

Analisis Variabel Motivasi dalam Menghadiri Konser Musik = Analysis of Motivation Variables in Attending Music Concerts

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Abstrak

Pasca meredupnya kasus pandemi Covid-19 konser musik mulai banyak diselenggarakan kembali dan banyak masyarakat yang antusias untuk dapat menghadiri konser musik. Antusias tersebut tentunya didukung oleh variabel-variabel motivasi yang membuat antusias tersebut terjadi. Variabel-variabel motivasi tersebut dapat direfleksikan dengan berbagai macam indikator. Penelitian ini bertujuan untuk menganalisis kontribusi indikator-indikator dalam merefleksikan setiap variabel laten motivasi. Variabel laten motivasi yang digunakan adalah escape, status enhancement, social interaction, hero worship, uninhibited behavior, concert-specific music/skills, artist affiliation & unique experience, socialization & value, excitement & group affiliation, dan enjoyment & entertainment. Setiap variabel laten motivasi direfleksikan oleh 4 hingga 7 indikator dengan total indikator sebanyak 50. Penelitian ini menggunakan metode Confirmatory Factor Analysis (CFA). Data yang digunakan adalah data primer yaitu sebanyak 466 responden yang pernah menghadiri konser musik secara langsung. Pengambilan sampel dilakukan menggunakan teknik purposive sampling. Hasil dari penelitian ini adalah seluruh variabel laten yaitu escape, status enhancement, social interaction, hero worship, uninhibited behavior, concert-specific music/skills, artist affiliation & unique experience, socialization & value, excitement & group affiliation, dan enjoyment & entertainment mampu mengukur aspek motivasi. Variabel laten mampu direfleksikan oleh 47 indikator secara positif dan valid dengan masing-masing variabel laten motivasi direfleksikan oleh 4 hingga 7 indikator. Indikator yang memiliki kontribusi terbesar dalam merefleksikan setiap variabel latennya adalah ESC1 sebesar 0,824, STE4 sebesar 0,969, UNB1 sebesar 0,866, CSM3 sebesar 0,892, EGA3 sebesar 0,909, EAE1 sebesar 0,823, HEW3 sebesar 0,863, SAV3 sebesar 0,828, SOI3 sebesar 0,809, dan AAU3 sebesar 0,809.

.....After the Covid-19 pandemic faded, music concerts began to be held again and many people were enthusiastic to attend music concerts. This enthusiasm is supported by motivational variables that make this enthusiasm happen. These motivation variables can be reflected with various indicators. This research aims to analyze the contribution of indicators in reflecting each motivational latent variable. The motivational latent variables used are escape, status enhancement, social interaction, hero worship, uninhibited behavior, concert-specific music/skills, artist affiliation & unique experience, socialization & value, excitement & group affiliation, and enjoyment & entertainment. Each motivational latent variable is reflected by 4 to 7 indicators with a total of 50 indicators. This research uses the Confirmatory Factor Analysis (CFA) method. The data used is primary data, namely 466 respondents who had attended live music concerts. Sampling was carried out using purposive sampling technique. The results of this research are all latent variables, namely escape, status enhancement, social interaction, hero worship, uninhibited behavior, concert-specific music/skills, artist affiliation & unique experience, socialization & value, excitement & group affiliation, and enjoyment & entertainment. measuring motivational aspects. The latent variable is reflected by 47 indicators in a positive and valid manner with each motivational latent variable being reflected by 4 to 7 indicators. The indicators that have the greatest contribution in reflecting each latent variable are ESC1 at 0.824, STE4

at 0.969, UNB1 at 0.866, CSM3 at 0.892, EGA3 at 0.909, EAE1 at 0.823, HEW3 at 0.863, SAV3 at 0.828, SOI3 at 0.809, and AAU3 at 0.809.