapped, which becomes a yearly global phenomenon (Wulandari et al., 2024).

Spotify Wrapped provides a year-end summary of users' listening habits, including most played artists, songs, and favorite genres, all presented with engaging visuals. Released in early December, the campaign showcases data such as the number of tracks and artists listened to, top five songs, genres, artists, and most-played playlist characteristics (Wulandari et al., 2024). This campaign typically boosts Spotify's app rankings on both App Store and Play Store, as users are eager to see their stats or download the app to avoid missing out driven by FOMO. Those not using Spotify often feel excluded from the Spotify Wrapped experience, as they are unable to participate. Seeing others share their Wrapped results prompts them to download the app just to join in (Manohar, 2023).

Spotify Wrapped is easily shareable and designed for platforms like Instagram Stories, making it go viral on social media every year. Using the hashtag #SpotifyWrapped, the campaign has consistently trended on platforms like X (formerly Twitter) and gained 66.5 million views on TikTok (Murray, 2023). This campaign effectively turns millions of users into voluntary brand influencers, who share their favorite music on platforms like Twitter, Facebook, and Instagram (Swant, 2019).

First launched in 2016, the success of Spotify Wrapped has inspired competitors to launch similar features. For example, Apple Music introduced Replay in 2019 and added shareable graphics in Instagram Story format in 2022 (Damar, 2023). Other music platforms like Tidal and YouTube Music introduced their own annual wrap-ups in 2020 and 2021. Even non-music companies such as The Washington Post, Duolingo, Reddit, Twitch, and Hulu have adopted shareable year-end recaps (Murray, 2023).

Through data and advanced technology, Spotify has created a highly personalized and relevant experience for its users. Spotify understands that for Gen Z and Alpha, music is more than entertainment it is part of their identity. By capitalizing on narcissism and FOMO, Spotify has successfully fostered deep and lasting customer engagement that enhances user trust and satisfaction. This engagement leads to repurchase behavior and sustained subscription, strengthening user loyalty to the platform.

Many previous studies have investigated the impact of Customer Engagement on various variables, including Customer Satisfaction and Trust. Research by Hikmah & Riptiono (2020), Saputra (2022), Hidayat & Nuzil (2023), and Darmadi et al. (2021) found a significant positive relationship between Customer Engagement and Customer Satisfaction. On the other hand, Lestari & Syah (2022) reported a negative and insignificant effect. These studies largely focus on marketplaces and social platforms like Shopee and Instagram, with samples ranging from students to social media users.

In addition, the relationship between Customer Engagement and Trust has been widely studied. Dessart (2017), Sanaji (2015), and Lestari & Syah (2022) concluded that engagement positively influences trust, whereas studies by Kovac & Zabkar (2020) and Felita & Japariato (2015) found the influence to be either insignificant or non-existent. These conflicting results highlight the need for further research with additional variables such as FOMO as a moderating factor.

Studies on the influence of Trust on Repurchase Intention also yield mixed findings. Balla et al. (2015) and Laouraphon & Nuangjamnong (2022) reported a positive and significant impact, whereas Aprilia & Andarini (2023) observed a negative and insignificant relationship, suggesting that other factors such as product type, social context, or consumer behavior may play a role.

Similarly, the relationship between Customer Satisfaction and Repurchase Intention has been validated in various studies. Balla et al. (2015), Hasniati et al. (2021), and Aprilia & Andarini (2023) found a significant positive correlation, while Muchlis (2022) reported a non-significant result despite the positive direction. This variation suggests that different contexts and research methods may lead to different outcomes.

This study aims to bridge those gaps by examining how FOMO moderates the relationship between Customer Engagement and Trust. Although FOMO has been recognized as a significant variable in social media engagement and consumer behavior (Przybylski et al., 2013), few studies have explored its moderating effect on the relationship between engagement, trust, and ultimately repurchase intention. Therefore, this research offers a fresh perspective and aims to clarify the dynamics among

these variables. Furthermore, this study seeks to provide strategic insights for digital music platforms such as Spotify in enhancing user engagement through social-psychological and digital marketing approaches, by understanding how emotional drivers like FOMO influence trust, and customer satisfaction.

This study contributes to the literature in three ways. First, although previous research has included Spotify users (Gartner, 2023; Meidivia et al., 2023), few have focused specifically on Gen Z and Alpha. Second, this study integrates several variables in one model. Third, A gap in the literature is addressed by integrating FOMO as a moderating variable, which has rarely been examined in the context of user engagement on music-based digital platforms. It also highlights how digital platforms can leverage technology to deliver more personalized and interactive user experiences. Effectively using data and technology allows platforms to meet the needs of Gen Z and Alpha while supporting sustainable digital innovation aligning with Sustainable Development Goal (SDG) No. 9, which focuses on infrastructure, innovation, and sustainable industrialization. Overall, this study predicts how social media engagement on Spotify influences user attachment and strengthens its dominance in the music streaming market particularly among younger generations while FOMO acts as a key moderating factor in this relationship.

LITERATURE REVIEW

Narcissism

The phenomenon of narcissism has been recognized for approximately 2,000 years, dating back to the myth of Narcissus documented in ancient Greece. In the myth, Narcissus, a handsome young hunter who rejected the love of the nymph Echo, was punished by the gods, who caused him to fall in love with his own reflection. His excessive ego ultimately led to his tragic death (Kenneth et al., 2012). This myth symbolically represents the two major aspects of narcissism studied today: grandiose narcissism and vulnerable narcissism (Jauk & Kanske, 2021).

An individual with grandiose narcissism constantly seeks recognition or validation to justify their inflated self-image, self-esteem, sense of entitlement, and desire for power (Gebauer et al., 2012). In contrast, vulnerable narcissism is characterized by an intense self-focus and a strong belief that one deserves acknowledgment from others. A lack of recognition often results in social avoidance and withdrawal (Miller et al., 2011). This concept of narcissism was later developed by psychodynamic theorists, who interpreted narcissism as a self-regulation mechanism and a personality tendency (Freud, 1914; Kernberg, 1985).

Narcissistic tendencies are often understood as a self-admiring disposition, which may be reflected in various behaviors and social interactions. This

trait is frequently associated with adolescence—a transitional period during which individuals begin to develop interest in various aspects of self, including appearance. Adolescents tend to present themselves in the most attractive manner possible to gain recognition and attract attention from others (Engkus et al., 2017).

Fear of Missing Out (FOMO)

The deep integration of social media into daily life has had significant consequences for many individuals. As more content is shared online, dependence on social media has led users to feel anxious about missing out on both sharing and receiving information (TANHAN et al., 2022). This condition has fostered the emergence of the Fear of Missing Out (FOMO) phenomenon, particularly among users born after the 1990s (Wang et al., 2022). FOMO is defined as the anxiety or fear that arises when individuals believe they are missing out on social events or experiences that others perceive as enjoyable or important (Przybylski et al., 2013). The concept was first introduced by Dan Herman in 2000, who described it as a type of social anxiety driven by the desire to remain constantly connected to others' activities and experiences. In his research, Herman (2000) explored FOMO as both a social and cultural phenomenon, emphasizing how motivations and personality traits shape consumer behavior. Thus, FOMO can be understood as a significant motivational factor in shaping consumption patterns.

Individuals experiencing FOMO tend to feel a strong need to continuously monitor others' activities through social media, out of fear of missing important information or opportunities to participate in trending events (Morgan & Hunt, 1994). This phenomenon can have negative effects on psychological well-being, as the pressure to stay constantly connected may lead to stress, anxiety, and even sleep disturbances (Roberts & David, 2020).

Studies have shown that FOMO is often associated with lower levels of life satisfaction and self-esteem. People who feel unfulfilled in their real lives often seek validation through social interaction in the virtual world (Baker et al., 2016). Furthermore, FOMO contributes to unhealthy behaviors, such as excessive use of social media and the tendency to sacrifice important responsibilities, such as work or academic obligations, in order to stay connected to others' social activities (Elhai et al., 2021).

Social Media Engagement and Customer Satisfaction

Social Media Engagement refers to the process of online communication involving content aimed at building relationships with social media users (Talitha Nabila & Nadya Ulfa, 2022). When social media engagement is high, it can enhance customer satisfaction, as users feel more connected to and acknowledged by the company. Previous literature

has presented evidence of a positive and significant influence of social media engagement on customer satisfaction (Darmadi et al., 2021; Hidayat & Nuzil, 2023; Hikmah & Riptiono, 2020; Saputra, 2020). However, another study conducted by Lestari & Syah (2022) revealed a negative and insignificant effect of social media engagement on customer satisfaction. Based on these contrasting findings, the following hypothesis is proposed to test the relationship between social media engagement and customer satisfaction.

Alongside the rapid evolution of social media, FOMO has emerged as a relevant concept for understanding user behavior in digital environments. Przybylski et al. (2013) linked FOMO with deficiencies in the fulfillment of basic psychological needs. Their findings suggest that individuals with higher levels of FOMO tend to be more engaged on social media, driven by a lack of satisfaction in needs such as efficacy, autonomy, and relatedness. A more recent study by Alt (2015) also found that individuals with low satisfaction of basic psychological needs were significantly correlated with both FOMO and social media engagement. FOMO has further been identified as a source of social anxiety, triggered by one's fear of missing opportunities to participate in social interactions, new experiences, or other rewarding events often associated with digital engagement (Dossey, 2014).

Research exploring the relationship between social media engagement, FOMO, and customer satisfaction remains limited. While several studies have examined each variable individually, few have focused on how FOMO acts as a moderating variable in the relationship between social media engagement and customer satisfaction. Therefore, this study seeks to address this gap by investigating the moderating effect of FOMO on the relationship between social media engagement and customer satisfaction.

H1: Social Media Engagement has a significant effect on Customer Satisfaction.

H2: FOMO strengthens the significant effect of Social Media Engagement on Customer Satisfaction.

Social Media Engagement and Trust

Social Media Engagement has been identified as the interaction between users and brands on social media platforms (William Hallock, Anne Roggeveen, 2019). This activity includes various actions such as reading articles, clicking the like button, commenting, and sharing content via social media (Groth et al., 2018). According to Haro-de-Rosario et al. (2018), the use of social media platforms to post information can help foster trust among customers. Ng (2013) and Rohm et al. (2013) also stated that users tend to share and seek information on social media due to the perceived atmosphere of trust among friends or colleagues. These findings indicate that Social Media

Engagement can positively and significantly strengthen the trust between users and brands (Dessart, 2017; Lestari & Syah, 2022; Sanaji, 2015). However, research by Kovac & Zabkar (2020) reported a positive but not statistically significant relationship between Social Media Engagement and Trust. Based on these varying results, the following hypothesis is proposed to examine the relationship between Social Media Engagement and Trust.

Research investigating the interaction between Social Media Engagement, FOMO, and Trust remains limited, especially from an empirical standpoint. Although several studies have explored each variable independently, there is still a lack of research specifically examining how FOMO moderates the relationship between Social Media Engagement and Trust. Therefore, this study aims to address that gap by testing the moderating effect of FOMO on the relationship between Social Media Engagement and Trust.

H3: Social Media Engagement has a significant effect on Trust.

H4: FOMO strengthens the significant effect of Social Media Engagement on Trust.

Trust and Repurchase Intention

Trust is a crucial element in marketing, particularly in establishing successful long-term relationships between brands and customers (Pennanen et al., 2007). In today's competitive business environment, maintaining customer repurchase intention and minimizing switching behavior is essential for sustaining operations and gaining a competitive advantage (Kuo et al., 2013). Emami et al. (2013) also emphasized that the cost of acquiring new customers is significantly higher than retaining existing ones. Furthermore, Chang et al. (2014) argued that it is much easier to retain existing customers than to attract new ones. Therefore, companies tend to maintain strong relationships with current customers and seek to enhance their Repurchase Intention.

In this regard, Trust becomes a key factor that not only strengthens the brand–customer relationship but also directly influences customers' decisions to make repeat purchases, particularly in online environments. Studies by Balla et al. (2015) and Laouraphon & Nuangjamnong (2022) found that Trust has a positive and significant effect on Repurchase Intention. On the other hand, Aprilia & Andarini (2023) found a negative and insignificant relationship. Thus, the following hypothesis is proposed to test the effect of Trust on Repurchase Intention.

H5: Trust has a significant effect on Repurchase Intention.

Customer Satisfaction and Repurchase Intention

Customer satisfaction plays a vital role in shaping repurchase intention. Customers who are

satisfied with the products or services they receive are more likely to return for future purchases. According to (Amir, 2005), consumer satisfaction is an evaluative response to the degree of congruence between initial expectations and actual experiences after using a product. When customers' expectations are met or even exceeded, they tend to feel satisfied, which in turn increases the likelihood of repurchasing the product or service.

Furthermore, Zeithaml et al. (2009), emphasize that satisfied customers are not only more likely to make repeat purchases but also tend to recommend the product or service to others, thereby enhancing customer loyalty. Thus, customer satisfaction can be considered a key factor that drives repurchase intention where the higher the level of satisfaction experienced by customers, the greater the likelihood that they will continue purchasing from the same provider.

Based on this, a hypothesis is formulated to examine the relationship between customer satisfaction and repurchase intention, grounded in prior studies that have shown varying results. For instance, research by Balla et al. (2015), Hasniati et al. (2021), and Aprilia & Andarini (2023) found that customer satisfaction has a positive and significant effect on repurchase intention. However, a study by Muchlis (2022) reported a positive but not statistically significant relationship between the two variables.

H6: Customer Satisfaction has a significant effect on Repurchase Intention.

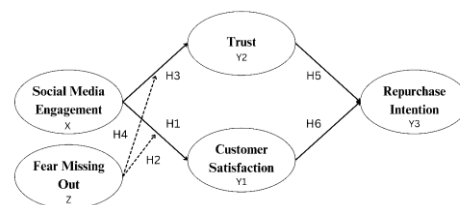


Figure 1. Hypothesis Model

RESEARCH METHOD

The type of research employed in this study is quantitative research using a causal-comparative method. The causal-comparative method is applied in evaluations to analyze the potential cause-and-effect relationships between different variables. The population in this study consists of users of the Spotify platform. There are two criteria for the target population. First, users must have previously used the Spotify Wrapped feature. Second, the users must belong to Generation Z or Generation Alpha. Therefore, the total population size is unknown (infinite population).

The sampling technique used was non-probability sampling, specifically the convenience sampling method. According to Howitt & Cramer

(2020), convenience sampling is a non-probability sampling method that relies on collecting data from members of the population who are easily accessible and willing to participate in the research. In this study, this method was used to obtain respondents who actively use Spotify and are familiar with the Spotify Wrapped feature. Primary data was collected through a questionnaire distributed online via Google Forms. The survey was disseminated using messaging applications such as WhatsApp and LINE. To facilitate data collection, the researcher also shared the survey with followers of Spotify's Instagram account (137,000 followers) and X (formerly Twitter) account (455,000 followers).

According to Hair et al. (2021), the recommended sample size for SEM analysis is 5–10 times the number of indicators. With 18 indicators, the minimum sample size required is 90 respondents. The data collected from the questionnaire were analyzed using the Structural Equation Modeling (SEM) method with the SEM-PLS software (Hamid & Anwar, 2019). The SEM method is used to evaluate both the outer model, which assesses the reliability and validity of the indicator variables, and the inner model, which tests the relationships between the variables within the research model.

Table 1. Research Constructs and Indicators

Construct	Indicators	References
<i>Social Media Engagement</i> (X ₁)	Social Engagement	(Alt, 2015)
	News Information Engagement	
	Commercial Information Engagement	
<i>Trust</i> (Y ₂)	Trusting Beliefs	(McKnight et al., 2002)
	Trusting Intention	
<i>Customer Satisfaction</i> (Y ₁)	Service Satisfaction	(Puriwat & Triposakul, 2017; Zouari & Abdelhedi, 2021)
	Expectation Fulfillment	
	Fit with Ideal Values	
	Intention to Use Additional Services or Products	
	Intention to Switch to Other Services	
	Transactional Intention	(Ferdinand, 2002)

<i>Repurchase Intention</i> (Y ₃)	Referential Intention	
	Preferential Intention	
	Exploratory Intention	
<i>Fear of Missing Out</i> (Z)	Fear of Missing Valuable Experiences	(Przybylski et al., 2013)
	Social Anxiety	
	Need for Social Connection	
	Social Media Engagement	

RESULTS AND ANALYSIS

A total of 453 respondents completed the questionnaire distributed through various platforms. Out of that number, only 238 respondents were identified as meeting the predefined inclusion criteria. All respondents provided information such as gender, generation, frequency, and duration of Spotify usage.

The analysis revealed that the majority of respondents were female (72,3%), while the remaining 27,7% were male. Most respondents belonged to Generation Z (74,37%), with the rest from Generation Alpha. Approximately 75,6% of respondents use Spotify on a daily basis, and 70,6% have been using Spotify for more than 12 months, while the remaining 13,9% are relatively newer users. This indicates that Spotify's features are appealing to both long-term and new users. Furthermore, the high frequency of usage reflects a strong level of engagement with the music streaming platform.

In addition, a large portion of respondents (86,6%) reported sharing their Spotify Wrapped results on social media, demonstrating the strong social impact of the campaign among users. Respondents who have been subscribed to Spotify for over a year tend to use the platform daily and actively share their Wrapped results, which reflects high levels of user satisfaction and attachment to the platform.

In SEM-PLS analysis, two models must be evaluated before testing the formulated hypotheses: the outer model, which assesses the validity and reliability of each instrument for its respective variable, and the inner model, which evaluates the strength and predictive accuracy of relationships between latent variables. The inner model assessment is based on t-statistics obtained through bootstrapping, and further evaluated using R² values, predictive relevance (Q²), and effect size (F²) indicators.

Measurement Outer Model Result

Based on the results of the outer model evaluation (table 2), all indicators for the variables of Social Media Engagement, Customer Satisfaction, Trust, Repurchase Intention, and FOMO demonstrated outer loading values above 0.7, meeting the criteria for convergent validity. The Average Variance Extracted (AVE) (table 3), values for all constructs also exceeded 0.5, indicating good convergent validity. Discriminant validity testing showed that each indicator had a higher correlation with its corresponding construct than with other constructs, thus confirming discriminant validity. In addition, the reliability tests revealed that both Composite Reliability and Cronbach's Alpha values for all variables were above 0.7, indicating a high level of internal consistency. Overall, the outer model evaluation results confirm that all research instruments are valid and reliable, and therefore appropriate for further analysis.

Measurement Inner Model Result

The evaluation of the R-Square (R^2) values revealed that Social Media Engagement and FOMO explain 16.3% of the variance in Customer Satisfaction and 24.9% of the variance in Trust, both of which are categorized as weak explanatory powers. In contrast, Customer Satisfaction and Trust collectively explain 52.6% of the variance in Repurchase Intention, indicating a moderate

explanatory strength. These results suggest that while the influence on Customer Satisfaction and Trust is relatively limited, the model is moderately effective in predicting Repurchase Intention.

The Q-Square (Q^2) value, obtained through the blindfolding procedure, was found to be 0.704. This value, which is substantially greater than zero, indicates that the structural model has strong predictive relevance for the endogenous variables. The result confirms that the model not only fits the observed data but also has a reliable capability in predicting Customer Satisfaction, Trust, and Repurchase Intention.

$$Q^2 = 1 - (1 - R^2_1)(1 - R^2_2)(1 - R^2_3)$$

$$Q^2 = 1 - (1 - 0.163)(1 - 0.526)(1 - 0.249)$$

$$Q^2 = 1 - (0.837 \times 0.474 \times 0.751)$$

$$Q^2 = 1 - (0.296)$$

$$Q^2 = 0.704$$

The evaluation of the F-Square (f^2) effect sizes showed that Social Media Engagement has a moderate effect on Trust, while both Customer Satisfaction and Trust have moderate effects on Repurchase Intention. These results indicate that although the contributions of individual predictors are not large, they are substantial enough to meaningfully influence the structural model outcomes and support the significance of the hypothesized relationships.

Table 2. Outer Loading

Variable	Indicator	Outer Loading	Description
Social Media Engagement (X1)	X1.1	0,774	Valid
	X1.2	0,775	Valid
	X1.3	0,865	Valid
	X1.4	0,786	Valid
	X1.5	0.806	Valid
	X1.6	0,745	Valid
Customer Satisfaction (Y1)	Y1.1	0,714	Valid
	Y1.2	0,739	Valid
	Y1.3	0,814	Valid
	Y1.4	0,886	Valid
	Y1.5	0,849	Valid
	Y1.6	0,858	Valid
Trust (Y2)	Y2.1	0,723	Valid
	Y2.2	0,798	Valid
	Y2.3	0,864	Valid
	Y2.4	0,840	Valid
	Y2.5	0,829	Valid
	Y2.6	0,841	Valid
Repurchase Intention (Y3)	Y3.1	0,715	Valid
	Y3.2	0,744	Valid
	Y3.3	0,827	Valid
	Y3.4	0,760	Valid
	Y3.5	0,796	Valid
	Y3.6	0,861	Valid
FOMO (Z1)	Z1.1	0,826	Valid
	Z1.2	0,851	Valid

	Z1.3	0,878	Valid
	Z1.4	0,861	Valid
	Z1.5	0,829	Valid
	Z1.6	0,817	Valid

Source: Processed primary data (2025)

Table 3. Result of the measurement model

Variable	Item	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability	Description
Social Media Engagement (X1)	X1.1-X1.6	0.745-0.865	0.628	0.881	0.910	Valid & Reliable
Customer Satisfaction (Y1)	Y1.1-Y1.6	0.714-0.886	0.660	0.895	0.921	Valid & Reliable
Trust (Y2)	Y2.1-Y2.6	0.723-0.864	0.667	0.900	0.923	Valid & Reliable
Repurchase Intention (Y3)	Y3.1-Y3.6	0.715-0.861	0.617	0.875	0.906	Valid & Reliable
Fear of Missing Out (FOMO) (Z1)	Z1.1-Z1.6	0.817-0.878	0.712	0.921	0.937	Valid & Reliable

Source: Processed primary data (2025)

Table 4. R-square

Variable	R Square	R Square Adjusted
Customer Satisfaction	0.173	0.163
Repurchase Intention	0.530	0.526
Trust	0.258	0.249

Source: Processed primary data (2025)

Table 5. F-square

Variabel	T	CS	RI
Social Media Engagement	0.278	0.132	
Trust			0.214
Customer Satisfaction			0.282

Source: Processed primary data (2025)

Table 6. Specific Indirect Effect

Variable	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
Social Media Engagement→Customer Satisfaction→Repurchase Intention	0.173	0.179	0.043	3.999	0.000	Accepted
Social Media Engagement→Trust→Repurchase Intention	0.206	0.209	0.036	5.684	0.000	Accepted

Source: Processed primary data (2025)

Hyphotesis	Variable	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
H1	Social Media Engagement→ Customer Satisfaction	0.393	0.402	0.084	4.685	0.000	Accepted
H2	Moderating Effect 1→Customer Satisfaction	0.074	0.077	0.069	1.085	0.278	Rejected
H3	Social Media Engagement→ Trust	0.539	0.542	0.074	7.269	0.000	Accepted
H4	Moderating Effect 2→Trust	0.131	0.128	0.053	2.468	0.014	Accepted
H5	Trust→Repurchase Intention	0.383	0.384	0.054	7.127	0.000	Accepted
H6	Customer Satisfaction→ Repurchase Intention	0.440	0.440	0.049	8.962	0.000	Accepted

Source: Processed primary data (2025)

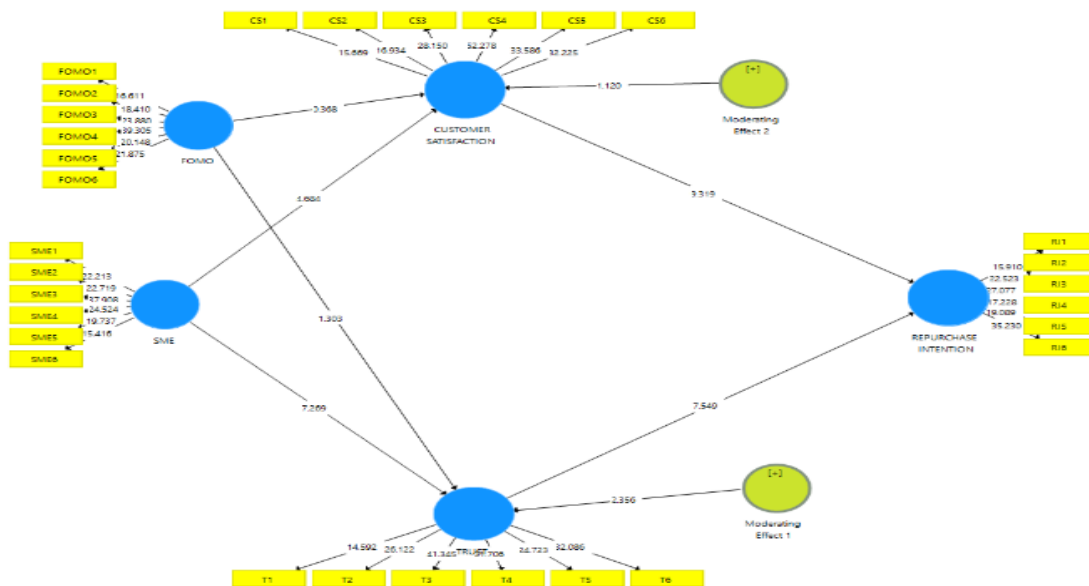


Figure 1. research result model

Structural Model Result

This study shows that social media engagement has a significant positive effect on customer satisfaction among Spotify users. Engagement through activities such as sharing Spotify Wrapped, participating in promotions, and responding to content creates a more enjoyable and personalized experience. The majority of respondents were aged 18–22 (Gen Z and Gen Alpha), had used Spotify for over a year, and over 86% had shared their Wrapped on social media. This highlights how digital interaction enhances satisfaction. These results are consistent with previous research by Hikmah & Rptiono (2020) on Shopee and Saputra (2022) on Spotify Premium, both confirming that interactive features and social sharing contribute to increased customer satisfaction. Features like these have been shown to have a positive impact on customer satisfaction. This suggests that platforms like Spotify can increase user satisfaction by continuing to offer socially shareable and personally relevant content, while ensuring these experiences accurately reflect users’ actual listening behavior.

This study found that FOMO (Fear of Missing Out) does not significantly strengthen the relationship between social media engagement and customer satisfaction. When FOMO was introduced as a moderating variable, the significance of the relationship actually decreased indicating that while the relationship remains positive, FOMO weakens its overall effect. Although features like Spotify Wrapped are designed to be socially engaging and widely shared, especially by Gen Z and Gen Alpha, FOMO driven participation does not necessarily lead to greater satisfaction. Many users felt disappointed when their Wrapped results did not accurately reflect their listening habits, which diminished their overall experience. Most respondents were daily users with over a year of subscription, suggesting high expectations. When those expectations are unmet especially in socially anticipated features FOMO alone cannot compensate. This contrasts with prior assumptions (e.g., Przybylski et al., 2013) that FOMO enhances satisfaction through engagement. In conclusion, social engagement driven by FOMO may increase participation, but not satisfaction, unless supported by accurate and meaningful service experiences. For Spotify and similar platforms, this means that emotionally driven campaigns like Wrapped must be supported by reliable algorithmic accuracy and transparent personalization to avoid user disappointment and reduce expectation gaps.

The study found that social media engagement has a positive and significant effect on trust. The more frequently users engage with Spotify on social media by sharing Spotify Wrapped, commenting, or following official accounts the stronger their trust in the brand becomes. This aligns with Dessart (2017), who found that emotional and interactive engagement in online brand communities strengthens trust by making consumers feel closer to the brand. Similarly,

Sanaji (2015) showed that engagement on platforms like Twitter builds trust when users feel heard and valued by the brand. Lestari & Syah (2022) also emphasized that forms of engagement such as participation, interactivity, and flow experience play a key role in building initial brand trust, even if trust doesn’t always lead to satisfaction. Given that 75.6% of respondents use Spotify daily, the findings suggest that consistent social engagement effectively fosters trust, especially among digitally active younger generations. This reinforces the need for platforms to maintain a strong, engaging presence on social media to build long-term emotional bonds with their users.

The study reveals that FOMO (Fear of Missing Out) significantly moderates the relationship between social media engagement and trust. Users who experience stronger FOMO such as feeling the need to share their Spotify Wrapped demonstrate a stronger link between their engagement and trust in Spotify. This is supported by respondent data, where 70.6% have used Spotify for over 12 months and 75.6% use it daily. Such long-term and frequent use suggests strong emotional attachment and habitual engagement, making users more sensitive to social trends and more likely to feel FOMO. This psychological drive motivates continued participation, reinforcing their trust in Spotify as a platform that meets both entertainment and social needs. These findings are in line with Przybylski et al. (2013), who argued that FOMO encourages individuals to stay socially connected. In this context, Spotify is more than a music platform it serves as a tool for identity expression and social belonging, especially among Gen Z and Gen Alpha users who are highly active on social media. In conclusion, higher levels of FOMO amplify the impact of social media engagement on trust. Users who are more engaged and emotionally connected to the platform are also more likely to trust Spotify, driven by the desire not to miss out on shared digital experiences. Digital platforms can leverage this insight by creating experiences that foster positive social comparison, exclusivity, or recognition encouraging trust through emotional reinforcement.

The study confirms that trust has a positive and significant impact on repurchase intention. In other words, the more users trust Spotify, the more likely they are to continue using its services. This finding aligns with Balla et al. (2015), who found that customer trust plays a key role in driving repeat purchases in the automotive sector. A strong and trustworthy relationship between brand and customer is essential for long-term loyalty. Similarly, Laosuraphon & Nuangjamnong (2022) found that in digital business, trust significantly influences users’ decisions to continue using a service. Their study on e-commerce consumers identified trust as a strong predictor of customer loyalty and repurchase behavior. In Spotify’s case, users who trust its data security, algorithm accuracy, and service

personalization are more inclined to renew their premium subscriptions or remain active users over time. Therefore, maintaining transparent communication, dependable features, and a secure platform is essential to retain long-term subscribers.

This study shows that customer satisfaction positively and significantly influences repurchase intention. The more satisfied users are with Spotify, the more likely they are to continue using the service. Satisfaction arises from aspects like audio quality, personalized playlists, ease of use, and features like Spotify Wrapped. When users enjoy their experience, they are more inclined to renew subscriptions or remain loyal. These findings align with Hasniati et al. (2021) and Aprilia & Andarini (2023), who identified satisfaction as a key factor in driving loyalty and repurchase intention. However, unlike Muchlis (2023), who found that satisfaction alone doesn't significantly impact repurchase intention in digital e-commerce, Spotify's more personalized experience appears to create lasting emotional satisfaction, leading to long-term engagement. This highlights the importance of continuous user experience refinement through personalized content, intuitive design, and emotionally resonant features to drive sustained platform use.

These findings highlight the importance of exploring not only direct effects but also the mediating roles of trust and satisfaction in understanding repurchase intention. Therefore, further analysis was conducted to examine the indirect effects between variables, particularly through trust and customer satisfaction as mediators. The results show that trust acts as a significant mediating variable in the relationship between social media engagement and repurchase intention. The more users engage with Spotify through social activities such as sharing Spotify Wrapped or interacting with the brand's official accounts the more trust is built toward the platform. This trust, in turn, increases users' likelihood to continue using or subscribing to the service. It suggests that emotional and interactive engagement contributes not only to relationship building but also to a sense of reliability and value in the platform. Thus, trust becomes a crucial bridge that links digital engagement to repurchase intention. This emphasizes the need for Spotify and similar platforms to maintain accurate personalization, ensure transparency in algorithmic content, and protect user privacy as strategic priorities for retaining trust and encouraging repeat behavior.

In addition, the results confirm that customer satisfaction significantly mediates the relationship between social media engagement and repurchase intention. Users who are satisfied with their experience especially through personalized features, engaging promotions, and interactive content are more inclined to continue using the platform. Social media engagement enhances user experience, which fosters both emotional and functional satisfaction.

This satisfaction then serves as a strong internal driver for repeat usage, as users feel that their expectations are consistently met. Therefore, customer satisfaction is not merely an outcome of good service but a critical part of the pathway linking digital interaction to sustained user behavior. To strengthen this pathway, Spotify should continually refine user experience by improving content relevance, interface usability, and the emotional resonance of its features.

CONCLUSION

This study concludes that social media engagement positively influences both trust and customer satisfaction among Spotify users from Generation Z and Alpha. Trust and satisfaction, in turn, significantly enhance users' repurchase intention. Moreover, Fear of Missing Out (FOMO) is found to strengthen the relationship between engagement and trust but does not significantly moderate the relationship between engagement and satisfaction. These findings emphasize that emotional and social factors, particularly personalized digital experiences and perceived social trends, are crucial in building digital loyalty. For Spotify and other streaming platforms, this means that enhancing emotional resonance through authentic, personalized, and shareable features is key to sustaining long-term user commitment. Therefore, digital platforms like Spotify should continue to enhance user interaction through personalized and shareable features to sustain user satisfaction and loyalty. Special attention should also be given to reducing disappointment caused by overhyped social campaigns by improving accuracy in algorithmic representations and managing user expectations more transparently. Future research could expand by exploring additional moderating variables such as digital fatigue or authenticity perception to provide a more comprehensive understanding of social media engagement dynamics.

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