

**THE ROLE OF BRAND IMAGE, PRICE PERCEPTION, AND  
ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION OF  
SPOTIFY PREMIUM (CASE STUDY GENERATION Z STUDENTS AT  
ANDALAS UNIVERSITY)**

**THESIS**

Submitted as Partial Requirements to Achieve Bachelor's Degree in  
Undergraduate Study Program Department of Management Faculty  
of Economics and Business Andalas University




Submitted by :

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**The Role of Brand Image, Price Perception, and Electronic Word of Mouth on Purchase Intention of Spotify Premium (Case Study Generation Z Students at Andalas University)**

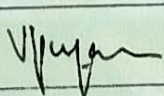
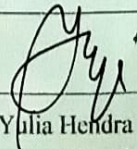
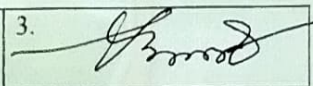
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**ABSTRACT**

This study aim to test and analyze the role of brand image, price perception, and electronic word of mouth on purchase intention of Spotify Premium on Generation Z students at Andalas University. The sampling technique in this study was non probability sampling. The sample of this study consisted of 200 respondents. Research data processing was carried out using SPSS 29 through Multiple Linear Regression Test, T Test, and Coefficient of Determination for hypothesis testing. The results showed that brand image has positive and significant effect on purchase intention, price perception has positive and significant effect on purchase intention, and electronic word of mouth has positive and significant effect on purchase intention.

Kata Kunci : *brand image, price perception, electronic word of mouth, purchase intention*

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