

Research Article

The Effect of Price and Service Quality On K-Pop Music Concert Ticket Purchase Decisions with Customer Satisfaction as an Intervening Variable

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Abstract

This study examines the effects of price and service quality on purchasing decisions for K-pop concert tickets, with customer satisfaction as an intervening variable. Using purposive sampling, data were collected through questionnaires from 100 respondents who had purchased concert tickets. The data were analyzed using partial least squares structural equation modeling (PLS-SEM). The results show that price does not directly affect purchasing decisions but positively affects customer satisfaction. Customer satisfaction positively affects purchasing decisions. Service quality positively affects both customer satisfaction and purchasing decisions. Customer satisfaction does not mediate the relationship between price and purchasing decisions, but it does mediate the relationship between service quality and purchasing decisions. These findings offer practical guidance for concert organizers and marketing managers. Pricing should remain competitive and reflect perceived value, as fair pricing can improve customer satisfaction even when it does not directly determine purchase decisions. Organizers should also prioritize service quality throughout the ticket-buying and concert experience. Clear information, responsive customer support, efficient entry procedures, and reliable event operations can strengthen satisfaction and encourage ticket purchases. Since satisfaction mediates the effect of service quality on purchasing decisions, improving service can influence purchasing both directly and through a more satisfying customer experience.

Keywords: Price, Service Quality, Purchasing Decision, Customer Satisfaction, K-Pop Music Concert Tickets

JEL Classification: M31, D12, Z11

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1. Introduction

The event industry is becoming an industry that is increasingly in demand by young people in Indonesia. Every year, the variety of events in the event world is increasingly diverse, such as the existence of festival activities that have been widely held in Indonesia. According to Jones (2019), an event is a collection of individuals who gather for a specific purpose.

Events allow us to celebrate and express ourselves. In the realm of the event industry today, K-Pop music concerts have had quite a strong appeal for every group in Indonesia. According to Kuo et al. (2022) K-Pop comes from the abbreviation of the words Korean Pop or Korean Pop Music, which type of music has become a cultural phenomenon that is famous for its captivating rhythm, skilled dance, and large and committed fan community. K-Pop is also identical to being performed by Boybands (Male) and Girlbands (Female).

Based on data obtained by Purnamasari Mega (2019) from The Korean Foundation, interest in K-Pop continues to experience significant growth every year. The number of K-Pop fans reached 89 million people from 113 countries. In 2018, it showed that K-Pop fans also increased by 22% to 89.19 million, which in 2017 only had 73.12 million. Based on the results of a survey conducted by IDN Times in 2022 which was carried out through the distribution of online questionnaires distributed throughout Indonesia, 580 respondents were obtained who answered the questionnaire distributed by IDN Times online, so that the results were obtained for the age group most interested in K-Pop music with the highest age being 20-25 years old with a total of 40.7% while the lowest age was 10-15 years old with a total of only 9.3%. In terms of gender, K-Pop fans are dominated by women, namely around 92.1% and men, namely 7.9%.

K-Pop idols who have held concerts in Indonesia throughout 2023 total 27 idols, of which 11 are girl bands (female idols). In addition, there are 16 idols who are boy bands (male idols). K-Pop music concerts not only present amazing musical entertainment but also create an unforgettable experience for K-Pop fans because they can see, witness, feel the situation of the event that is taking place and they can meet their favorite K-Pop artists. So, K-Pop music concerts are one of the objects that are currently in great demand by fans even though the concert tickets are quite expensive for the public, they are competing to get the concert tickets. Based on a survey conducted online and carried out by *tirto.id*, the most memorable moment for fans is watching idols with 27% of respondents.

According to Winarto & Chandra (2020), price is the amount of money paid by consumers in exchange for the benefits obtained in owning or using a good or service. It can be seen from table 1.1, where 1 K-Pop concert ticket for the agency (company that manages K-Pop idols) SM Entertainment from the most expensive price "CAT I" costs IDR 3,000,000 while the cheapest ticket "CAT 6" costs IDR 1,000,000. The price offered does not include government tax of 15% and ticket sales platform fees of 5%.

The price of K-Pop concert tickets in Indonesia is usually more expensive compared to concerts by foreign artists and Indonesian artists. This is most likely due to several factors, one of which is the popularity and very high demand for K-Pop concerts. Fans of K-Pop artists have a large and loyal fan base. In addition, K-Pop concert productions often involve sophisticated technology, spectacular visual effects, magnificent stages, and complex choreography. This price difference reflects the large investment made by promoters to bring K-Pop artists to Indonesia.

According to Hadi Rifki (2023) service quality is all elements and characteristics of a product or service that support the ability to meet needs directly or indirectly. One of the promoters in Indonesia, namely PT Dyandra, is a promoter that provides very good service quality when there is a concert in Indonesia, because from its experience in organizing many events, PT Dyandra has produced a history of successful achievements on a national and international scale.

If the quality of service provided by the promoter is satisfactory for fans, then fans will not hesitate to buy tickets for the K-Pop music concert because fans will feel they are getting benefits and feel comfortable when seeing their favorite idols because they are given good service. Purchasing decisions are part of the consumer evaluation stage in the formation of preferences among many brands, making choices, then there will be an intention to be able to buy what is desired. Before fans make a purchasing decision, they first consider many things such as the location of the concert venue, finances, and what means of transportation they should use to get to the concert location and transportation to return to their homes.

According to Tjiptono & Diana (2022) defining customer satisfaction is a fundamental principle in modern marketing theory and practice. In the marketing paradigm, customer satisfaction is considered a crucial factor in determining the success of a marketing entity, be it business or non-profit. Fulfilling customer satisfaction is considered a means to achieve various organizational goals. Consumer satisfaction with purchasing K-Pop concert tickets is one of the key factors in assessing the experience provided during the event. Other factors such as the quality of idol performances, interactions provided by idols, and the concert atmosphere are factors that can contribute to the level of consumer satisfaction.

This research is motivated by the existence of empirical emptiness and Research Gap based on previous research. Findings from previous research indicate differences in the relationship between price variables and purchasing decisions according to Nuraini et al. (2023) the results of their research, price is proven to have a positive influence on purchasing decisions. However, this finding is different from the results of research conducted by Triana & Hidayat (2023) stating that price does not have a positive influence on purchasing decisions. In addition, there are differences in research results related to the relationship between service quality and customer satisfaction. This is based on research conducted by Sugiharto & Wijaya (2020) stating that service quality has a positive influence on customer satisfaction. However, these results differ from the findings of research conducted by Ibrahim & Thawil Marijam (2019) stating that service quality does not have a positive influence on customer satisfaction.

2. Literature Review and Hypothesis

Buying decision

According to Tjiptono & Diana (2022) Purchasing decisions are consumers choosing to buy in various ways, depending on how important the product is to them and how much risk they perceive associated with the purchase. According to Idrus et al. (2019) also argue that purchasing decisions are a step of selection and determination of existing choices, which are then selected based on individual or group interests that are considered to have the most optimal benefits from the available options. In the context of purchasing K-Pop music concert tickets, the purchasing decision process can also be influenced by several factors related to the entertainment industry. For example, fans will make many considerations regarding the lineup (list/arrangement) of artists who will perform or attend, the location of the concert, and ticket availability.

Customer satisfaction

According to Astrid (2019) Customer satisfaction is the difference or gap between pre-purchase expectations and the actual experience or results after purchase. According to Tjiptono & Diana (2022) Customer satisfaction is a feeling of pleasure or disappointment when someone assesses the quality of a product or service. In the context of K-Pop concerts, when the concert meets or even exceeds fans' expectations, they will feel satisfied especially if the stage performance, interaction with fans or other aspects meet their expectations.

Price

According to Anggraini et al. (2024) Price is the amount of money charged for a good or service, or the amount of value exchanged by consumers for the benefits obtained from owning or using the good or service. According to Oktaviani & Pujiyanto (2023) Price can be interpreted as an evaluation of the value contained in a product or service, which has the ability to be transacted with money in order to achieve profit and achieve the goals of the company. By purchasing K-Pop concert tickets, fans are not only paying for physical access to the event but also access to an experience that can fulfill their desires as fans.

Quality of Service

According to Sulistiyowati (2019) Service quality is everything that is focused on efforts to meet the needs and desires of a customer which can be accompanied by accuracy in delivery so that there is a balanced conformity with the expectations of the customer. According to Riyani et al. (2021)

Service quality refers to efforts to meet customer needs by providing products and services that have standards of excellence according to the expectations desired by customers. In the context of K-Pop concerts, service quality is not only the process of easy and efficient ticket purchases but also good arrangements, guaranteed security, and quality entertainment during the concert.

Research Concept Framework

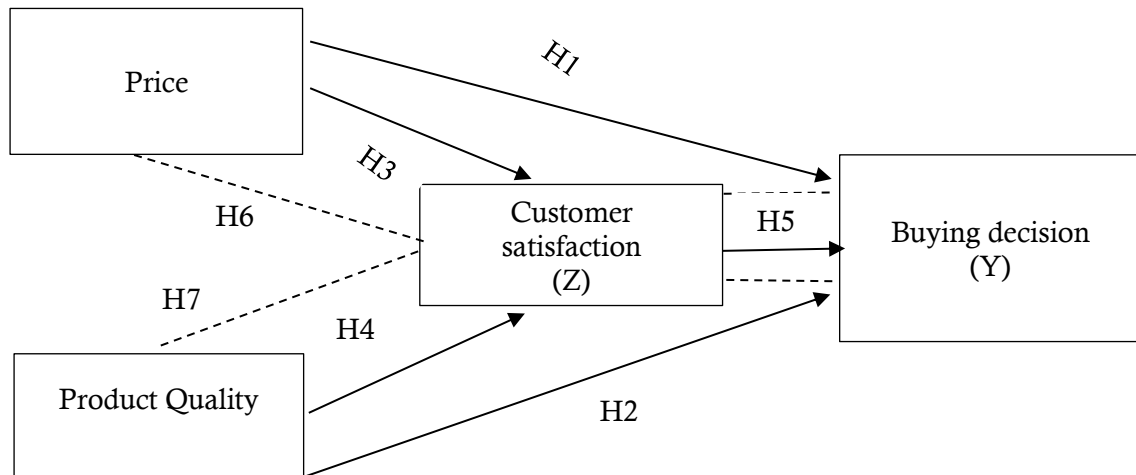


Figure 1. Research Concept Framework

Research Hypothesis

The Effect of Price on Customer Satisfaction

Based on the theory that has been described in the literature review, there is empirical evidence supported by previous research. These results indicate that the influence of price on customer satisfaction has been proven through research conducted by Mahemba & Rahayu (2019); Hariono & Marlina (2021); Haryoko et al. (2020); Ariyanti et al. (2022). This means that there is a positive and significant influence between the price variable and customer satisfaction. In other words, an increase in the price variable will be followed by an increase in customer satisfaction. This shows that customers are more satisfied with the products or services they receive when the price offered is in accordance with their expectations. Based on the research results that have been explained, the hypothesis for this study is:

H1: Price has a positive effect on customer satisfaction.

The Influence of Service Quality on Customer Satisfaction

Based on the theory that has been described in the literature review, there is empirical evidence supported by previous research. These results indicate that the influence of price on customer satisfaction has been proven through research conducted by Sugiharto & Wijaya (2020); Putra & Suarmanayasa (2024); Ilham & Dwi (2023); Tijang (2020). This means that there is a positive and significant influence between the service quality variable and customer satisfaction. In other words, an increase in the service quality variable will be followed by an increase in customer satisfaction. When customers receive satisfactory service, they tend to be satisfied with their experience, which can increase loyalty and the likelihood of recommending products or services to others. Based on the research results that have been explained, the hypothesis for this study is:

H2: Service quality has a positive effect on customer satisfaction.

The Influence of Customer Satisfaction on Purchasing Decisions

Based on the theory that has been described in the literature review, there is empirical evidence supported by previous research. These results indicate that the influence of price on customer satisfaction has been proven through research conducted by Sugiharto & Wijaya (2020); Sasnita & Afriyani (2023); Pratama & Wiyadi (2024); Subaida (2023). This means that the higher the level

of satisfaction felt by customers with the products or services they consume, the more likely they are to make purchases in the future. When customers are satisfied, they tend to have a more positive view of the brand or product, which can encourage them to shop again or recommend to others. Thus, customer satisfaction plays an important role in influencing purchasing decisions made by consumers. Based on the research results that have been explained, the hypothesis for this study is:

H3: Customer satisfaction has a positive effect on purchasing decisions.

The Influence of Price on Purchasing Decisions

Based on the theory that has been described in the literature review, there is empirical evidence supported by previous research. These results indicate that the influence of price on customer satisfaction has been proven through research conducted by Nuraini et al. (2023); Ningrum & Isa (2023); Susilowati & Utari (2022); Kambali & Syarifah (2020) This means that the more appropriate or competitive the price offered, the more likely consumers are to decide to buy the product or service. This shows that consumers tend to consider price as an important factor in making purchasing decisions, where prices that are considered reasonable and comparable to the value of the product can encourage consumers to make transactions. Based on the research results that have been explained, the hypothesis for this study is:

H4: Price has a positive effect on purchasing decisions

The Influence of Service Quality on Purchasing Decisions

Based on the theory that has been described in the literature review, there is empirical evidence supported by previous research. These results indicate that the influence of price on customer satisfaction has been proven through research conducted by Budiman Bascin et al. (2024); Aldiesi & Wahyudin (2024); Djafar et al. (2023); Patmala & Fatihah (2021) This means that the higher the quality of service received by consumers, the more likely they are to make a purchase. Good service can create a positive experience, build trust, and meet consumer expectations, which ultimately encourages them to decide to buy the product or service. Based on the research results that have been explained, the hypothesis for this study is:

H5: Service quality has a positive effect on purchasing decisions.

The Influence of Price on Purchasing Decisions with Customer Satisfaction as a Mediator

Based on the theory that has been described in the literature review, there is empirical evidence supported by previous research. These results indicate that the influence of price on customer satisfaction has been proven through research conducted by Pardede & Haryadi (2019); Wahyu Murti (2019) Ningrum & Isa, 2023); Lionarto et al. (2022) This means that the price of a product or service not only has a direct impact on consumer decisions to buy, but also indirectly through the level of satisfaction felt by consumers. In other words, the more appropriate or competitive the price offered, customer satisfaction tends to increase, which ultimately affects consumer decisions to make purchases. Based on the research results that have been explained, the hypothesis for this study is:

H6: Customer satisfaction mediates the effect of price on purchasing decisions.

The Influence of Service Quality on Purchasing Decisions with Customer Satisfaction as a Mediator

Based on the theory that has been described in the literature review, there is empirical evidence supported by previous research. These results indicate that the influence of price on customer satisfaction has been proven through research conducted by Ilham Hadi Nur Yufa & Dwi Lestari (2023); Zaufariyanto et al. (2023); Ardiyani & Andriana (2024); Gea (2021) this means that good service quality not only has a direct impact on consumer decisions to buy, but also has an indirect effect through the level of satisfaction felt. In other words, if customers feel high service quality, they will be more satisfied, and this satisfaction will encourage them to make purchasing decisions. Therefore, improving service quality is expected to increase customer satisfaction, which in turn can increase their likelihood of making purchases. Based on the research results that have been explained, the hypothesis for this study is:

H7: Customer satisfaction mediates the effect of service quality on purchasing decisions.

3. Data and Methods

Types of research

The type of research used is explanatory research. The research method used is quantitative. The purpose of this study is to understand the influence of price variables (H1), service quality (H2), on purchasing decisions (Y) with customer satisfaction (Z) as a mediator variable.

Population and Sample

The population that is the subject of this study is fans who are classified as Gen-Z domiciled in DKI Jakarta. This study uses the Purposive Sampling method. Determination of the number of samples in this study was carried out using a formula that has been developed by Hair. Based on the use of this formula, the number of samples needed in this study is 96 respondents which will be rounded up to 100 respondents.

Data Collection Techniques and Data Methods

In this study, data were collected using a questionnaire distributed via Google Form to K-Pop music fans who met the criteria as respondents. This study collected data using the Structural Equation Model (SEM) approach based on Partial Least Square (PLS). The main purpose of this method is to test the hypotheses proposed in the study.

4. Results

Structural Model Evaluation

Table 1. Structural Model Evaluation Results

Evaluation Size	Criteria Rules	Model Test Results
R ² or adjusted R ²	Strong model ≤ 0.75.	R ² Z = 0.512
	Moderate ≤ 0.50	R ² Y = 0.572
Q ² predictive relevance	weak ≤ 0.25	Q ² Z = 0.525 Q ² Y = 0.641
	Q ² > 0 = the model has predictive relevance	
Tenenhaus Goodness of Fit (GoF)	Q ² < 0 = model has less predictive relevance	GoF = 0.571
	Small if ≥ 0.1	
	Medium ≥ 0.25	
	Large ≥ 0.36	

Source: Data processed by the author (2024)

Based on table 1. the results of the R² Z value of 0.512 indicate that 51.2% of the variation in customer satisfaction can be explained by two main independent variables, namely price and service quality. The R² Y value of 0.572 indicates that 57.2% of the variation in the decision to purchase K-Pop concert tickets can be explained by the variables of price, service quality, and customer satisfaction as intervening variables. The Q² Z value of 0.525 indicates that the model has good predictive ability in explaining customer satisfaction. The Q² Y value of 0.641 indicates that the model has very good predictive relevance in explaining purchasing decisions. The GoF value of 0.571 indicates a very good overall level of model suitability.

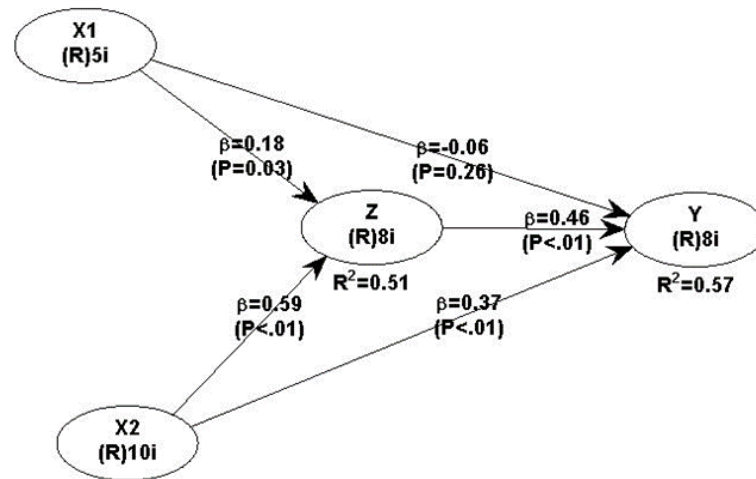


Figure 2. Path Diagram Between Variables

Research Hypothesis Testing

Table 2. Results of Research Hypothesis Testing

Variable Relationship	Coefficient	P-value	Information
Purchase Decision Price→	- 0.064	0.259	Negative, Not Significant
Customer Satisfaction Price→	0.180	0.031	Positive, Significant
Customer Satisfaction Purchasing Decisions→	0.464	<0.001	Positive, Significant
Quality of Service Customer Satisfaction→	0.592	<0.001	Positive, Significant
Quality of Service Purchasing Decisions→	0.370	<0.001	Positive, Significant
Price of Purchase Decisions Customer Satisfaction→ →	0.083	0.116	No Mediating
Service Quality Purchase Decision Customer Satisfaction→ →	0.275	<0.001	Mediating

Source: Data processed by the author (2024)

5. Discussion

The Influence of Price on Purchasing Decisions

Based on table 2, it shows that there is a negative relationship between price and purchasing decisions, meaning that the higher the price, the lower the customer's willingness to make a purchasing decision. The results of this study are in accordance with previous research conducted by Triana & Hidayat (2023) which stated that price does not have a significant effect on purchasing decisions. This means that price does not have a significant effect on purchasing decisions. Likewise, research conducted by (Periyadi et al., 2020) stated that price does not have a significant effect on purchasing decisions. These results can be interpreted that the price factor is not the main determinant in making purchasing decisions.

The Effect of Price on Customer Satisfaction

Based on table 2, which shows that price has a positive effect on customer satisfaction. Likewise, research conducted by Hariono & Marlina (2021); Haryoko et al. (2020); Ariyanti et al. (2022) states that price has a positive and significant effect on customer satisfaction. This means that this positive effect indicates that pricing that is considered appropriate to the quality received can increase customer satisfaction.

The Influence of Customer Satisfaction on Purchasing Decisions

Based on table 2, it states that consumer satisfaction has a significant effect on purchasing decisions. The results of this study are in accordance with previous research conducted by Pratama & Wiyadi (2024) which stated that consumer satisfaction has a significant effect on purchasing decisions. Likewise, research conducted by Subaida (2023); Sugiharto & Wijaya (2020); Sasnita & Afriyani (2023) stated that customer satisfaction has a significant effect on purchasing decisions. These results indicate that the higher the level of customer satisfaction, the more likely customers are to make repeat purchases or recommend the concert to those closest to them.

The Influence of Service Quality on Customer Satisfaction

Based on table 2, it states that service quality has a positive effect on customer satisfaction. The results of this study are in accordance with previous research that has been studied by Sugiharto & Wijaya (2020) which states that service quality has a positive effect on customer satisfaction, so service quality is proven to have a significant effect on customer satisfaction at One Eighteenth cafe. Likewise, research conducted by Yufa & Dwi Lestari (2023); Putra & Suarmanayasa (2024); Tijjang (2020) states that service quality has a positive and significant effect on customer satisfaction. These results indicate that improving service quality such as ease of purchasing process, and convenience of facilities can increase overall customer satisfaction.

The Influence of Service Quality on Purchasing Decisions

Based on table 2, it states that service quality has a positive and significant effect on purchasing decisions. The results of this study are in accordance with previous research conducted by Budiman Bancin et al. (2024) which states that service quality has a positive and significant effect on purchasing decisions. Likewise, research conducted by Aldiesi & Wahyudin (2024); Djafar et al. (2023); Patmala & Fatihah (2021) states that service quality has a positive and significant effect on purchasing decisions. These results indicate that good service, including staff friendliness, and overall service quality can encourage customers to choose and buy tickets.

The Influence of Customer Satisfaction on Purchasing Decisions

Based on the results of data analysis, it shows that customer satisfaction does not mediate the influence of price on purchasing decisions. The results of this study are in accordance with previous research that has been studied by Setyawati (2023) stating that customer satisfaction does not mediate the influence of price on purchasing decisions. Likewise, research conducted by (Lionarto et al., 2022) states that customer satisfaction does not mediate the influence of price on purchasing decisions. These results indicate that the influence of price on customer satisfaction does not go through purchasing decisions as a mediator. In other words, although price can influence the decision to buy tickets, this influence does not directly contribute to the level of customer satisfaction through purchasing decisions.

The Influence of Customer Satisfaction on Purchasing Decisions

Based on the results of the data analysis, it shows that these results are significant, so the alternative hypothesis is accepted. The results of this study are in accordance with previous research that has been studied by Zaufariyanto et al. (2023) stated that service quality has a significant effect on purchasing decisions through customer satisfaction. Likewise, research conducted by Ardiyani & Andriana (2024); Yufa & Dwi Lestari (2023); Gea (2021) stated that service quality affects purchasing decisions through customer satisfaction. This means that good service quality increases the likelihood of customers making positive purchasing decisions, which then contributes to overall customer satisfaction.

6. Conclusion

Based on the research that has been conducted and the results of testing the hypotheses proposed, it can be concluded that the research analysis shows the following results: price has a negative effect but does not have a significant effect, price has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on purchasing decisions, service quality has a positive and significant effect on customer satisfaction, service quality has a

positive and significant effect on purchasing decisions, customer satisfaction does not mediate the effect of price on purchasing decisions, customer satisfaction mediates the effect of service quality on purchasing decisions.

Managerial implications of this study on the influence of price and service quality on K-pop concert ticket purchasing decisions with customer satisfaction as an intervening variable can provide important guidance for concert organizers and marketing management. First, a competitive pricing strategy that still reflects customer perceived value is crucial, because a price that is considered reasonable can increase customer satisfaction and encourage purchasing decisions. Second, service quality, such as ease of ticket purchasing access, service at the event location, and concert experience management, should be a priority. Good service not only increases customer satisfaction but also strengthens loyalty and word-of-mouth recommendations. With customer satisfaction as an intervening variable, managers need to ensure that price and service not only attract consumers to purchase but also provide a positive, memorable experience, thus creating a long-term relationship between customers and concert organizers. Finally, utilizing customer data to understand their preferences and needs can help improve the effectiveness of marketing strategies and event management.

Suggestion

Based on the conclusions that have been presented, there are several suggestions that can be useful for companies or organizers of K-Pop music concerts and subsequent authors, namely as follows: For companies or organizers of K-Pop music concerts. Organizers can conduct a more in-depth analysis of the cost structure and market prices to ensure that the ticket prices offered are competitive and in line with the purchasing power of the target audience, especially Gen-Z who are often more sensitive to price. And improving the quality of good service can strengthen purchasing decisions and increase overall customer satisfaction. In addition, organizers can identify and address complaints and suggestions from fans in helping to increase customer satisfaction. For subsequent authors, Further authors are advised to consider examining factors that can influence ticket purchasing decisions, such as marketing promotions, social media influence, or artist reputation. The addition of these variables can provide a more complete picture of the factors that influence consumer behavior.

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