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An Empirical Study on the Joox Usage Trend

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Abstract. This study aims to examine and analyze the effect of performance expectancy, hedonic motivation, perceived ease of use, perceived enjoyment, entertainment and habits on customer satisfaction and repurchase intention. Data collection was carried out on Joox users in DKI Jakarta using google forms with 421 respondents. The research was carried out using the Random Sampling technique, namely the sampling was carried out randomly. The data collected was analyzed using Structural Equation Modelling with SmartPLS software. The result showed that performance expectancy, hedonic motivation, perceived ease of use, perceived enjoyment, entertainment, habits effects customer satisfaction. Meanwhile customer satisfaction affects repurchase intention.

Keywords: SEM, Random Sampling, Customer satisfaction, repurchase intention, digital music streaming

1. Introduction

Digital music providers are expanding their business to Indonesia's market. Before, music was sold in physical form (CD or cassette). The trend has been changed and music can be bought digitally and can be accessed from anywhere. The digital music industry is estimated will become a new trend as the number of internet users is growing rapidly (Dewantara & Agustin, 2019). In another survey by (Kemenparekraf & Baparekraf RI, 2021), stated that 97% of music sales are led by music streaming services or digital music platforms. The 3% remainder is physical music sales. An organization called Dailysocial.id did a literature study in 2018 and the result is Joox and Spotify are two of the leading music streaming application providers in Indonesia (Zebua, 2018).

Based on the International Federation of the Phonographic Industry (IFPI), the number of paid premium users of music streaming platforms keeps increasing since 2010. In 2010, there are 8 million paid premium users and by 2014, the number of paid premium users is 41 million and keeps growing in 2015 with the number of paid premium users reaching 68 million users (Kemenparekraf & Baparekraf RI, 2021). In 2019, a survey by Statista Global Consumer Survey stated that the majority of music streaming in Indonesia with a percentage of 45% are in the age range of 25-34 years old. Meanwhile for the age range of 18-24 has a percentage of 28,6% and users with age more than 35 years old have a percentage of 26,4% (Asiatoday, 2020). Millennials are people born between 1980 and 2000. Called millennials because they are close to the new millennium, they grew up in a more digital age. This generation is influenced by computers and a bigger acceptance of family and untraditional values (Smith & Nichols, 2018). Asiatoday.id stated that the music streaming market in Indonesia reach the number of USD148 in June 2020. It puts Indonesia in the 18th biggest music streaming market in the world (Asiatoday, 2020). In a survey (Zebua, 2018) using 1955 respondents in Indonesia, 85% of the respondents are listening to music through the internet. More than 52% of respondents pay to subscribe a music streaming application such as Joox and Spotify.

Through the observation process, the data shown that Spotify has bigger rating than Joox, and the number of raters for Spotify is higher than Joox. Besides that, Joox's rank has come down from Spotify in 2021. Meanwhile Spotify's rank has risen rapidly in 2021 compared to 2017.

Table 1. Joox and Spotify Rank (Herranz et al., 2018)

Application	Rank
Joox	14
Spotify	84

Based on the observation, rivalry in music streaming applications may change drastically and therefore the competition among music streaming applications in Indonesia is strict. Ranking changes can be influenced by music streaming application changes by users in Indonesia also called "Brand Switching". Brand switching is a process where user change their usage from one application to another application with a similar category (Sathish et al., 2011). Product design that has many features with high performance has high influence on user to move to another application (Al-Kwifi & McNaughton, 2011). Based on the previous description, brand switching phenomena in Indonesia where the digital streaming industry has intense competition. There are still some users' complaints and expectations on Joox and it may cause the application's rating and ranking to decrease. In Google Playstore, Joox has been downloaded approximately 100 million times. But Joox's total download is less than Spotify's total download where Spotify has been downloaded around 1 billion times. On the previous observation in 2017, Joox beat Spotify in the ranking, but in 2021 Joox experienced decreasing in the number of total downloads and lost to Spotify.

In this situation, music streaming application developers must understand their users and improve their application so the application can compete with other new music streaming platforms. This research is meant to analyze factors that effect user satisfaction and therefore influence user to repurchase their subscription package in the music streaming platform with the measurement using various supporting variables.

2. Literature Review

2.1. Digital Streaming

Streaming is a technology where video or audio can be played directly as well as through recording. The video or audio can be played directly from the server, and the user doesn't have to download the content first. Thus, when users play a video or audio, the data will be downloaded to a buffet in the user's device. If the buffer has been filled, then the audio file nor the video can automatically run by a system (Arsam, 2013). The music industry uses digital distribution and streaming services to control revenue and users' access to content. Streaming is more than watching or listening but is part of the media and increasing entertainment industry. Streaming itself is a recurrence of the digital media industry (Burroughs, 2018). Thus can be concluded that digital streaming is a way for business to control access content from user by accelerating user's time in enjoying the available contents and using a few storage therefore will be easier for user to use.

2.2. Customer Satisfaction

An enterprise existence can be conditioned by user satisfaction rates. User or customer is the main factor of an enterprise existence and development in the market. If an enterprise approaches customers, then it will be easier for enterprise to fulfill user's needs and wants for the long term. The most important factor in building a long-term success from an enterprise is to fulfill the user's satisfaction. All decision made by user is influenced by various factors such as economy, marketing, and non-economic (Biesok & Wróbel, 2011). Customer satisfaction is one of many supporting factors that influences a long-lasting application (Wulandari et al., 2019). Based on the above explanation, we can conclude that customer satisfaction is the result of customer reaction to the application, or the service provided by the company. The good response of customer will lead to Customer's intention to repurchase the product or service. Customer Satisfaction is required to expand a company (Angusamy et al., 2022)

2.3. Repurchase Intention

Repurchase intention is someone's intention to repurchase a product more than once (Filieri & Lin, 2017). To reach a phase where customer wants to repurchase a product, a company or product provider should fulfill customer's expectation. A satisfied customer will repurchase a product than an unsatisfied one (ILYAS et al., 2020). Repurchase intention can be defined as someone's desire to repurchase a product in form of product or service which previously gave benefit and has quality (ILYAS et al., 2020)

2.4. Performance Expectancy

Performance Expectancy is when a technology usage give benefit to users when they do an activity (Venkatesh et al., 2012). In the context of online music, performance expectancy can be defined as user's trust level that listening to music can fulfilled a certain purpose (Chu & Lu, 2007). If a person believes that an online music streaming service fulfills its role, then customer will find the application is satisfying (Pink Berlianto, 2019). Based on the explanation above, can be concluded that the benefit of using a technology might influence customer satisfaction and user's intention to repurchase.

2.5. Hedonic Motivation

Motivation is defined as a reason to push someone to act in a certain way. Moreover, it also defines someone's wants to fulfill their emotional needs (Sri & Asnawati, 2018). Other than that, motivation itself refers to a process that causes someone to act in a certain way because of needs to be fulfilled (Solomon, 2018). While hedonic motivation is pleasured from technology usage (Venkatesh et al., 2012). Hedonic motivation also a desire to initiate behavior that gives additional positive experience and behavior that reduces negative experience (Kaczmarek, 2017). Based on the explanation above, can be concluded that someone's desire to fulfill their emotional needs might influence customer satisfaction and user's intention to repurchase.

2.6. Perceived Ease of Use

Perceived ease of use is defined as the level at which users feel no additional effort is required to use the system (Davis, 1989). Perceived ease of use has been identified as the core to test as system and user acceptance evaluation from users on certain technology (Amin et al., 2014). Usually, user will adjust their behaviour according to the new technology if they can perceive that the technology is easy to use (Morosan, 2021). In the research result from (Wulandari et al., 2019), stated that perceived ease of use has a positive and significant effect on the satisfaction of music streaming application user. Based on the explanation above, can be concluded that someone's effort when using a technology might influence customer satisfaction and user's intention to repurchase.

2.7. Perceived Enjoyment

Perceived enjoyment is where an activity uses a system that considered enjoyment or fun apart from the performance of the system usage. Other than that, perceived enjoyment of someone using technology will have an impact on the intension and intensity of the technology usage (Venkatesh et al., 2012). Someone's comfort and enjoyment by using technology will make someone's perceive on an application will be good because they have gotten an initial comfort (Venkatesh et al., 2012). Perceived enjoyment has influence on satisfaction by using the music streaming application. The level of someone's perceived enjoyment when using a music streaming application will also influence the level of satisfaction (Wulandari et al., 2019). Based on the explanation above, can be concluded that someone's enjoyment when using a technology might influence customer satisfaction and user's intention to repurchase.

2.8. Entertainment

Entertainment is an activity that helps us to keep their concentration and interest. The purpose is to create content that may influence someone's attitude such as happiness. In the research by (Chen & Lin, 2018), stated that 65% of their respondents enjoyed streaming just because of a simple reason that they like it. Other than that, entertainment also can be defined as entertainment media usage and interesting for the user. The more user has interest in using the system, will tend to increase user's satisfaction because an interesting entertainment will give a motivation to user to use the application more often (Wulandari et al., 2019). Various research also found that application that has high level in entertainment tends to benefits user which later will push them to use the application more often (Dehghani et al., 2016). Based on the description above, it can be concluded that an activity that affect someone attitude such as happiness might influence customer satisfaction and user's intention to repurchase.

2.9. Habits

Habits is where someone uses a certain system in their daily life (Harsono & Suryana, 2014). Multiple studied on technology acceptance found the potency of habit in predicting the system usage (Limayem et al., 2007). Habits also maintain the frequent and consistency of mental process on a certain situation that result in automation where individual unintentionally make the same choice when addressed on a similar occasion again (Venkatesh et al., 2000). Based on the explanation above, can be concluded that duration of system usage might influence customer satisfaction and user's intention to repurchase.

3. Research Methodology

The data used in this study is collected using questionnaires distributed to users of the Joox Music Streaming application throughout DKI Jakarta. Likert scales are used in a variety of studies. This study uses a questionnaire data collection technique distributed to respondents throughout DKI Jakarta. This research questionnaire was created online based on a Google Form using 8 variables on a Likert scale of 1-5. 1 means "strongly disagree", 5 means "strongly disagree". The analytical method of this study uses samples using targeted sampling techniques. This study also uses structural equation modeling by

partial least squares (SEM-PLS). His SEM with PLS is an alternative technique for SEM analysis that does not require the use of data with multivariate normal distributions.

SEM with PLS can be processed to replace the manifest variables by estimating the value of the latent variables according to a linear combination of the manifest variables associated with multiple latent variables. Validity uses a 5% significance level and a Pearson R table of N = data. Since it is based on the covariance method, it is the best method for measuring relationships between variables of interest. It provides information about the size of the association or correlation and the direction of the relationship.

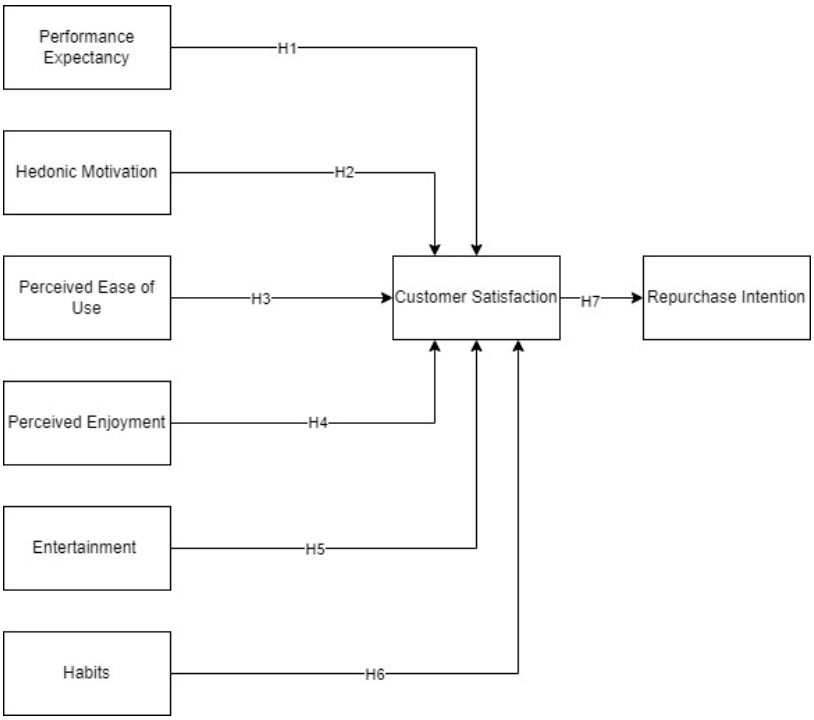

Fig. 1: Research Model

Based on the model above, the hypothesis in this study is as follows:

H1: Performance Expectancy directly affects the Customer Satisfaction factor in the Joox application.

H2: Hedonic Motivation directly affects the Customer Satisfaction factor in the Joox application.

H3: Perceived Ease of Use directly affects Customer Satisfaction factor in the Joox application.

H4: Perceived Enjoymnet directly affects Customer Satisfaction factor in the Joox application.

H5: Entertainment directly affects the Customer Satisfaction factor in the Joox application.

H6: Habits directly affects Customer Satisfaction factor in the Joox application.

H7: Customer Satisfaction directly affects the Repurchase Intention factor in the Joox application.

4. Results and Discussion

4.1. Data Collection

Data collection was carried out on Millennials who live in DKI Jakarta. The research was carried out in the form of distributing google form then the data will be generated in the form of Microsoft Excel. The sampling method used is the Random Sampling technique. By using the Random Sampling technique, all Joox users throughout DKI Jakarta have the same opportunity to be sampled. The analysis used is SEM (Structural Equation Modelling) with SmartPLS to test the research hypothesis. This study used 406 respondents.

4.2. Analysis Using SEM-PLS Method

Data analysis in this study used a structural equation modeling (SEM) method based on Partial Least Square (PLS) using the Smart PLS application. It is aimed at and has a structural model. The study includes a sample of his 161 users of the Joox application.

Model checking is performed in two ways: the measurement model (external model) and the structural model (internal model). The outer model aims to test the validity and reliability of the model, while the inner model aims to predict existing relationships between latent variables. Below is the structural model obtained using Smartpls:

Fig. 2: Structural Research Model

4.3. Analysis of measurement model (Outer model)

Two types of tests are performed in this phase: validity tests and reliability tests. Convergence validity tests can be confirmed by external exposure and AVE (Average Variance Extracted) values. Discriminant validity tests can be assessed by cross-loading scores. Reliability test can be judged by Cronbach α value.

The expected factor loading value is greater than 0.7 (Joseph F. Hair et al., 2017). The validation criteria for the loading factor values are:

- Questionnaire item is valid if load factor value > 0.7.
- If the load factor value is <0.7, the survey item is invalid.

Table 2. Loading Factor before indicator elimination.

Variable	Indicator	*Loading Factor*

Entertainment	ENT1	0.916
	ENT2	0.904
	ENT3	0.906
	ENT4	0.910
	ENT5	0.903
Habits	HA1	0.864
	HA2	0.889
	HA3	0.909
	HA4	0.795
	HA5	0.870
Hedonic Motivation	HM1	0.899
	HM2	0.903
	HM3	0.897
	HM4	0.915
	HM5	0.922
Performance Expectancy	PE1	0.853
	PE2	**0.696**
	PE3	0.827
	PE4	0.907
	PE5	0.769
Perceived Enjoyment	PEN1	0.826
	PEN2	0.809
	PEN3	0.872
	PEN4	0.861
	PEN5	0.930
Perceived Ease of Use	PEOU1	0.891
	PEOU2	0.883
	PEOU3	0.868
	PEOU4	0.878
	PEOU5	0.901
Customer Satisfaction	CS1	0.884
	CS2	0.887
	CS3	0.855
	CS4	0.866
	CS5	0.870
Repurchase Intention	RI1	0.879
	RI2	0.875
	RI3	0.880
	RI4	0.865
	RI5	0.858

Data processing of the load factor values revealed that one indicator with factor values less than 0.7 were invalid. So, the metrics for question PE2 are removed, so the validation results are:

Table 3. Loading Factor after indicator elimination

Variable	**Indicator**	***Loading Factor***

Entertainment	ENT1	0.916
	ENT2	0.904
	ENT3	0.906
	ENT4	0.910
	ENT5	0.903
Habits	HA1	0.864
	HA2	0.889
	HA3	0.909
	HA4	0.795
	HA5	0.870
Hedonic Motivation	HM1	0.899
	HM2	0.903
	HM3	0.897
	HM4	0.915
	HM5	0.922
Performance Expectancy	PE1	0.855
	PE3	0.830
	PE4	0.909
	PE5	0.791
Perceived Enjoyment	PEN1	0.826
	PEN2	0.809
	PEN3	0.872
	PEN4	0.861
	PEN5	0.930
Perceived Ease of Use	PEOU1	0.891
	PEOU2	0.883
	PEOU3	0.868
	PEOU4	0.878
	PEOU5	0.901
Customer Satisfaction	CS1	0.884
	CS2	0.887
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	CS4	0.866
	CS5	0.870
Repurchase Intention	RI1	0.879
	RI2	0.875
	RI3	0.880
	RI4	0.865
	RI5	0.858

The criteria for being able to determine the validity of a structure based on its AVE value are:

- Question indicators are valid if the AVE value is > 0.50.
- If the AVE value is less than 0.50, the question indicator is invalid.

Below are the calculations performed using the SmartPLS software to determine the AVE value:

Table 4. Average Variance Extracted (AVE) Value

Variable	**AVE Value**
Customer Satisfaction	0.761

Entertainment	0.824
Habits	0.751
Hedonic Motivation	0.823
Perceived Ease of Use	0.782
Perceived Enjoyment	0.740
Performance Expectancy	0.718
Repurchase Intention	0.759

Based on the results calculated using SmartPLS and the AVE values shown in the table above, we can conclude that all question indicators with AVE values greater than 0.50 are valid.

Table 5. Cross-Loading Discriminant Validity Test Results

	CS	ENT	HA	HM	HM	PEN	PEOU	RI
CS1	**0.884**	-0.279	-0.153	-0.232	-0.08	-0.111	0.513	0.762
CS2	**0.887**	-0.297	-0.052	-0.27	-0.063	-0.015	0.579	0.798
CS3	**0.855**	-0.372	-0.133	-0.221	-0.002	-0.081	0.484	0.769
CS4	**0.866**	-0.285	-0.186	-0.261	-0.107	-0.148	0.44	0.801
CS5	**0.870**	-0.271	-0.209	-0.308	-0.083	-0.178	0.433	0.791
ENT1	-0.327	**0.916**	-0.244	0.21	-0.277	-0.289	-0.344	-0.342
ENT2	-0.279	**0.904**	-0.27	0.158	-0.279	-0.326	-0.295	-0.281
ENT3	-0.342	**0.906**	-0.244	0.163	-0.237	-0.297	-0.363	-0.336
ENT4	-0.318	**0.910**	-0.246	0.15	-0.259	-0.326	-0.343	-0.333
ENT5	-0.288	**0.903**	-0.232	0.215	-0.243	-0.301	-0.288	-0.292
HA1	-0.122	-0.245	**0.864**	-0.154	0.1	0.526	0.28	-0.095
HA2	-0.155	-0.284	**0.889**	-0.113	0.099	0.61	0.291	-0.128
HA3	-0.18	-0.194	**0.909**	-0.108	0.073	0.593	0.232	-0.16
HA4	-0.077	-0.234	**0.795**	-0.172	0.099	0.606	0.312	-0.055
HA5	-0.155	-0.239	**0.870**	-0.103	0.145	0.623	0.282	-0.138
HM1	-0.284	0.136	-0.126	**0.899**	0.229	-0.099	-0.214	-0.251
HM2	-0.273	0.217	-0.163	**0.903**	0.102	-0.148	-0.268	-0.276
HM3	-0.283	0.177	-0.108	**0.897**	0.19	-0.112	-0.234	-0.282
HM4	-0.248	0.156	-0.093	**0.915**	0.135	-0.115	-0.193	-0.23
HM5	-0.252	0.208	-0.149	**0.922**	0.154	-0.183	-0.276	-0.247
PE1	-0.062	-0.233	0.089	0.202	**0.855**	0.126	0.078	-0.086
PE3	-0.06	-0.191	0.128	0.138	**0.830**	0.111	0.096	-0.073
PE4	-0.086	-0.257	0.106	0.139	**0.909**	0.134	0.086	-0.063
PE5	-0.036	-0.324	0.062	0.14	**0.791**	0.1	0.095	-0.025
PEN1	-0.051	-0.291	0.602	-0.189	0.094	**0.826**	0.434	-0.089
PEN2	-0.051	-0.297	0.531	-0.107	0.181	**0.809**	0.449	-0.097
PEN3	-0.107	-0.293	0.597	-0.153	0.12	**0.872**	0.36	-0.144
PEN4	-0.061	-0.343	0.58	-0.118	0.105	**0.861**	0.432	-0.101
PEN5	-0.161	-0.286	0.62	-0.098	0.126	**0.930**	0.413	-0.166
PEOU1	0.494	-0.31	0.232	-0.297	0.066	0.382	**0.891**	0.466
PEOU2	0.488	-0.322	0.315	-0.18	0.137	0.415	**0.883**	0.451
PEOU3	0.497	-0.32	0.264	-0.229	0.079	0.422	**0.868**	0.462
PEOU4	0.496	-0.329	0.294	-0.228	0.082	0.412	**0.878**	0.47
PEOU5	0.508	-0.32	0.281	-0.22	0.09	0.428	**0.901**	0.504
RI1	0.791	-0.291	-0.141	-0.256	-0.038	-0.161	0.456	**0.879**
RI2	0.769	-0.309	-0.181	-0.252	-0.058	-0.142	0.453	**0.875**
RI3	0.796	-0.336	-0.091	-0.313	-0.071	-0.121	0.472	**0.880**
RI4	0.787	-0.283	-0.005	-0.229	-0.093	-0.068	0.527	**0.865**
RI5	0.773	-0.31	-0.204	-0.19	-0.074	-0.173	0.411	**0.858**

The cross-loading value of each indicator on its own construct was determined to be greater than the cross-loading value of indicators on other constructs, based on the resulting value of the discriminant validity test performed considering the cross-loading values. So that all indicators of each questionnaire in this study is valid.

4.4. Reliability test results

The minimum value for Cronbach's alpha and combined reliability is 0.6. Variables with a Cronbach alpha value and a combined confidence between 0.6 and 0.8 are considered good (reliable).
Variables with a Cronbach alpha value and a combined reliability between 0.8 and 1 are considered very good (very reliable) (Hair et al., 2014).

Table 6. Cronbach's Alpha Value and Composite Reliability

Variable	**Cronbach's Alpha**	**Composite Reliability**
Customer Satisfaction	0.922	0.941
Entertainment	0.947	0.959
Habits	0.918	0.938

Hedonic Motivation	0.946	0.959
Perceived Ease of Use	0.930	0.947
Perceived Enjoyment	0.918	0.934
Performance Expectancy	0.872	0.910
Repurchase Intention	0.921	0.940

Based on the results of Cronbach's alpha test and the combined reliability performed on the collected data, we can determine that all variables meet the minimum criterion of 0.6, and we can determine that all variables are reliable.

4.5. Structural Analysis Model (Inner Model)

Structural model (inner model) tests aim to predict relationships between latent variables. Structural model (internal model) tests can be seen from R-squared values and path coefficients.

Analysis of the R-square value (R^2).

R^2 categories are as follows:

- High> 0.75
- Moderate> 0.50
- Weak> 0.25

Table 7. Value Of R-Square (R^2)

Variable	R-Square	Category
Customer Satisfaction	0.617	Moderate
Repurchase Intention	0.808	High
Entertainment	-	
Habits	-	
Hedonic Motivation	-	
Perceived Ease of Use	-	
Perceived Enjoyment	-	
Performance Expectancy	-	

4.6. Analysis Of Path Coefficient Value

According to Haryono, the measurements satisfy the convergence validity requirement. The p-value is <0.05 and we can conclude that all significant indicators measure the latent variable (Haryono, 2017).

Table 8. Path Coefficient Results

Hypotheses	Path	P-Value	Results
H1	PE -> CS	0.001	Significant
H2	HM -> CS	0.000	Significant
H3	PEOU -> CS	0.000	Significant
H4	PEN -> CS	0.000	Significant
H5	ENT -> CS	0.000	Significant
H6	HA -> CS	0.001	Significant
H7	CS -> RI	0.000	Significant

Based on the test results of the entire sample above, it can be described that:

H1: Performance Expectancy has a significant effect on Customer Satisfaction factor in Joox application.

The path coefficient between the Performance Expectation variable and the Customer Satisfaction variable has P-Values of 0.001 (<0,05). So, it can be concluded that the effect of Performance Expectation on Customer Satisfaction is significant.

H2: Hedonic Motivation has a significant effect on Customer Satisfaction factor in Joox application.

The path coefficient between the Hedonic Motivation variable and the Customer Satisfaction variable has P-Values of 0.000 (<0,05). So, it can be concluded that the effect of Hedonic Motivation on Customer Satisfaction is significant.

H3: Perceived Ease of Use has a significant effect on Customer Satisfaction factor in Joox application.

The path coefficient between the Perceived Ease of Use variable and the Customer Satisfaction variable has P-Values of 0.000 (<0,05). So, it can be concluded that the effect of Perceived Ease of Use on Customer Satisfaction is significant.

H4: Perceived Enjoymnet has a significant effect on Customer Satisfaction factor in Joox application.

The path coefficient between the Perceived Enjoyment variable and the Customer Satisfaction variable has P-Values of 0.000 (<0,05). So, it can be concluded that the effect of Perceived Enjoyment on Customer Satisfaction is significant.

H5: Entertainment has a significant effect on the Customer Satisfaction factor in Joox application.

The path coefficient between the Entertainment variable and the Customer Satisfaction variable has P-Values of 0.000 (<0,05). So, it can be concluded that the effect of Entertainment on Customer Satisfaction is significant.

H6**: Habits has a significant effect on Customer Satisfaction factor in Joox application.**

The path coefficient between the Habits variable and the Customer Satisfaction variable has P-Values of 0.001 (<0,05). So, it can be concluded that the effect of Habits on Customer Satisfaction is significant.

H7: Customer Satisfaction has a significant effect on Repurchase Intention factor in Joox application.

The path coefficient between the Customer Satisfaction variable and the Repurchase Intention variable has P-Values of 0.000 (<0,05). So, it can be concluded that the effect of Customer Satisfaction on Repurchase Intention is significant.

5. Conclusion

Based on the results of this study with 406 respondents who used Joox application in DKI Jakarta, it was found that millennial in DKI Jakarta used Joox. It was found that the benefit of using Joox therefore performance expectancy influences Customer Satisfaction. Hedonic Motivation is a reason to push someone to act in a certain way. Moreover, it also defines someone's desire to fulfill their emotional needs. It means an act that fulfils someone's emotional needs effect customer's satisfaction. Perceived Ease of Use is a level where users feel that when using a system needs extra effort. It means that the effort required in using a system influences customer's satisfaction and intention to repurchase Joox package. Perceived Enjoyment is where an activity uses a system that considered enjoyment or fun apart from the performance of the system usage. The enjoyment provided by the system usage has a significant effect on customer satisfaction. Entertainment is an activity that leads user to keep their concentration and interest. This activity has a significant effect on Customer's Satisfaction. Habits is where someone uses a certain system in their daily life. Customer's habit on daily usage of Joox application has a significant effect on Customer's satisfaction. Lastly, Customer Satisfaction as the main factor of an enterprise existence and development in the market has a significant effect on Customer's intention to repurchase Joox's package.

Based on these findings, there are some suggestions made to improve Joox:

- Based on the findings, Performance Expectancy, Perceived Ease of Use influences Repurchase Intention through Customer Satisfaction therefore it is suggested that Joox enhance their UI and UX for an easier user journey when using the application.

- Hedonic Motivation, Perceived Enjoyment, Entertainment, Habits also influences Repurchase Intention through *Customer Satisfaction.* It is suggested that Joox can develop more features and improve the contents in the application.

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