

Quality of Service, Purchase Interest, Brand Trust on Joyland Festival Concert Ticket Purchase Decision.

Cash Expenditure
Accounting Systems

417

Nyoman Sri Manik Parasari
Universitas Pendidikan Nasional, Denpasar, Indonesia
E-Mail: manikparasari@undiknas.ac.id

I Kadek Widi Pranajaya
Universitas Pendidikan Nasional, Denpasar, Indonesia

A.A. Istri Agung Maheswari
Universitas Pendidikan Nasional, Denpasar, Indonesia

Submitted:
1 FEBRUARY 2024

Accepted:
25 MARET 2024

ABSTRACT

Concert organizers in Bali are increasing almost every year, this project requires consideration of many things that can affect the decision to buy tickets and from this the organizer relies on services such as event organizers to help run the project smoothly. Balinese entertainment and cultural performances attract the attention of tourists and increase the resources of local communities, so that performances and entertainment in Bali are increasingly prominent in the world of arts and are able to compete in their class. The purpose of this study is to analyze service quality, purchase interest, and brand trust on purchasing decisions for Joyland Festival concert tickets. This research method uses purposive sampling with a sample of 126 respondents with predetermined characteristics and this research data collection method is collected through questionnaires, using SmartPLS 4.0 analysis techniques. The results of this study indicate that purchase intention, brand trust, and service quality influence purchasing decisions. Due to adding factors that influence purchasing choices, it is hoped that future researchers can expand the scope of their research.

Keywords: music concert; service quality; purchase intention; brand trust; purchase decision.

ABSTRAK

Penyelenggara konser di Bali meningkat hampir setiap tahun, proyek ini memerlukan pertimbangan banyak hal yang dapat memengaruhi keputusan pembelian tiket dan dari situ penyelenggara mengandalkan layanan seperti penyelenggara acara untuk membantu menjalankan proyek dengan lancar. Pertunjukan hiburan dan budaya Bali menarik perhatian wisatawan dan meningkatkan sumber daya masyarakat lokal, sehingga pertunjukan dan hiburan di Bali semakin menonjol di dunia seni dan mampu bersaing di kelasnya. Tujuan dari penelitian ini adalah untuk menganalisis kualitas layanan, minat pembelian, dan kepercayaan merek terhadap keputusan pembelian tiket konser Joyland Festival. Metode penelitian ini menggunakan purposive sampling dengan sampel sebanyak 126 responden dengan karakteristik yang telah ditetapkan dan metode pengumpulan data penelitian ini dikumpulkan melalui kuesioner, menggunakan teknik analisis SmartPLS 4.0. Hasil dari penelitian ini menunjukkan bahwa niat pembelian, kepercayaan merek, dan kualitas layanan memengaruhi keputusan pembelian. Dengan adanya faktor tambahan yang memengaruhi pilihan pembelian, diharapkan peneliti di masa depan dapat memperluas cakupan penelitian mereka.

Kata kunci: Konser musik; kualitas layanan; niat beli; kepercayaan merek; keputusan pembelian.

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 12 No. 02, 2023
pp. 417-426
STIE Kesatuan
ISSN 2337 – 7860
E-ISSN 2721 – 169X
DOI: 10.37641/jimkes.v12i2.2495

INTRODUCTION

Business development in the 21st century has seen rapid growth and continuous change. Entrepreneurs in every industry must be aware of these changes and prioritize customer satisfaction as their main goal. The captivating entertainment and cultural performances in Bali have attracted tourists and enhanced the resources of the local community, making Bali's shows and entertainment increasingly prominent in the world of arts and competitive in its class. One relatively new type of job in Indonesia is the event organizing industry, also known as event organizers (EO). According to Ramdhani et al. (2018), an EO is a business formally commissioned by clients to organize all aspects of an event, from conceptual planning to preparation, execution, and completion of the entire event series, with the aim of helping clients achieve their event goals. According to Juniansyah et al. (2023), event organizers are defined as a type of service provided by professional organizations where an event is organized by a group of individuals, each with a number of responsibilities distributed among them to achieve the same goal. Every year, more and more groups hold concerts in Bali and Indonesia, with over dozens of events organized.

According to Syaikhon (2017), event organizers (EOs) have rapidly developed in various industries, such as music concerts, product launches, handicrafts, cars, and even weddings. There are many EOs in Bali that organize entertainment shows. The most popular projects usually come from the music industry, organizing concerts or music performances. Typically, EOs collaborate and receive assistance from promoters to organize concerts (Ferdiansyah et al., 2021). Therefore, good EO service quality should encourage customers to build strong business relationships with EOs throughout Indonesia (Merari et al., 2023). The Joyland Festival has two service qualities, namely consumers and organizing committees who participate in the event for three days. The Joyland Festival also has strict security supervised by the Bali Provincial Police and quality health services such as ambulances, medicines, and other medical equipment. In Bali and Indonesia, new consumers have the opportunity to enjoy music events and street food from MSMEs. MSMEs are also asked to sell and promote their businesses to attract local and international customers.

If a company has good value in the eyes of customers, customers will respond positively and may become repeat customers. According to the world-renowned Berklee College of Music, a promoter is someone who organizes and promotes an event. Promoters are usually responsible for large-scale music events, such as concerts and festivals. They are also responsible for various aspects of organizing music concerts, such as selecting venues, setting up ticket sales sites, and finding sponsors. Established by the founders of G Production, Plainsong Live is a leading music and entertainment company in Jakarta. Since its inception in 2009, G Production has hosted music festivals, aiming to provide high-quality artists with a broad platform to express their creativity. Plainsong Live is committed to creating memorable experiences for artists and audiences through their performances at festivals and concerts. Consumer behavior towards products that indicate their desire to purchase should influence their interest in purchasing something in future events. After being stimulated by the products they see, the desire to purchase can also arise spontaneously (Hereyah & Sari, 2020; Andarini, 2021).

When music was booming in 2013, Joyland Festival was established as the most popular music festival in Indonesia. To better align with the theme and purpose of the music festival, Joyland Festival also features films and stand-up comedy. To initiate and design its programs, Joyland Festival was first held at the main stadium archery field of GBK in Jakarta in 2022. Additionally, Joyland Festival plans to hold concerts outside Jakarta, especially in Bali. Bali has many attractive tourist locations for recreational activities. In March 2023, both will participate in the Joyland Festival on the Peninsula (Bali). The people of Bali and the surrounding area are very enthusiastic about seeing their idols perform at the Joyland Festival. Consumers trust Joyland Festival because trust in the brand means giving risk to others in the hope that they will act as expected,

even if the two parties do not know each other. Trust is crucial in influencing consumer behavior before and after purchasing specific items. This enhances relationships and fosters sustainable loyalty.

Brand trust is one of the elements influencing purchasing decisions. When consumers feel satisfied and trust a product, they are unlikely to give up or easily replace it, similar to attending a concert at the Joyland Festival. According to Asy'ari & Karsudjono (2021), brand trust makes consumers more likely to repurchase the product, and those who trust the brand will be loyal to it and recommend it to others. Consumers highly trust Joyland Festival as a music festival worth attending at an event held in Bali due to its beautiful tourism and rich cultural heritage. Brand trust also drives people to purchase goods or services. If brand trust has been established, the desire to purchase goods or services will increase (Fandiyanto & Kurniawan, 2019; Ngabiso et al., 2021). When customers cannot purchase tickets at the On the Sport (OTS) through the Instagram website @joylandfest, they are also prepared to buy tickets there. Certain individuals responsible for selling tickets at the OTS may benefit parties not affiliated with the Joyland Festival committee. Service quality, purchasing interest, and brand trust positively influence purchasing decisions, thus affecting the Joyland Festival. Service quality, purchasing interest, and brand trust have declined due to OTS ticket sales at the Joyland Festival event, which generates 10% profit from OTS ticket prices.

Promoters like Plainsong Live must develop strategies that provide satisfaction and enjoyment for customers, including the experience of purchasing goods and services and leaving them impressed. As a result, traditional thinking paradigms in the service industry must shift towards new concepts. This is especially true for event organizers who previously only held routine concerts. Contemporary concepts provide everlasting experiences. Many fans support the choice of guest stars as productions, as well as the affordable ticket prices and concert facilities provided by some organizers. These factors will influence your decision to purchase tickets for the Joyland Festival as they will enhance service quality, increase buyer interest, and foster brand trust.

LITERATURE REVIEW

The quality of service based on standard service processes is our main guarantee of customer loyalty, our strongest protection against rivals, and the only way for us to continue to grow and generate profits both within and outside the company. Customer assessment of the excellence or general characteristics of a product or service is called service quality (Santoso, 2019). According to Kumbara (2021) and Putra (2021), the level of service is the overall attributes and attributes of products or services that influence the company's ability to meet stated and implied needs. Based on this understanding, the experts above can conclude that service quality is customers' assessment of how well a company serves its customers with the aim of making them feel satisfied. According to Dewi & Wibowo (2021), there are five indicators that determine service quality: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

The desire to purchase that arises after customers engage in pre-purchase actions is known as purchase intention. Pre-purchase activities can include searching for products that can meet their needs or understanding what they need. Consumers who do not decide to buy something will move on to the next step or will change their interest in buying something (Dewi et al., 2022). According to Hiola (2022), purchase intention is part of consumer behavior as viewed from consumer attitudes. This refers to respondents' tendency to take action before making a purchasing decision. According to Sagiyanto & Qibtiyani (2021), research shows that many potential buyers are interested in purchasing environmentally friendly products, and this number will increase as a result of environmentally friendly marketing campaigns. According to Purnamawati et al. (2020), there are four purchase intentions identified by indicators, namely

Transactional Intention, Referential Intention, Preferential Intention, and Exploratory Intention.

Customer loyalty towards a brand depends on how much they trust the brand. Customer trust in a company's potential to gain trust comes from their belief that its products can fulfill their promises. According to Suwono & Hasibuan (2022), providing consistent and high-quality product performance is a focus that companies should undertake. This will make customers repeatedly purchase products and recommend them to others. Brands can meet customer needs and be responsible for customer interests and safety, thus making customers feel secure when using the brand (Rosyidin & Prihatini, 2020). According to Chaudhuri and Holbrook (2001), there are four indicators to measure brand trust variables, namely Trust, Reliability, Honesty, and Safety.

According to Putri et al. (2022), marketers should know who makes and influences consumer purchasing decisions. These individuals can be initiators, influencers, decision-makers, buyers, or users. It is now clear that advertising and online offer levels influence purchasing decisions; however, research continues to link payment security to online purchasing decisions. Companies must consider the importance of purchasing decisions to build marketing strategies that take into account consumer needs, expectations, and preferences (Kumbara, 2021; Cesariana et al., 2022). According to Novianto et al. (2024), the purchase decision-making process consists of five steps. Indicators to measure the choice of variables in the purchase decision are Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-purchase Behavior.

(H1): It is suspected that Service Quality has a positive and significant influence on the Decision to Purchase Joyland Festival Concert Tickets.

(H2): It is suspected that Purchase Intent has a positive and significant influence on the Decision to Purchase Joyland Festival Concert Tickets.

(H3): It is suspected that Brand Trust has a positive and significant influence on the Decision to Purchase Joyland Festival Concert Tickets.

METHODE

The method used in this research is quantitative method (Arikunto, 2014). In this study, to examine the influence of service quality, purchase interest, brand trust on the purchase decision of Joyland Festival concert tickets. This study used a sample of 126 respondents, consisting of people who like concerts in Bali as well as young and adult groups who like Joyland Festival concerts, through the distribution of questionnaires filled out using Google Forms and Google Forms QR codes distributed online and offline. Non-probability sampling method is used as a sampling technique, and purposive sampling technique, which means selecting samples non-randomly based on criteria or considerations. The data analysis technique used is PLS (Partial Least Square), as a data analysis method that has a measurement model (outer model) divided into three parts including convergent validity test, discriminant validity, and composite reliability, as well as a structural model (inner model) to test direct effects (R-square) and finally there is hypothesis testing.

RESULTS

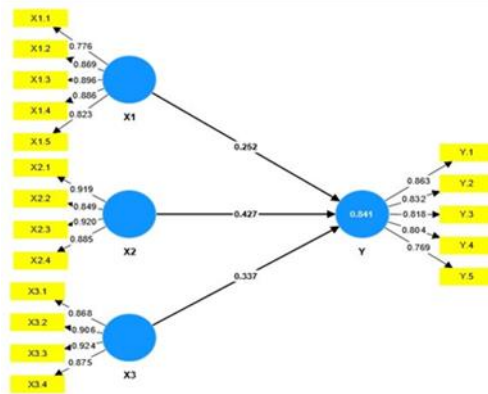


Figure 2. Research Measurement Equation Model
Source: Data reprocessed by researchers

The outer model is conducted with the aim of explaining the relationship between research constructs and their indicators. The collection model (outer model) is used to test the validity and reliability of research instruments.

Convergent validity testing involves correlating item scores (component scores) with component scores, which then produce loading factor values. The loading factor value is considered high if the component or indicator correlates more than 0.70 with the construct being measured. However, for preliminary research in development stages, loading factors ranging from 0.5 to 0.6 are considered sufficient.

Table 1. Outer Loading Results

Variabel	Indikator	Outer Loading Results
Service Quality (X1)	KP 1	0.776
	KP 2	0.869
	KP 3	0.896
	KP 4	0.886
	KP 5	0.823
Purchase Interest (X2)	MB 1	0.919
	MB 2	0.849
	MB 3	0.920
	MB 4	0.885
Brand Trust (X3)	KM 1	0.868
	KM 2	0.906
	KM 3	0.924
	KM 4	0.875
Purchase Decision (Y)	KP 1	0.863
	KP 2	0.832
	KP 3	0.818
	KP 4	0.804
	KP 5	0.769

Source: Data reprocessed by researchers

Table 1 shows the results of the convergent validity test through the loading factor values. Based on the obtained convergent validity output, it can be observed that the outer loading results for each indicator of the research constructs have obtained factor values above the range of 0.60 - 0.80. Thus, it can be concluded that the data has met the criteria for convergent validity well. The research data can be said to have good discriminant validity when the correlation values of the indicators with this construct are greater than those of other constructs.

Table 2. Cross Loading Results

	Service quality	Purchase Interest	Brand Trust	Buying decision
KP 1	0.776	0.393	0.569	0.552
KP 2	0.869	0.562	0.616	0.627
KP 3	0.896	0.549	0.707	0.726
KP 4	0.886	0.640	0.668	0.759
KP 5	0.823	0.561	0.708	0.655
MB 1	0.544	0.919	0.630	0.733
MB 2	0.649	0.849	0.748	0.797
MB 3	0.526	0.920	0.602	0.732
MB 4	0.566	0.885	0.628	0.718
KM 1	0.559	0.645	0.868	0.728
KM 2	0.668	0.694	0.906	0.780
KM 3	0.744	0.678	0.924	0.804
KM 4	0.742	0.598	0.875	0.701
KP 1	0.727	0.642	0.740	0.863
KP 2	0.692	0.604	0.736	0.832
KP 3	0.683	0.582	0.708	0.818
KP 4	0.572	0.849	0.630	0.804
KP 5	0.541	0.733	0.641	0.796

Source: Data reprocessed by researchers

Table 2 shows the output of the discriminant validity test. The indicator's correlation value with its structure is greater than other constructs, which shows that the research data meets the requirements for good discriminant validity. As a result, it can be concluded that the information collected by this researcher is valid.

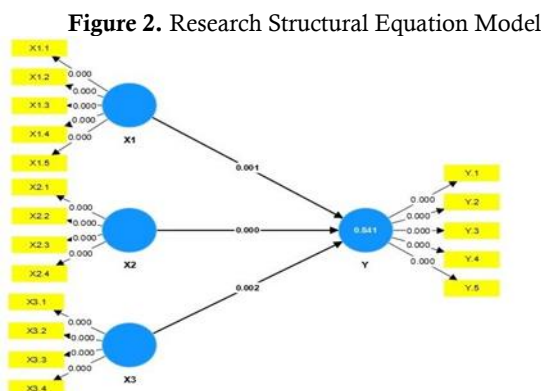
Reliability shows the quality of results or measurements that are reliable and trustworthy, in addition to providing relatively consistent measurement results. The reliability of research variables is measured by Cronbach's alpha and variable reliability. If the alpha coefficient is greater than 0.6, the item being measured is considered credible. The model's R-Square value, which shows how big the influence is between the variables participating in the model, can be used to calculate the structure or inner model.

Table 3. Cronbach's Alpha, Composite Reliability & R-Square results

	Cronbach's Alpha	Composite Reliability	R-Square	R Square Adjusted
Service quality	0.904	0.929		
Purchase Interest	0.915	0.941		
Brand Trust	0.916	0.941		
Buying decision	0.876	0.910	0.841	0.837

Source: Data reprocessed by researchers

Table 3 shows the results of the reliability test through composite reliability values and Cronbach's Alpha values. It can be seen that each variable in this research which includes service quality, buying interest, brand trust and purchasing decisions has obtained combined reliability and a Cronbach's alpha value of more than 0.60. Therefore, it can be concluded that the research data meets the reliability requirements well. The results of the coefficient of determination test. The R-square value of the purchasing decision variable is 0.841, which shows that the research constructs of service quality, purchase interest and brand trust are 84.1% of the purchase decision variable, and additional factors not included in the research model are 15.9% (100% - 84.1%) was influenced by other research components. In measuring the structural model, there is a direct influence test and testing the influence using value determination coefficient analysis (R-Square).



Source: Data reprocessed by researchers

Hypothesis testing is used to calculate estimated values for structural model path relationships. Estimated values are considered significant if the P value is below 0.05, and hypothesis testing also uses initial sample values that indicate a positive or negative effect.

Table 4. Bootstrapping Results

	Original sample	Sample	(STDEV)	T statistics	P values
X1 -> Y	0.253	0.264	0.076	3.312	0.001
X2 -> Y	0.427	0.417	0.075	5.712	0.000
X3 -> Y	0.337	0.336	0.110	3.057	0.002

Source: Data reprocessed by researchers

The test results for each hypothesis are shown in Table 4 that the t statistical value exceeds the specified value (1.96) and the p value does not exceed 0.05. This proves that each hypothesis has a significant positive effect. Thus, the hypothesis can be accepted as a whole. The influence of service quality variables on the decision to purchase Joyland concert tickets. With an original value of 0.253 (positive) and a P value of 0.001 (less than 0.05), it appears that factors related to service quality have a significant and positive impact on a person's decision to buy concert tickets. The influence of the purchase interest variable on purchasing decisions, with an initial value of 0.427 (positive) and a P value of 0.000 (less than 0.05), shows that the purchase interest variable has a significant and positive influence on the decision to buy Joyland concert tickets. The influence of the brand trust variable on purchasing decisions, with a positive initial value of 0.337 and a P value of 0.002 which is less than 0.05, indicates that the brand trust variable has a significant and positive influence on the decision to purchase tickets for the Joyland festival.

CONCLUSION

Based on the results of the analysis, it can be concluded that the service quality variable has a positive and large impact on purchasing decisions. Where as shown by the original value of 0.253 (positive) and can also be proven by the P value of 0.001 where <0.05 shows that service quality has a positive and significant impact on the decision made to buy Joyland Festival concert tickets which is influenced by the presence of factors organizer's responsiveness in serving consumers or visitors. As visitors experience difficulties in registering, Joyland Festival staff are very responsive and quick to serve consumers online when visitors or consumers ask questions via social media. The Purchase Interest variable influences the Purchase Decision which can be seen in the table above showing that the original value is 0.427 (positive) and can also be

proven by the P value of 0.000 which is <0.05 . This proves that the Purchase Interest variable has a positive and significant influence on the decision to purchase Joyland concert tickets. festival because visitors choose to attend Joyland, because they buy concert tickets based on the decision they choose due to the attractive guesstar. The variable Brand Trust has an influence on Purchasing Decisions which can be seen in the table above showing that the original value is 0.337 (positive) and can also be proven by the P value of 0.002 which is <0.05 . This proves that brand trust has a positive and significant influence on the importance of the decision to purchase Joyland Festival concert tickets, because they believe that the Joyland event will certainly run smoothly, where there is an attractive guesstar and is supported by other factors, namely the presence of food stands that can be enjoyed.

REFERENCES

- [1] Andarini, S. (2021). Pengaruh flash sale dan cashback terhadap perilaku impulse buying pada pengguna shopee. *Jurnal Bisnis Dan Kajian Strategi Manajemen*, 5(1).
- [2] Arikunto, S. (2014). Metode penelitian kuantitatif, kualitatif, dan kombinasi (mixed methods). *Bandung: Alfabeta*.
- [3] Asy'ari, A. H., & Karsudjono, A. J. (2021). Pengaruh Kualitas Produk, Price fairness, Citra Merek dan Kepercayaan Merek Terhadap Kepuasan Pelanggan Handphone Merek Samsung di Banjarmasin. *Al-Kalam: Jurnal Komunikasi, Bisnis Dan Manajemen*, 8(1), 1-13.
- [4] Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Model keputusan pembelian melalui kepuasan konsumen pada marketplace: Kualitas produk dan kualitas pelayanan (Literature review manajemen pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 211-224.
- [5] Chaudhuri, A., & Holbrook, M. B. (2002). Product-class effects on brand commitment and brand outcomes: The role of brand trust and brand affect. *Journal of Brand Management*, 10, 33-58.
- [6] Dewi, N. N., & Wibowo, R. (2021). Pengaruh Persepsi Harga, Kualitas Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Di Minimarket. *Ecopreneur*. 12, 4(1), 30-52.
- [7] Dewi, W. W. A., Febriani, N., Destriy, N. A., Tamitiadini, D., Illahi, A. K., Syauki, W. R., ... & Prasetyo, B. D. (2022). *Teori Perilaku Konsumen*. Universitas Brawijaya Press.
- [8] Fandiyanto, R., & Kurniawan, R. E. (2019). Pengaruh Kepercayaan Merek Dan Citra Merek Terhadap Minat Beli Ulang "Kopi Toraja" Di Coffee Josh Situbondo. *Jurnal Ilmiah Ecobuss*, 7(1), 21-42.
- [9] Ferdiansyah, R., Tamsyah, I., & Manggarsari, Y. (2021). Intervensi Pemerintah Indonesia dalam Penetrasi Musik Lokal Ke Pasar Global Melalui Badan Ekonomi Kreatif (BEKRAF). *Syntax Literate; Jurnal Ilmiah Indonesia*, 6(4), 1676-1688.
- [10] Hereyah, Y., & Sari, M. (2020). Pengaruh Sales Promotion Cashback Point di Tokopedia terhadap Perilaku Impulse Buying Konsumen Milenial. *Digitalisasi Dan Humanisme Dalam Ekonomi Kreatif*, 27.
- [11] Hiola, R. (2022). Efek Interaksi Pemanfaatan Media Promosi Pada Strategi Digital Marketing dan Perilaku Konsumen Terhadap Minat Beli Konsumen. *Paradoks: Jurnal Ilmu Ekonomi*, 5(4), 285-295.
- [12] Juniansyah, D., Hasan, S., & Putra, A. H. P. K. (2023). The Role of Consumer Emotional Value, and Service Innovation on Consumer Purchase Decisions: TAM Theory Approach. *Golden Ratio of Marketing and Applied Psychology of Business*, 3(1), 52-65.
- [13] Kumbara, V. B. (2021). Determinasi Nilai Pelanggan Dan Keputusan Pembelian: Analisis Kualitas Produk, Desain Produk Dan Endorse. *Jurnal Ilmu Manajemen Terapan*, 2(5), 604-630.
- [14] Merari, L., Surbakti, T. N. A., Napitupulu, R. R., & Gaol, J. L. (2023). Pengaruh Strategi Pemasaran Jasa Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pengguna Jasa Event Organizer CV. Fwp Ideas Medan. *JURNAL CREATIVE AGUNG*, 13(1), 114-121.
- [15] Ngabiso, F., Radji, D. L., & Kango, U. (2021). Pengaruh citra merek (brand image) dan kepercayaan merek (brand trust) terhadap loyalitas merek (brand loyalty) pada produk air minum dalam kemasan merek aqua (studi pada konsumen amdk merek Aqua di Kota Gorontalo). *JAMBURA: Jurnal Ilmiah Manajemen dan Bisnis*, 4(1), 1-12.
- [16] Novianto, Okky, Harsono Teguh Santoso, Rina Dewi, Bambang Karnain, Sugiharto Sugiharto, and Achmad Daengs GS. "Analisis 5 (Lima) Tahapan Proses Keputusan Pembelian Terhadap Pengambilan Keputusan Mahasiswa Universitas 45 Surabaya Dalam Memilih Perguruan Tinggi." *Jurnal Mahasiswa Manajemen dan Akuntansi* 3, no. 1 (2024): 40-62.
- [17] Purnamawati, N. L. A., Mitariyani, N. W. E., & Anggraini, N. P. N. (2020). Pengaruh kualitas pelayanan, kualitas produk dan persepsi harga terhadap minat beli ulang di Bandung Collection Kecamatan Kuta Utara, badung. *Values*, 1(3).

- [18] Putra, R. (2021). Determinasi Kepuasan Pelanggan Dan Loyalitas Pelanggan Terhadap Kualitas Produk, Citra Merek Dan Persepsi Harga (Literature Review Manajemen Pemasaran). *Jurnal Ekonomi Manajemen Sistem Informasi*, 2(4), 516-524.
- [19] Putri, N. H., Sari, N. S., & Rahmah, N. (2022). Faktor-Faktor Yang Mempengaruhi Proses Riset Konsumen: Target Pasar, Perilaku Pembelian Dan Permintaan Pasar (Literature Review Perilaku Konsumen). *Jurnal Ilmu Manajemen Terapan*, 3(5), 504-514.
- [20] Ramdhani, E. C., Sapitri, J. E., & Rizkyansyah, M. (2018). Sistem Informasi Penyewaan Peralatan Event Organizer Berbasis Web pada PT. Adecon Jakarta. *Jurnal Abdimas BSI: Jurnal Pengabdian Kepada Masyarakat*, 1(3).
- [21] Rosyidin, D. M., & Prihatini, A. E. (2020). Pengaruh E-Service Quality Dan Brand Trust Terhadap Keputusan Pembelian Pada Traveloka. Com (Studi Pada Konsumen Traveloka. Com Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 9(2), 41-49.
- [22] Sagiyanto, A., & Qibtiyani, B. (2021). Strategi Komunikasi Pemasaran Green Marketing Pada Produk Hellobottle. Id Dalam Upaya Mendukung Kampanye Ramah Lingkungan Kepada Konsumen. *Jurnal Khatulistiwa Informatika*, 12(1), 91-99.
- [23] Santoso, J. B. (2019). Pengaruh kualitas produk, kualitas pelayanan, dan harga terhadap kepuasan dan loyalitas konsumen. *Jurnal Akuntansi Dan Manajemen*, 16(1), 127-146.
- [24] Suwono, S., & Hasibuan, R. R. (2022). Total Quality Management (TQM) Terhadap Kinerja Keuangan Dengan Kualitas Kerja Sebagai Variabel Mediasi Pada Perusahaan Manufaktur. *Jurnal E-Bis*, 6(2), 606-619.
- [25] Syaikhon, A. (2017). Sejarah Event Organizer di Indonesia.