

ABSTRACT

Along with the development of digital technology, music consumption patterns have undergone significant transformations, especially with the presence of cloud-based streaming services such as Spotify. This platform offers easy access to unlimited music anytime and anywhere, thus attracting the interest of various groups, including Generation Z in Bandung City. However, amidst the increasingly tight competition in the music streaming industry, building user loyalty is a challenge for Spotify. One of the factors that plays a role in increasing brand loyalty is user engagement with the brand (User Brand Involvement) and trust in the brand (Brand Trust).

This study aims to analyze the effect of User Brand Involvement on Spotify's Brand Loyalty with Brand Trust as a mediating variable, in order to understand how user involvement can drive their loyalty to this platform among Gen Z in Bandung City. This study uses a quantitative research method, with a non-probability sampling method with a purposive sampling type. This study uses SmartPLS version 4.1.0.9, where the number of respondents is 299.

The data analysis involves validity testing, reliability testing, descriptive analysis, SEM analysis, PLS analysis, mediation testing, and hypothesis testing. The results of the analysis in the form of research results show that User Brand Involvement has a positive and significant influence on Brand Trust, Brand Trust has a positive and significant influence on Brand Loyalty, and User Brand Involvement has a positive and significant influence on Brand Loyalty through Brand Trust mediation.

Keywords: *User Brand Involvement, Brand Trust, and Brand Loyalty*