

The Influence of Social Media, Price, and Venue on Concert Ticket Purchasing Decisions at The Motikdong.Com Website

Wahyudi

wahyudi.wau@bsi.ac.id

Universitas Bina Sarana Informatika

ABSTRACT

This study examines whether social media, price, and venue influence the Decision to Purchase Concert Tickets. This research is quantitative. The sample in this study is concert audience customers who have purchased concert tickets on the Motikdong.com website. The population in this study were Motikdong Indonesia Instagram account followers and ticket buyers who had bought directly on the motikdong.com website. The sample in this study was 335 respondents who were determined using the Slovin formula. The results of data analysis using SPSS 23 prove that there is a positive and significant influence both partially and simultaneously between Social media, price, and Venue variables on Purchase Decisions on concert tickets on the motikdong.com website with a contribution (R²) of 77.2% and a value F count, which is 373,982 > F table, which is 2,631, which means that social media, price, and venue variables influence the decision to purchase tickets on the motikdong.com website. Partially, each independent variable significantly influences the dependent variable, where the venue variable has a dominant value compared to other independent variables, with a value of 93.4.

Keywords: Purchase Decision; Social Media; Price

INTRODUCTION

Since the Government relaxed restrictions after the Covid-19 virus pandemic, various music concerts and festivals have started popping up almost every week with various kinds of performances from different event organizers. The motikdong.com website was developed the author to be used to support concert ticket sales by Pond Fish Media or PT Insan Karya Aruna Nusa in running its business as an Event Organizer in Jakarta. The Motikdong website has been running since 2018 and has stopped operating due to the Covid-19 pandemic and started operating again in late 2021 until now. Motikdong is a ticket sales website that is always active in promoting tickets sold through the Instagram social media platform.

Marketing through social media or social media is a type of marketing that can be carried out to increase brand awareness which is done with tools from the web on social networks that can be done anywhere (Susan Gunelius, 2011). According to eMarketer (2013) in (Alves et al., 2016), many companies have used social media for marketing activities. Instagram is a site commonly used to market products

because of its practical use to attract potential customers. Based on the results of a survey previously conducted on concert ticket buyers sold at motikdong.com, the average concert ticket buyer at motikdong.com is over 25 years old because the average concert ticket sold at motikdong.com is an old artist, so even though the price is high for some people, but there are still many enthusiasts who make the writer eager to do research with the title "The Influence of Social Media, Price, and Venue on the Decision to Purchase Concert Tickets on the Motikdong Website".

LITERATURE REVIEW

Social Media

Social media (Social Media Marketing) Marketing using social media or commonly called social media, is a type of marketing that can be done to increase brand awareness which is done with tools from the social web that can be done anywhere, according to Gunelius (Susan Gunelius, 2011) in Mileva and Fauzi (Mileva Lubiana & Achmad Fauzi DH, 2018), 6 (six) dimensions can be used as a strategy for social media, including (1) Content Creation. To attract consumer interest, the content must be interesting and describe the business's characteristics. (2) Content Sharing. To expand business networks, businesspeople need to inform content to the social community. Sharing content can be used as a marketing strategy. (3) Connect. Social media sites are a means for someone to interact with many people. To generate much business, a network is necessary to build extensive relationships. (4) Community Building. The social web is a large online social network that can make it easier for people worldwide to interact without any restrictions just by taking advantage of technological developments.

Price

Price is the amount of money consumers give sellers to benefit from the products they buy (Philip & Kevin, 2016). There are 4 (four) price dimensions, including (1) Price affordability. Consumers are expected to buy many products, so companies must set prices according to consumer reach. (2) The price according to the product quality in this study can be referred to as a lineup at the concert for the tickets sold. Price determines the quality of the product; by comparing prices, consumers can compare the quality of good products; in this case, the price paid to watch a concert is expected to meet the expectations of ticket buyers in watching a concert. People tend to assume that the higher the price, the better the quality of what is shown. (3) Prices in accordance with Benefits. Products are said to be expensive by consumers when the costs incurred are not directly proportional to the benefits provided by the product. Consumers tend to buy concert tickets if they get benefits greater than or equal to the amount they spend. (4) Price according to ability or price competitiveness. As a material consideration when buying a product, consumers usually compare the price of a product with the prices of products from competitors (Kotler and Armstrong, 2012), in this case, for example; it often happens when buying concert tickets; for example, concert A has more lineup than concert B.

venues venue is a place to hold a meeting which is equipped with various facilities/infrastructure to support the meeting (Abdullah, 2009). Concert venues in Jakarta that are often used for music concerts include Plenary Hall Jakarta, Ancol Area, Balai Sarbini, Senayan Area, Soehanna Hall SCBD, and many more. Social Media, According to Kottler and Keller, is the media.

METHOD

The research method used in this study is quantitative. A descriptive method is used based on the formulation of the problem and research objectives, namely, the influence of social media on the decision to purchase concert tickets on the motikdong.com website. Descriptive research is a problem relating to independent variables, either only on one variable or more (stand-alone variables). "In this study, researchers did not make comparisons of these variables to other samples and looked for the relationship between these variables and other variables." (Sugiyono, 2016). Sugiyono (Sugiyono, 2018) states that causal associative is a research problem formulation that asks about the relationship between two or more variables. A causal relationship is a causal relationship. This study has independent variables (influence) and dependent variables (influence). Causal associative in this study is used to determine the extent of the causal relationship from the influence of the Marketing Mix (social media, price and venue) on Purchasing Decisions. Where are social media X1, price as a variable X2, and venue as a variable X3, while the decision to buy concert tickets is a variable Y. "Causal research is a research design structured to examine the possibility of causation between variables. In this design, the researcher can generally predict the causal relationship so that the researcher can state the classification of causal variables, intermediate variables, and dependent variables. Based on the involvement of researchers, the authors in conducting research do not intervene in the data, which means the authors only take data from other sources and do not make improvements or changes to the data, which means that the authors took samples from everyone who is an Instagram social media user and a buyer who has used the motikdong.com application to buy concert tickets.

RESULT AND DISCUSSION

Descriptive Statistical Test of Research Data

*Table 1 Uji Statistic Descriptive
Descriptive Statistics*

	N	Mean	Std. Deviation	Skewness	Std. Error	Kurtosis	Std. Error
		Statistic	Statistic	Statistic		Statistic	
Y	335	9.15	1.044	-0.487	0.133	-1.548	0.266
Valid N (listwise)	335						

The test results with Skewness show a value of -0.487, where the value is close to 0; it can be concluded that the data values are normally distributed. Likewise, the test results with Kurtosis show a value of -1.548, where the value is close to 0; it can be concluded that the data values are normally distributed.

Reliability Test

The variable is reliable if the value of Cronbach's Alpha > 0.60. If the value of Cronbach's Alpha < 0.60, the variable is unreliable.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Standard	Keterangan
Social Media	0.664	0.60	Reliable
Price	0.956	0.60	Reliable
Venue	1.000	0.60	Reliable
Purchase Decision	0.769	0.60	Reliable

The results of the reliability test show that all variables are reliable because all Cronbach Alphas show numbers greater than 0.60.

Normality test

If the sig value > 0.05, then the data is normally distributed.

If the sig value < 0.05, then the data is not normally distributed.

Table 3. Normality Test Results

		Unstandardized Residual
N		335
Normal Parameters ^b	Mean	0
	Std. Deviation	2.498158
	Absolute	0.461
Most Extreme Differences	Positive	0.305
	Negative	-0.461
Test Statistic		0.461
Asymp. Sig. (2-tailed)		0.735

The results of the Kolmogorov-Smirnov normality test showed that the significant value is 0.735, where the value is greater than 0.05, so the data is normally distributed.

Multicollinearity Test

Suppose the tolerance value is > 0.10 or the VIF value is < 10. In that case, if the tolerance value is <0.10 or the VIF value is > 10, the multicollinearity test does not pass.

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	0.373	2.678
	X2	0.485	2.064
	X3	0.605	1.654

The multicollinearity test results show that all variables have a tolerance value > 0.10 and a VIF value <10. It can be concluded that there are no symptoms of multicollinearity; in other words, they pass the multicollinearity test.

Heteroscedasticity Test

If the sig value > 0.05, then it passes the Heteroscedasticity test. If the sig value <0.05, it does not pass the Heteroscedasticity test.

Table 5. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	0.508	0.394		1.288	0.199	
1	X1	-0.101	0.046	-0.193	-2.205	0.280
	X2	0.012	0.033	0.029	0.376	0.708
	X3	0.115	0.03	0.266	3.873	0.435

a Dependent Variabel: ABS_RES

The results of the heteroscedasticity test show that all variables have a value of > 0.05, so it can be concluded that there are no symptoms of heteroscedasticity; in other words, they pass the heteroscedasticity test.

Multiple Linear Regression Equations

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_n X_n + e$$

Information:

Y = dependent variable or response variable.

X = Independent variable or predictor variable.

α = Constant.

β = Slope or Coefficient estimate.

Table 6. Multiple Linear Regression Equations

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	-0.382	0.49		-0.781	0.436
X1	0.066	0.057	0.049	1.148	0.252
X2	-0.007	0.041	-0.007	-0.181	0.856
X3	0.934	0.037	0.854	25.316	0

a Dependent Variabel: Y

$$Y = -0.382 + 0.066X_1 + -0.007X_2 + 0.934X_3$$

The explanation is as follows:

- A constant coefficient value of -0.382 with a negative value, which can be interpreted that without the variables social media (X1), Price (X2), and Venue (X3), the purchase decision will decrease by 38.2%.
- The beta coefficient value of the social media variable (X1) is 0.066; with this, if the X1 variable increases by 1%, then the ticket purchase decision variable (Y) will increase by 6.6%. Vice versa, if variable X1 has decreased by 1%, then the ticket purchase decision variable (Y) will decrease by 6%.
- Price variable beta coefficient value (X2) -0.007 with a negative value; with this, if the X2 variable increases by 1%, then the ticket purchase decision variable (Y) will decrease by 0.7%. Vice versa, if variable X2 has decreased by 1%, then the ticket purchasing decision variable (Y) will increase by 0.7%.
- The beta coefficient value of the Venue variable (X3) is 0.934; with this, if the X3 variable increases by 1%, then the ticket purchase decision variable (Y) will increase by 93.4%. Vice versa, if variable X2 has decreased by 1%, then the ticket purchase decision variable (Y) will decrease by 93.4%.

Hypothesis Testing

- Test Results for the Coefficient of Determination (R²)

Table 7. Test Results for the Coefficient of Determination (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. An error in the Estimate
1	.879a	0.772	0.77	0.5
a Predictors: (Constant), X3, X2, X1				

The Adj R Square value is 0.772 or 77.2%. The coefficient of determination shows that social media (X1), price (X2), and venue (X3) variables can explain the decision to buy a ticket (Y) by 77.2%, while other variables explain the remaining 22.8%. If the value of F Count < F Table or Sig> α, then Ha is rejected, and H0 is accepted.

Table 8. F test results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	280.947	3	93.649	373.982	.000b
Residual	82.886	331	0.25		
Total	363.833	334			

a Dependent Variabel: Y

b Predictors: (Constant), X3, X2, X1

The calculated F value is 373,982 > 2,631 or the Sig. of 0.000 < 0.05, then H0 is rejected, and Ha is accepted, meaning that social media, price, and venue variables affect the decision to buy tickets on the motikdong.com website.

T-test results

If the value of t Count > F Table or sig < α , then H0 is rejected, and Ha is accepted.
If the value of t Count < F Table or sig > α , then Ha is rejected, and H0 is accepted

Table 8. F test results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-0.382	0.49		-0.781	0.436
X1	0.066	0.057	0.049	1.148	0.252
X2	-0.007	0.041	-0.007	-0.181	0.856
X3	0.934	0.037	0.854	25.316	0

a Dependent Variabel: Y

The t value of the social media variable (X1) is 1.148 < the t table value is 1.967, and the Sig. Equal to 0.252 > 0.05, then Ha is rejected, and H0 is accepted, meaning that the social media variable does not affect the decision to buy a ticket. The calculated t value of the price variable (X2) is -0.181 < the t table value is 1.967, and the value of Sig. of 0.856 > 0.05, then Ha is rejected, and H0 is accepted, meaning that the price variable does not affect the decision to buy a ticket. The t value for the venue variable (X3) is 25,316 >; the t table value is 1,967, and the Sig. Equal to 0 < 0.05, H0 is rejected, and Ha is accepted, meaning that the venue variable influences the ticket purchasing decision.

CONCLUSION

According to the research that researchers have carried out, it can be concluded that:

1. Social media does not affect the decision to purchase concert tickets at motikdong.com.
2. Prices do not affect the decision to buy concert tickets at motikdong.com, so whatever price is sold at motikdong.com does not affect the decision to buy concert tickets.
3. Venue influences the decision to purchase concert tickets at motikdong.com. It could be when people want to watch their idols in concert, but because the venue is far from their location, it will affect the decision to purchase concert tickets.

REFERENCES

- Abdullah, I. A. 2009. *Manajemen Konferensi dan Event*. Gajah Mada University Press.
- Alves, H., Fernandes, C., & Raposo, M. 2016. Social media: A Literature Review and Implications. *Psychology and Marketing*, 33(12), 1029–1038.
<https://doi.org/10.1002/mar.20936>.
- Erwin Jusuf Thaib. (2021). *Problematika Dakwah Di Media Sosial*. Insan Cendekia Mandiri.
- Mileva Lubiana, & Achmad Fauzi DH. 2018. PENGARUH SOCIAL MEDIA TERHADAP KEPUTUSAN PEMBELIAN (Survei Online pada Mahasiswa Sarjana Jurusan Ilmu Administrasi Bisnis Angkatan 2014/2015 Fakultas Ilmu Administrasi Universitas Brawijaya yang Membeli Starbucks Menggunakan LINE). [Http://Administrasibisnis.Studentjournal.Ub.Ac.Id/](http://Administrasibisnis.Studentjournal.Ub.Ac.Id/), 58(Vol. 58 No. 1 (2018): MEI).
- Philip, K., & Kevin, L. K. 2016. *Handbook Of Research Of Effective Advertising Strategies In The Social Media Age*. IGI Global.
- Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. PT Alfabet.
- Sugiyono. 2018. *Metode Penelitian Kuantitatif*. Alfabeta.
- Susan Gunelius. 2011. *30-Minute Social Media Marketing*. McGraw-Hill Companies.
- Varinder, T., & Priya, K. 2012. *Understanding Social Media*. Ventus Publishing ApS.