THE INFLUENCE OF MOTIVATION ON CUSTOMER SATISFACTION CONCERT MUSIC THE B-ZONE IN JAKARTA

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Abstract

This research aims to identify how someone finally decides to go to a music concert by looking at an analysis between Motivation and Customer Satisfaction Concert Music The B-Zone in Jakarta. The B-Zone is a world tour concert by South Korean boy group, The Boyz, held in Jakarta. Visitors to The B-Zone Jakarta are the population of this study using quantitative methods and a sample of 100 respondents. The analysis technique for the data obtained was processed using application SPSS version 23. Based on the results of this study on Correlation Test, Motivation and Customer Satisfaction has a value 0.439 or 43,9% which states that X and Y are significant because 0.00 < 0.05 and is positive and correlated. According to research result, Motivation affect Customer Satisfaction. The conclusion of this research, concert music that motivation influences customer satisfaction, this concert shows that someone who comes to see a music concert is motivated to enjoy it and meet their favorite idol.

Keywords: Concert Music, The Boyz, Motivation, Customer Satisfaction

1. INTRODUCTION

During the event, many event organizers held music concerts in Indonesia, which brought singers from local and foreign singers. This is proven because of the existence of music in Indonesia which is much loved by the public with increasing enthusiasm to come and watch the music concerts of their favorite singers. Music according to Wallin, Merker, and Brown (2000) in (Shaleha, 2019) argues that music is one of the oldest forms of cultural transmission found in various forms of various cultures from time to time. Music is currently one that many people like from various ages from young to old. This is because music has many types of music such as Pop, Metal, Rock, Jazz, RnB, and so on. Currently, there is a new type of music originating from South Korea, namely K-Pop (Korean Pop). People in Indonesia from various age are likes a K-Pop music from boy groups and girl groups from South Korea because of their interest and the Korean Wave.

Jin (2016) in (Rinata & Dewi, 2019) said that the popularity of Korean Wave only developed in East Asian countries which later became popular throughout the world including in Indonesia. The spread of Korean Wave has spread to teenage age because the preference for the type of K-Pop music. In the 1930s, K-Pop music first appeared due

to the entry of Japanese Pop music which also influenced the early elements of Korean Pop music (Simbar, 2016) in (Ri'aeni et al., 2019).

The phenomenon of Korean Wave trend which is much loved by teenagers and adults. Due to the ease of access the internet network which makes it easier for someone to find the information needed. The trend Korean Wave in Indonesia is now spread to teenagers and adults. A preference for the type of K-Pop music that makes someone search for information related to their favorite idol via the internet and then have an interest in becoming a fan (fandom) from various boy groups and girl groups.

A fan is someone who likes something enthusiastically and collectively from a group of fans that form a fan group (fandom). Fandoms are used by fans to find information about their favorite idols and make it a place to communicate with groups of people who share the same interests (Mihardja & Paramita, 2019).

In Indonesia, there are lots of music concert events organized by event organizers or promoters that bring in domestic or foreign singers. Many foreign singers have held music concerts in Indonesia, including boy group and girl group from South Korea. According to Weber (2004) in (Hidayatullah, 2021) defines Music Concerts as classy entertainment and shapes people's tastes. With a fondness for music and an interest in wanting to come to visit music concerts, lots of music concerts are being held in Indonesia. Quoted from the page voi.id (Santosa, 2019) Deep Purple is one of the singers who held their concert tour in Indonesia in 1976 which succeeded in bringing an audience of 150.000 who attended the Senayan Stadium (Gelora Bung Karno Stadium).

THE BOYZ is a South Korea boy group manage under IST Entertainment agency which was formed in 2017 with eleven members consisting of Sangyeon, Jacob, Younghoon, Hyunjae, Juyeon, Kevin, New, Q, Ju Haknyeon, Sunwoo, and Eric. THE BOYZ started their debut career industry with the lead single "Boy" on their EP album "THE BOYZ ALBUM [THE FIRST]". THE BOYZ success in their industry has finally begun to attract fans from all over the world, especially in Indonesia. Then THE BOYZ has their fandom name (fans), namely "THE B" in Korean pronunciation, namely "더비" (Deo Bi).

THE BOYZ announced the first world tour concert in 2022 "THE BOYZ WORLD TOUR: THE B-ZONE" which has been successfully held in other countries such as South Korea (Seoul), Europe, the United States and Asia including Jakarta. The B-Zone in Jakarta concert was successfully held on July 11 2022 which was located at Tennis Indoor Stadium Senayan Jakarta. The B-Zone music concert in Jakarta was successfully held which was attended by around 3,300 visitors.

2. LITERATURE REVIEW
2.1 Motivation

According to Joseph (2015) in (Maranisya, 2021) defines that Motivation is a driving force of a person in achieving a goal. While according to Sharpley (1994) and Wahab in (Fitriana et al., 2020) that Motivation is something that underlies tourism studies about tourists' motivation by having a process in a tourist trip, where this motivation is often not fully realized by tourists.

Motivation according to Crompton and McKay (1997) in (Alkhair & Budiman, 2019) investigated that there are several types of motivation in attending music festivals or concerts in general divided into several types of events. There are 31 types of components which are divided into six categories: (1) cultural exploration, (2) event

renewal, (3) restoration to initial conditions, (4) familiar group socialization, (5) internal socialization, (6) not alone.

In this study, visitors who come to music concerts have a basic desire for motivation for inner satisfaction and the desire to meet their favorite singers which is supported by the desire to listen to music directly and also experience of watching event concert. This is based on aspects that support the theory of motivation.

According to McIntosh in (Azhar Melati Putri & Nurhidayati, 2018), Mayo and Jarvis examine the grouping of motivation which is divided into four parts, as follows:

a. Physical or Physiological Motivation

Motivation as a physical rest or restore the situation by resting, relaxing, and recreation as the purpose of entertainment that makes the body better.

b. Cultural Motivation

Motivation as a goal will be the desire to know other things such as culture, traditional, art, and others.

c. Social or Interpersonal Motivation

Motivation that has a desire to meet new people, escape from everyday activities, and create new friendships.

d. Fantasy or Status and Prestige Motivation

Motivation that arises with a person's need for recognition, attention, and appreciation. And fantasy as a goal for someone to escape from everyday activities.

2.2 Customer Satisfaction

Customer Satisfaction according to Kottler (2014) in (Ulhaq et al., 2021) means that visitor satisfaction is a person's level of satisfaction and compares perceived performance (results) compared to expectations. While according to Barness in (Demolingo & Sriwulandari, 2022) defines that satisfaction is a response to the fulfillment of wants and needs. This has to do with special forms of stuff and services that can provide satisfaction in accordance with expectations.

Customer Satisfaction according to Sugiarty, Teti, and Ali Fikri (2021) in (Arlinda & Sulistyowati, 2021) explained that various levels of visitor satisfaction can affect the quantity of tourists visiting, which makes it one of the supporting factors of visitor satisfaction.

According to Minor et., al, Bitnet, and Prahalad in (Adiatma et al., 2016) mentioned that there are six factors of customer satisfaction in live musical performance, such as:

a. Musical Ability, on musical ability, it explains that there is a musical ability that reflects a combination of the ability shown by the singer and creativity while on stage.

b. Musician Appearance, the musician appearance describes the appearance of a singer in physical appearance, clothing, movement.

c. Sound, on sound that has good quality by producing the volume of the sound produced from the singer.

d. Facilities, these facilities are supporting facilities such as parking facilities, room temperature, visitor density, size, and others.

e. Stage, this stage is a scope area around the stage which includes stage lighting and decorations.

f. Audience Interaction, in this audience interaction section, which means the interaction of the audience with a singer as a form of audience enthusiasm from experience and social compatibility in the familiarity of the song and the interpretation of the song.

3. RESEARCH METHODOLOGY

The research method used is a quantitative research method by looking at the phenomena that occur. Quantitative research is a research method based on the philosophy of positivism, and is used to examine certain populations or samples, and sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical in nature with the aim of testing hypotheses that are has been established (Sugiyono, 2019).

Based on the theoretical framework in figure 1, it is an analysis that leads to a discussion of motivation and customer satisfaction at concert music The B-Zone in Jakarta by knowing the motivation in watch a music concert that leads to event theory.

Figure 1. Theoretical Framework

H_0 = Motivation does not affect the customer satisfaction concert music The B-Zone in Jakarta.
H_1 = Motivation influences the customer satisfaction concert music The B-Zone in Jakarta.

In this research the variable method used is Motivation and Customer Satisfaction. In Motivation method in the form of Tourist Motivation and Customer Satisfaction method in the form of Live Performance.

The research method used is a technique of distributing questionnaires using purposive sampling techniques. The population used in this research was respondents to visitors concert music The B-Zone in Jakarta by taking a sample of respondents.

In taking the data sample used is Slovin formula because the sample is used for basic calculations on the questionnaire. The Slovin formula used to determine the questionnaire is:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = sample size / number of respondents
N = population size
e = the percentage of leeway for accuracy of sampling errors that can still be tolerated

The results:
$$n = \frac{3.300}{1 + 3.300(0,01)^2}$$

$$n = \frac{3.300}{1 + 0,3300}$$

$$n = \frac{3.300}{0,03310}$$

$$n = 99,69 = 100$$

The results from the calculation of the Slovin formula is 99.69 which is then rounded up to 100.

4. RESULT AND DISCUSSION
4.1 Result

Based on the results of data collection obtained by 100 respondents from visitor concert music The B-Zone in Jakarta:

Table 1. Demographic Characteristics

Gender	Frequency	Percent
Male	8	8%
Female	92	92%
Total	100	100%

Source: Data Processed (2023)

Based on data processing the results of questionnaire data table above explains the sample obtained as many as 100 respondents visitors concert music The B-Zone in Jakarta and on the results of this data demographic characteristics of the table above stated that the number of visitors who came to the music concert are women who attend the concert.

Table 2. Demographic Age

Age	Frequency	Percent
15 – 20 years old	14	14%
21 – 25 years old	69	69%
26 – 30 years old	17	17%
>30 years old	0	0%
Total	100	100%

Source: Data Processed (2023)

The results of processing the questionnaire data in the table above are the results by age category of visitor concert music The B-Zone in Jakarta.

Table 3. Validity Test

Variable	Statement	r-statistic	r-table
Motivation (X)	X.1	0.553	0.195
	X.2	0.575	0.195
	X.3	0.591	0.195
	X.4	0.581	0.195
	X.5	0.730	0.195
	X.6	0.695	0.195
	X.7	0.520	0.195
	X.8	0.645	0.195
	X.9	0.490	0.195
	X.10	0.339	0.195
Customer Satisfaction (Y)	Y.1	0.472	0.195
	Y.2	0.483	0.195
	Y.3	0.557	0.195
	Y.4	0.617	0.195
	Y.5	0.653	0.195
	Y.6	0.507	0.195
	Y.7	0.507	0.195
	Y.8	0.675	0.195
	Y.9	0.732	0.195
	Y.10	0.485	0.195

Source: Data Processed (2023)

Based on the table above, it explains that Validity Test method on the independent variable (X) and the bond variable (Y) based on the questions and statements states that the data results from rstatistic > rtable are said to be valid because > 0.195.

Table 4. Reliability Test

Variable	Statement	Cronbach's Alpha	Alpha Value
Motivation	X	0.765	0.60
Customer Satisfaction	Y	0.760	0.60

Source: Data Processed (2023)

In the table above, the Reliability Test used is reliable because Cronbach Alpha > 0.60. The results of data processing on these variables become reliable.
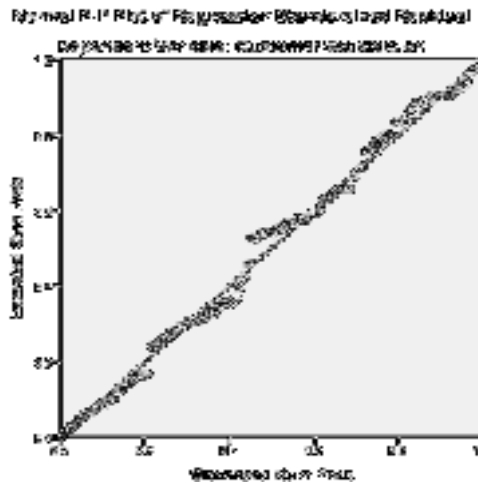

Figure 2. Normally Test
Source: Data Processed (2023)

The results of the picture above state that the probability plot on the diagonal line has an increasing distribution and the regression results produce normal assumption values.

Table 5. Coefficient Test
Correlation

		Motivation	Customer Satisfaction
Motivation	Pearson Correlation	1	,439**
	Sig. (2-tailed)		,000
	N	100	100
Customer Satisfaction	Pearson Correlation	,439**	1
	Sig. (2-tailed)	,000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Data processed (2023)

The results of processing the Correlation Test data in the table above explain that X has a value of 0.439 and Y has a value of 0.439. So it can be said that X and Y are significant because < 0.05 and correlated. And the relationship between variables X and Y is positive and enters the correlation value with a fairly strong relationship.

Table 6. Determination Coefficient
Model Summary

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	,439ᵃ	,192	,184	3,325
a. Predictors: (Constant), Motivation				

Source: Data Processed (2023)

4.2 Discussion

The results of the discussion state that the indicators used in this study in the forms of motivation and customer satisfaction have a relationship that influences simultaneously and the literature used on visitor motivation and satisfaction has a dominating factor in this study. The overall results in processing this data state that motivation dominates a person to finally decide to come to a music concert. The average effect has a high significance value in the presence of a motivational goal. Customer satisfaction has an influence because of one's assessment as a business goal in providing the level of satisfaction given to the satisfaction of the music concert event being held. This happens because it has a positive value impact on motivation on customer satisfaction.

5. CONCLUSION

Based on the results of this study, it is explained that motivation has a positive and significant influence on customer satisfaction. This is expressed by having an influence of 0.439 or 43.9%. Visitor concert music The B-Zone in Jakarta were satisfied and happy with the music concert being held. With the desire on the basis of motivation to come and visit music concerts, it has a positive effect on the desire to meet the idol but also on the desire for the same preferences as other people. In customer satisfaction, customer are satisfied with the facilities at a music concert in terms of stage decoration, stage layout, sound quality, and others.

The results of this study have a significant influence on the independent variable and the dependent variable. The motivation variable has an influence on the variable customer satisfaction. Due to the presence of factors that support the theories that strengthen the hypothesis in this study. Suggestions that can be given in this study are related to motivation and customer satisfaction, efforts to prioritize visitor satisfaction at music concert events as an effort to provide quality service facilities and the comfort of visitors who come to watch music concerts. With this research as a goal for hope in maintaining and improving the quality of service at the facilities as a goal to provide satisfaction to the end of the music concert.

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