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THE RELATIONSHIP BETWEEN CUSTOMER LOYALTY AND MARKETING MIX SATISFACTION OF MUSIC STREAMING SERVICE

Abstract:

Purpose

With the remarkable market share of fifty-six percent, Joox music streaming service from Tencent Holdings is the most popular for its kind in Thailand. To retain customers with the provider, increasing loyalty level is important. What are marketing factors that satisfy customers until they have loyalty to Joox? This paper aims to explore those factors.

Design/methodology/approach

Approximately four hundreds respondents are surveyed with online self-administered questionnaires. Respondents are requested to identify satisfaction level toward Joox's marketing mix and their loyalty level toward Joox service. Multiple regression analysis is used to find the relationship between these two variables to pinpoint regression function predicting service loyalty from satisfaction.

Findings

How satisfaction helps increase loyalty is found through regression function. Satisfaction toward marketing mix factors include product, price, place, promotion, people, process, and physical evidence. Loyalty includes repurchasing, spreading word of mouth, and performing low price sensitivity.

Originality/value

Marketing implementation for planning strategic program to retain loyalty customers are advised. Providers of music streaming service are able to prioritize marketing activities wisely according to companies' resources and strengths.

Limitations

Music streaming service in Thailand is studied. The finding may be used for this service in this country by several providers. Generalization to other industries and countries may not be appropriated.

Keywords:

Music streaming service, Thailand, Loyalty, Satisfaction, Multiple regression analysis

JEL Classification: M31