

An integrated model of festival revisit intension: studi pada festival musik di Indonesia = An integrated model of festival revisit intension: a study of music festival in Indonesia

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari faktor hubungan festival musik dengan pengunjungnya yakni program quality, information quality, facility quality, souvenir quality, dan environment quality terhadap satisfaction pengunjung terhadap festival musik tersebut dan pengaruh dari satisfaction, perceived value, motivation, group norm, dan social identity terhadap revisit intentions pada festival musik tersebut serta penelitian ini dilakukan pada festival musik di Indonesia. Penelitian ini menggunakan metode PLS-SEM dengan data primer yang dikumpulkan peneliti melalui kuesioner yang disebar di internet. Penelitian ini menemukan bahwa program quality, information quality, facility quality, souvenir quality, dan environment quality memiliki pengaruh positif terhadap satisfaction. Penelitian ini juga menemukan bahwa motivation tidak memiliki pengaruh terhadap revisit intentions. Selanjutnya, satisfaction, perceived value, group norm, dan social identity memiliki pengaruh positif terhadap revisit intentions.....This study aims to determine the effect of relationship between music festival and visitors which are program quality, information quality, facility quality, souvenir quality, and environment quality toward satisfaction of visitors and effect of satisfaction, perceived value, motivation, group norm, and social identity toward revisit intentions of music festival in Indonesia. This study useing PLS-SEM by collecting data with online administered questionnaire. The results of this study show that program quality, information quality, facility quality, souvenir quality, and environment quality have a positive influence on satisfaction. The results of this study also show that motivation has no effect on revisit intentions. In the other hand, satisfaction, perceived value, group norm, and social identity have a positive influence on revisit intentions.