Research.

The Effect of Price, Location, and Service Quality on K-Pop Concert Ticket Purchase Decisions in Jabodetabek

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Abstract. The Covid-19 pandemic that has begun to subside and permits granted by the government have encouraged Event Organizer (EO) business people to hold K-Pop concerts again. This research aims to identify the characteristics of K-Pop concert ticket buyers in Jabodetabek and analyze the effect of price, location, and service quality on the decision to purchase K-Pop concert tickets in Jabodetabek. The sampling technique in this research was conducted using the non-probability sampling method with the voluntary sampling technique. The total respondents in this research were 177 respondents who had watched K-Pop concerts and were domiciled in Jabodetabek. The data analysis method used was descriptive analysis and Structural Equation Modeling-Partial Least Square (SEM PLS) analysis. The results of this research indicate that price has a positive and significant effect on the decision to purchase K-Pop concert tickets, while location and service quality do not have a significant effect on the decision to purchase K-Pop concert tickets in Jabodetabek.

Keywords: Event Organizer, Price, Purchasing Decision, Service Quality, Location

INTRODUCTION

Background

The existence of the Covid-19 pandemic has had a major impact on various aspects of life, including the Event Organizer (EO) industry sector. EO is a type of service business that is responsible for organizing an event. Since the emergence of the Covid-19 pandemic, this business has been unable to develop because of the prohibition of gathering many people in an area. Until the end of 2021, when the pandemic began to subside, the EO business began to recover supported by government permits to hold large-scale events, including weddings, sports, and K-Pop music concerts.

Rapid globalization has connected K-Pop culture to various audiences through the broadcast of content such as K-Drama, music, dance, fashion, and others. As a result, this culture has spread to become a new cultural phenomenon throughout the world. According to the 2019 Global Music Report, K-Pop is ranked sixth out of the ten largest music markets in the world. In 2020, K-Pop also managed to break a record when it experienced a growth of 44.8% and became the fastest growing major market in 2023. The increasingly global effect of K-Pop has undeniably had a significant impact on South Korea's revenue growth. The promotion of K-Pop culture is also increasingly being conducted, one of which is through holding music concerts, both directly and indirectly. Along with these concerts, K-Pop music is increasingly popular in various parts of the world, including in Indonesia.

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Indonesian people's interest in K-Pop music was quite high before the Covid-19 pandemic, and even increased after the pandemic. The increase in K-Pop music concerts is not only a form of entertainment, but also effects the development of the entertainment industry in Indonesia, such as improving concert facilities and employment in the entertainment sector. In addition, K-Pop music concerts that are starting to be numerous in Indonesia can also help increase sales of local MSMEs that sell around the concert location, so that indirectly it can also increase Indonesia's economic growth. The increase in K-Pop music concerts in Indonesia has also made competition between EO businesses increasingly tight. This requires business actors in this sector to determine the right marketing strategy in order to be able to face competition by optimizing ticket sales. There are several factors that determine consumers to buy music concert tickets, namely price, location, and quality of service. Price is one of the most important factors in the decision to purchase concert tickets. Price is sometimes associated as a benefit obtained from a particular product or service and is one of the most crucial factors in consumer decision making. K-Pop music concert EOs usually provide different prices with different benefits. For example, if the audience's position is closer to the stage, the price offered will increase. In addition to price, location determination also plays an important role. A concert location that is easy to reach will be much more attractive to consumers to buy tickets. Choosing the right concert location will also help EO allocate resources much better. According to Kumalasari (2017), the success of K-Pop music EO is greatly effected by the accuracy in choosing a concert location so that careful consideration is needed in determining the location. In addition to price and location, service quality also plays an important role in influencing consumer intentions to buy concert tickets. Service quality is defined as the difference between what customers expect and their views on service performance. Prospective K-Pop concertgoers are often looking for an optimal concert experience where service quality can be an important factor in creating that experience.

In accordance with this, it is important for K-Pop music event EO to develop a marketing strategy that is oriented towards price, location, and service quality aspects for optimal ticket sales. This research identifies the effect of price, location, and service quality on K-Pop music concert ticket purchases in Jabodetabek.

Formulation of the Problem
1. What are the characteristics of K-Pop concert ticket buyers in Jabodetabek?
2. How do price, location, and service quality effect the decision to purchase K-Pop concert tickets in Jabodetabek?

LITERATURE REVIEW

Price
Price is an important factor that needs to be considered because consumer perception of the price of a product can be a reference for assessing product quality in accordance with the value given to the price. Price is also one of the most flexible components in the marketing mix because it can be changed quickly (Haque-Fawzi et al., 2022). Kotler & Armstrong (2018) stated that there are four indicators that characterize price, namely price affordability, price suitability with product quality, price competitiveness, and price suitability with benefits.

Location
Location plays a key role in the management of distribution channels used by manufacturers to market products. In developing a location strategy, it is necessary to understand consumer needs and expectations, competitor activities, and the nature of service operations. Tjiptono & Chandra (2019) stated that in running a business, it is necessary to choose the right and appropriate business location by considering several factors, namely access, visibility, traffic, parking, expansion, environment, competition, and government regulations.

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Service quality

Service quality can be defined as the difference between customer expectations and their perceptions of service performance. High-quality service is when its performance standards consistently meet or even exceed customer expectations (Lovelock & Wirtz, 2016). Improving service quality and maintaining it at a high level is very important because it is the main driver of consumer behavior, such as word-of-mouth recommendations, repurchases, and consumer loyalty. According to Kotler et al. (2021), service quality has five dimensions that must be met, namely tangibles, empathy, reliability, responsiveness, and assurance.

Purchasing Decision

Purchasing decisions are actions taken by consumers to obtain certain products (Harahap, 2015). According to Kotler et al. (2021), there are five stages conducted by consumers when making decisions, namely problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior.

RESEARCH METHOD

Data Types and Sources

The types of data used in this research are primary data and secondary data. Primary data comes from survey results and questionnaires given to respondents who meet the criteria, while secondary data comes from literature studies involving the use of credible and relevant books, journals, and online sources to strengthen the arguments in this research.

Sampling Method

The sampling method used was a non-probability sampling technique with a voluntary sampling method. The final sample was selected from prospective respondents who were willing and qualified to participate in the survey (Murairwa, 2015). The sample criteria used were individuals who live in Jabodetabek and have watched K-Pop music concerts. Determination of sample size using the Hair et al. (2021) formula where the minimum sample size (nmin) can be adjusted according to the assumption of the minimum path coefficient value and the level of significance. This research assumes a significant path coefficient at a minimum of 0.2 with a significance level of 5% so that the minimum number of samples that must be studied is 155 samples. The total sample obtained in the research was 177 samples.

Data Processing and Analysis

1. Descriptive Analysis
   Descriptive analysis is a technique used to analyze data with the aim of providing a description or explanation of the data that has been collected without intending to make conclusions that apply generally (Sugiyono, 2020). This research uses descriptive analysis to determine the characteristics of K-Pop concert ticket buyers in Jabodetabek.

2. Structural Equation Modeling – Partial Least Square (SEM-PLS)
   Structural Equation Modeling – Partial Least Square (SEM-PLS) is a combination of regression analysis and factor analysis that can describe latent variables and measure them indirectly through indicators. According to Hair et al. (2014) the SEM-PLS model consists of two elements. First, the structural model or inner model that shows the relationship between constructs by testing the significance of path coefficients to test hypotheses and r-square on constructs to identify model categories. Second, the measurement model or outer model that describes the relationship between constructs and indicator variables using rectangular representation. In evaluating the outer model, specific measurements are needed by considering convergent validity, discriminant

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validity, composite reliability, collinearity among indicators, and significance of outer weights.

SEM-PLS analysis is used to test the hypothesis and the relationship between variables in this research. The hypotheses formulated in this research are shown in Figure 1.
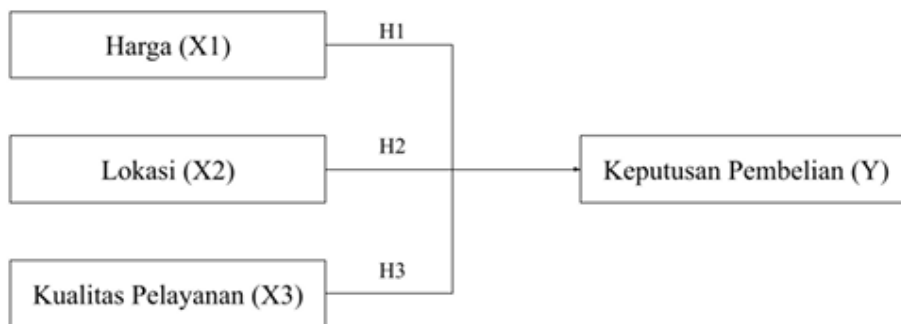

Figure 1 Hypothesis Framework Model

In accordance with Figure 1, the research hypothesis is described as follows:
H1: Price has a positive and significant effect on the decision to purchase K-Pop music concert tickets in Jabodetabek.
H2: Location has a positive and significant effect on the decision to purchase K-Pop music concert tickets in Jabodetabek.
H3: Service quality has a positive and significant effect on the decision to purchase K-Pop music concert tickets in Jabodetabek.

RESULTS AND DISCUSSION

Overview of Research Object

Korean Pop or K-Pop is a genre of pop music originating from South Korea. In the early 2000s, this genre successfully entered other countries and began to have many fans. This also caused the frequency of K-Pop concerts abroad to increase. In fact, the popularity of K-Pop music has succeeded in making several K-Pop artists collaborate with international musicians to further expand the appeal of K-Pop globally. The spread of K-Pop music is largely because of the effect of media and globalization. K-Pop fans use social media, such as X, Instagram, Youtube, and V-Live as platforms to follow the latest developments from K-Pop artists.

K-Pop artists are known for having quite unique, interesting, and eccentric visuals and appearances. In addition, K-Pop is also known for its highly coordinated and complex dances. Not only that, K-Pop is also known for its fairly strong fan base. Usually, K-Pop fans have a fairly high dedication in supporting their artists. One example is that many K-Pop fans are willing to spend a lot of money to buy physical albums or watch music concerts. With these various characteristics, K-Pop is interesting enough to be known by many people.

Descriptive Analysis

1. Respondent Identity

Descriptive analysis was conducted with the aim of accurately explaining information about the identity and characteristics of respondents who are K-Pop concert ticket buyers domiciled in Jabodetabek. Respondent identity was determined in accordance with gender, age, domicile, last education, occupation, and monthly income. This research

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analyzed a total of 177 samples, of which 175 were female. This result is supported by the IDN Times survey (2019) which stated that K-Pop music fans are still dominated by women with a population ratio of 9:1. This is because women are more expressive in showing what they like than men who are less expressive or even secretly like K-Pop music (Muslimah, 2021). In addition, a social stereotype states that men should not like the choreography music genre, which leads to the idea that men who are interested in the Korean wave or things related to Korean popular culture are considered feminine (Nugraheni, 2015). The majority age range is 17-26 years, as many as 154 people (87%). This is in line with a survey conducted by IDN Times (2019) on K-Pop fans throughout Indonesia, the results of which were dominated by the 15-25 year age range. Not only that, these results are also supported by research by Widjaja & Ali (2015) which states that early adulthood is a period for someone to start admiring their idols. The respondents' domicile is dominated by Jakarta residents with a total of 71 people (40%). In the category of education currently being/last, the most are at the Bachelor's level (S1) with a total of 133 people (75%). In addition, in the job category, the respondents to this research were dominated by students with a total of 83 people (37%). In terms of monthly income, the majority are in the income range of <IDR1,000,000 with a total of 47 people (21%) followed by the income range of <IDR1,000,000 with a total of 46 people (21%). These results are identical to the monthly income of students.

2. Respondent Characteristics

Respondent characteristics are seen from the average expenditure per K-Pop concert and the frequency of watching K-Pop concerts. The characteristics of K-Pop concert audiences in Jabodetabek are shown in Table 1.

Table 1 Respondent Characteristics

Respondent Identity	Category	Number of People	Percentage (%)
Average spending per K-Pop concert	< IDR1,000,000	5	3
	IDR1,000,000 – IDR3,000.000	86	49
	IDR3,000,001 – IDR5,000,000	78	44
	IDR5,000,001 – IDR7,000,000	4	2
	IDR7.000.001 – IDR9,000,000	2	1
	> IDR9,000,000	2	1
Frequency of watching K-Pop music concerts	1	63	36
	2	44	25
	3	26	15
	> 3	44	20

Source: Processed data (2023)

In accordance withTable 1, the average expenditure for watching K-Pop music concerts is dominated by respondents with an expenditure range of IDR1,000,000 - IDR3,000,000 as many as 86 people (46%). For the frequency of watching K-Pop music concerts, as many as 63 people (36%) have made one purchase of K-Pop music concert tickets dominating this research.

Grouping in accordance withmonthly income with the frequency of watching K-Pop music concerts to determine the willingness to pay of the respondents of this research. The grouping is shown in Table 2.

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Tabel 2 *Willingness to Pay* Responden

		Frequency of watching K-Pop music concerts			
		1	2	3	>3
Monthly Income	< IDR1,000,000	23	10	6	8
	IDR 1,000,000 – IDR3,000,000	15	13	5	13
	IDR3,000,001 – IDR5,000,000	8	7	4	13
	IDR5,000,001 – IDR7,000,000	9	4	4	5
	IDR7,000,001 – IDR9,000,000	6	6	6	2
	> IDR9,000,000	2	4	1	3

Source: Processed data (2023)

In accordance with Table 2, it is known that the frequency of watching K-Pop music concerts more than three times is dominated by viewers with monthly incomes below IDR5,000,000. This shows that concertgoers with low incomes tend to have a high willingness to pay for K-Pop concert tickets. These viewers tend to be less sensitive to price because they feel that the price of concert tickets is affordable and manageable and their budget.

Analisis SEM-PLS

This research uses a two-stage approach because there are variables that have a formative measurement model, namely the service quality variable. The two-stage approach estimates the model at an early stage without using second-order construction. In the next stage, the dimension scores of the first-order construction are used as indicators to estimate the parameters of the second construction model. SEM analysis consists of two evaluations, namely the outer model and inner model evaluations.

1. Measurement Model Analysis (Outer Model)

There are three steps in conducting outer model analysis, namely convergent validity, discriminant validity, and composite reliability. The results of the outer model are shown in Figure 1.
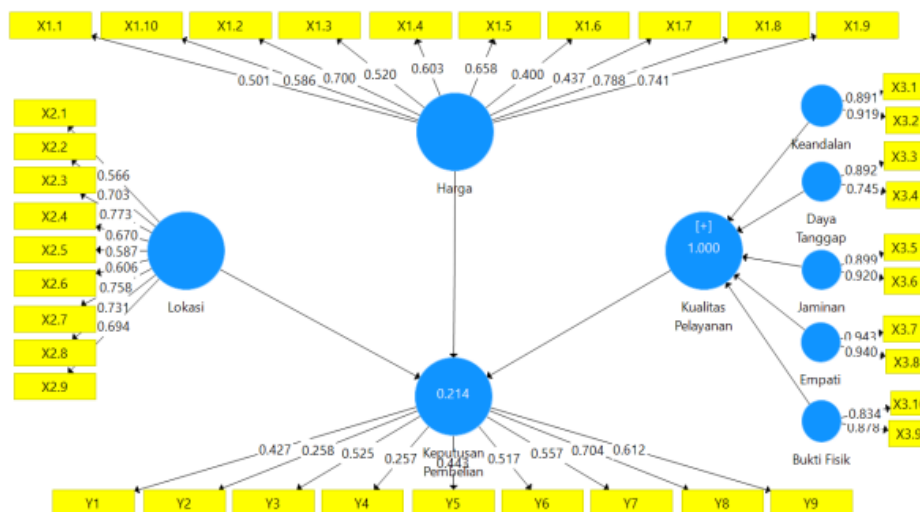

Figure 1 Initial Outer Model Results

In Figure 1, there are 38 indicators that reflect the variables of price, location, service quality, and decision-making. To test the validity using convergent validity and discriminant validity. The general criteria for the standard loading factor value are greater than 0.7 (Hair et al., 2017). However, the loading factor value of 0.4 - 0.7 can still be

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considered as long as the AVE meets the standard, which is more than/equal to 0.5 (Hair et al., 2017). Thus, the outer model that has passed the iteration stage is shown in Figure 2.
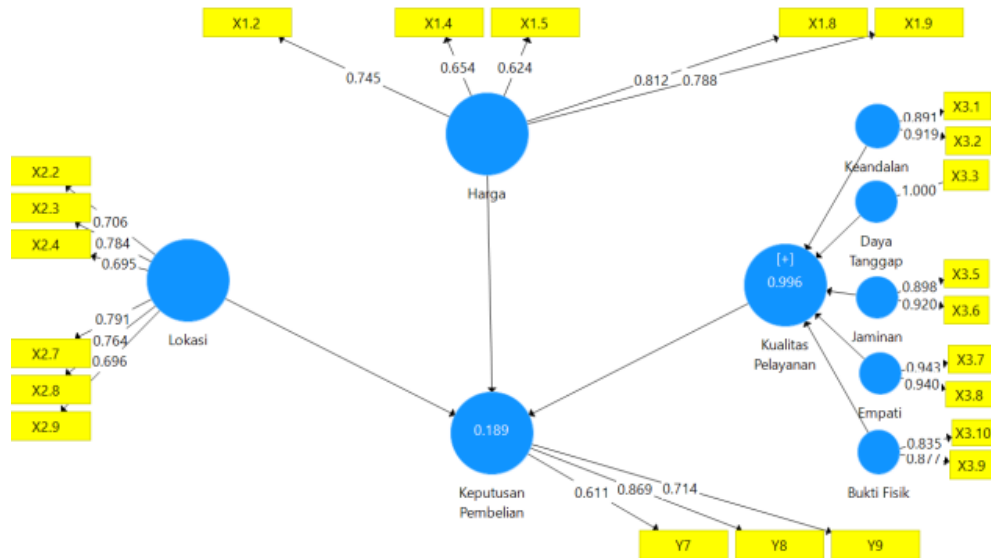

Figure 2 Final Result of Outer Model

In accordance with Figure 2, there are 15 indicators that are removed after iteration. Furthermore, a convergent validity evaluation is conducted through the Average Variance Extracted (AVE) value. The ideal AVE value criteria must be more than 0.5. In this research, all variables have an AVE value of more than 0.5 with each variable's AVE value shown in Table 3.

Table 3 Average Variance Extracted (AVE) Value

Latent Variables	AVE Value	Remarks
Price	0,530	Valid
Location	0,548	Valid
Reliability	0.820	Valid
Responsiveness	1.000	Valid
Guarantee	0.827	Valid
Emphaty	0.886	Valid
Physical Evidence	0.733	Valid
Purchasing Decisions	0.546	Valid

Source: Processed data (2023)

The next stage in the outer model is through the evaluation of the discriminant validity value. The discriminant validity assessment is conducted by considering the cross loading value. The outer loading value of the related indicator must be higher than the cross loading value on other variables. In accordance with the discriminant validity assessment, the outer loading value of all variables is greater than the cross loading of other variables so that it has met the criteria and has reflected each variable well. Furthermore, reliability testing is conducted by looking at the Cronbach's alpha and composite reliability values. A variable is said to be reliable if it has a Cronbach's alpha value in the range of 0.6 - 0.7 and a composite reliability value of more than 0.7 (Hair et al., 2021). The Cronbach's alpha and composite reliability values are shown in Table 4.

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Table 4 Cronbach's Alpha and Composite Reliability Values

Latent Variables	Cronbach's Alpha	Composite Reliability	Remarks
Price	0.781	0.848	Reliable
Location	0.836	0.879	Reliable
Reliability	0.781	0.901	Reliable
Responsiveness	1.000	1.000	Reliable
Guarantee	0.792	0.905	Reliable
Emphaty	0.871	0.940	Reliable
Physical Evidence	0.637	0.846	Reliable
Purchasing Decision	0.609	0.779	Reliable

Source: Processed data (2023)

In accordance with the results of the reliability test in Table 4, all variables can be said to be Reliable. Furthermore, a two-stage approach can be conducted using the dimension values of the first-order construct as indicators to estimate the parameters of the second construction model. The outer model with a two-stage approach is shown in Figure 3.
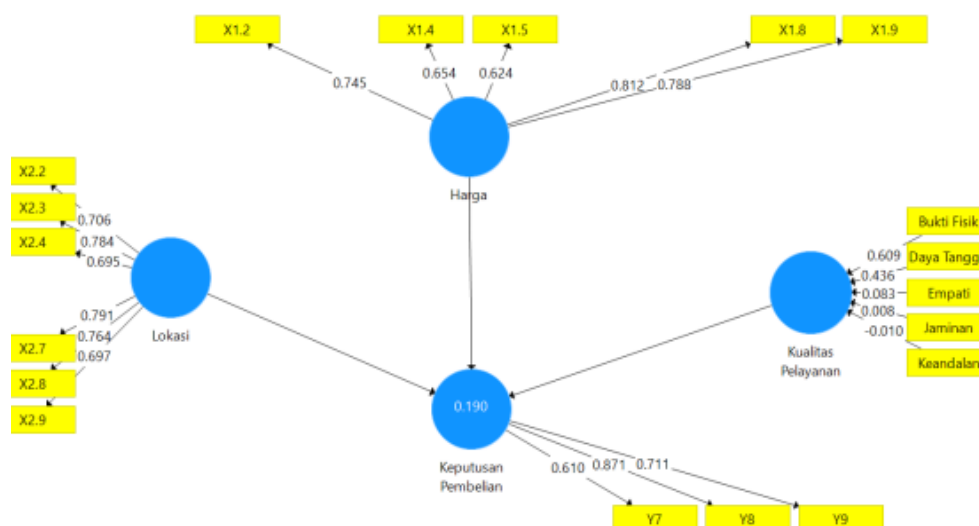

Figure 3 Outer Model with Two Stage Approach

Then, a collinearity evaluation is conducted by looking at the VIF value as a measure that indicates the extent to which indicators in the model have a high correlation with other indicators. A VIF value equal to or greater than 5 indicates a potential collinearity problem (Hair et al., 2021). The VIF values in the research are shown in Table 5.

Table 5 Collinearity Evaluation

Dimensi	VIF
Reliability	4.051
Responsiveness	3.836
Guarantee	4.024
Emphaty	4.030
Physical Evidence	1.947

Source: Processed data (2023)

2. Structural Model Analysis (Inner Model)

Evaluation of the inner model in accordance with the ¬R-square value and t-statistic value on the path coefficients estimation through the bootstrapping process. The R-square value explains how much the exogenous latent variable effects the endogenous

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latent variable. The R-square value is shown in Table 6.

Table 6 R-square values

Dimension	VIF
Purchasing Decision	0.190

Source: Processed data (2023)

Table 6 explains that the variables of price, location, and service quality can explain its effect on purchasing decisions by 19%, while the rest is explained by other variables not examined in this research. Then, path coefficients analysis was conducted through bootstrapping. Through this analysis, the hypothesis proposed in the research model is evaluated to be accepted or rejected with several criteria. The original sample value ranging from -1 to 1 explains whether the relationship between variables is positive or negative. If the t-statistic value is greater than the t-table, which is 1.96 at a significance level of 5%, then the hypothesis can be accepted. In addition, if the p-value is less than 0.05, then the relationship between variables can be considered significant. The results of the path coefficients can be seen in Table 7.

Table 7 Path Coefficients Values

	Original Sample	*T-statictic*	*P-values*	Hypothesis
Price → Purchasing Decision	0.380	3.602	0.000	Accepted
Location → Purchasing Decision	0.037	0.385	0.700	Rejected
Service Quality → Purchasing Decision	0.048	0.431	0.667	Rejeced

Source: Processed data (2023)

In accordance with Table 7, the results of the hypothesis test in this research are as follows:

1. The effect of price on purchasing decisions.
    Price has an original sample value of 0.380 which indicates that the price variable has a positive relationship with purchasing decisions. The t-statistic and p-values are respectively 3.602 and 0.000 which means that H1 is accepted where the price variable has a significant effect on the purchasing decision variable. In this case, it means that if the price set is in accordance with the quality of the artist, the price set varies according to the needs of the audience, and the other eight indicators examined in this research, then the purchasing decision will occur. Prices that are well perceived by buyers of K-Pop music concert tickets in Jabodetabek have an impact on increasing ticket purchasing decisions. This is in line with research conducted by Noman (2012) that prices have a positive effect on purchasing decisions. If the ticket price is still within reasonable limits, it can effect someone to attend a music festival.

2. The effect of location on purchasing decisions
    Location has an original sample value of 0.037, indicating that the location variable has a positive relationship direction. The t-statistic and p-values are respectively 0.385 and 0.700. These values do not meet the ideal criteria so that H2 in this research is rejected, meaning that the location variable does not have a significant effect on the purchasing decision variable. Thus, respondents in this research tend not to consider location as the main factor in buying K-Pop music concert tickets. The results of this research are not in line with previous research by Wahyudi (2023) which found a positive and significant effect of location on the decision to purchase concert tickets. However, the results of this research are in line with the research of Rizkiyah et al. (2018) which concluded that location does not have a significant effect on the decision to visit the

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festival.

3. The effect of service quality on purchasing decisions

Service quality has an original sample value of 0.048, which indicates that the service quality variable has a positive relationship direction. The t-statistic and p-values are respectively 0.431 and 0.667. These values do not match the ideal criteria so that H3 in this research is rejected, meaning that service quality does not have a significant effect on purchasing decisions. This indicates that even though the Event Organizer (EO) service is fast, responsive, and friendly in serving, concert ticket buyers do not use this as a reason for making decisions to purchase K-Pop music concert tickets. The results of this research are not in line with previous research by Techanaruedol & Thanitbenjasith (2023) which found a positive and significant effect of service quality on decisions to purchase Korean artist concert tickets. However, this research is in line with Kurniawan's research (2018) which concluded that service quality does not Effect purchasing decisions.

In accordance with these results, only the price variable has a positive and significant effect on purchasing decisions, while the location and service quality variables do not effect decisions to purchase K-Pop music concert tickets. In the price variable, the indicator with the highest loading factor value is the price indicator offered according to the perceived benefits. This explains that buyers of K-Pop music concert tickets in Jabodetabek consider the value and perceived benefits. If the ticket price is in accordance with the expected benefits, for example they get a soundcheck session with K-Pop artists or get a bonus in the form of a photocard or special merchandise, then they decide to buy the concert ticket.

Location has no effect on purchasing decisions because of several factors, such as the K-Pop artists performing, the popularity of K-Pop artists, the strong reputation of K-Pop artists, and so on. This is because K-Pop artists who have high popularity and good reputations tend to have many loyal fans, so that the concerts of these K-Pop artists tend to attract audiences from various locations, not just limited to the area where the concert is located. In addition, the respondents of the research were dominated by Generation Z, who like adventure so that location is not an obstacle to being able to watch K-Pop music concerts if the ticket price can be purchased. Apart from location, service quality has no effect on purchasing decisions because of several factors. For example, the audience prioritizes the opportunity to watch their favorite K-Pop artists live rather than paying attention to the service aspects provided by the Event Organizer (EO). In addition, K-Pop music concerts often feature spectacular artistic productions and performances, such as magnificent stages, intricate choreographed dances, and stunning visual effects so that the audience pays more attention to the artistic aspects than the service provided by the Event Organizer (EO).

CONCLUSION AND SUGGESTIONS

Conclusion

In accordance with the research results, it is known that the identity and characteristics of K-Pop concert ticket buyers domiciled in Jabodetabek are mostly women aged 17-26 years who live in Jakarta with the education they are currently pursuing or the last is Bachelor's degree (S1) with a student or college student job status. The majority of monthly income is less than IDR1,000,000. The frequency of watching K-Pop music concerts is mostly once with an average expenditure for watching K-Pop music concerts of IDR1,000,000 - IDR3,000,000. For K-Pop concert ticket buyers domiciled in Jabodetabek who have a monthly income of below IDR5,000,000 tend to have a high willingness to pay and low sensitivity to the price of K-Pop music concert tickets. This is shown by the frequency of watching K-Pop music concerts which is more than three times, the number tends to be more than those with a monthly income above IDR5,000,000.

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In accordance with the results of the SEM-PLS analysis that has been conducted, it is known that the price variable has a positive and significant effect on the decision to purchase K-Pop music concerts. However, for the location and service quality variables, there is no significant effect on the decision to purchase K-Pop music concert tickets. The existence of a price variable that has a positive and significant effect on the decision to purchase K-Pop music concert tickets in Jabodetabek shows that the price is well perceived by buyers of K-Pop music concert tickets in Jabodetabek, thus having an impact on increasing ticket purchase decisions. For the highest indicator in the price variable, the price offered is in accordance with the benefits felt.

Suggestion

In accordance with the results of this research, there are several suggestions as evaluation materials for several parties. For Event Organizer (EO) business actors, it is expected to be able to implement the suggestions of K-Pop music concert ticket buyers domiciled in Jabodetabek, namely setting ticket prices in the range of IDR1,000,000 to IDR5,000,000 which includes tax, platform, and admin fees, providing announcements for K-Pop music concert price lists well in advance, collaborating with fintech companies by providing discounts or special offers to prospective concertgoers who use related fintech services, providing bonuses in the form of hi-bye sessions or soundchecks that are in accordance with the price of concert tickets, providing venues with attractive and easily accessible stages, improving services, providing a ticket purchase system through trusted official ticketing partners, providing reliable crowd controllers that are evenly distributed at the concert location, and creating a call center that is always willing to help concertgoers.

For further research, it is expected to be able to conduct deeper research on other variables that effect the decision to purchase K-Pop concert tickets, such as artists, promotions, and so on. In further research, it is also expected to be able to create a wider scope or more specific sampling.

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