

IMPACT OF PRICE, COMMUNICATION, AND EXPERIENCE ON SATISFACTION AT COLDPLAY JAKARTA CONCERT

Khania Carennia

Bunda Mulia University, Jakarta, Indonesia

Abstract - Achieving audience happiness and the sustainability of a Festival requires an understanding of the cost, interactions, and experiences of participants at an event like a music Festival. This study aims to examine the degree of satisfaction among those who attended Coldplay's November 15, 2023, A Head Full of Dreams Tour concert in Jakarta. Price, communication, and customer experience were the three main constructions of music Festival quality that were the focus of the investigation. 398 participants who had witnessed the concert were given questionnaires as part of a quantitative methodology approach, and SPSS 27 was used to process the data. The findings revealed that, in general, overall attendee satisfaction was influenced by aspects of Price, Communication, and Customer Experience. These aspects should be considered to identify and develop areas that exceed the expectations of Festival attendees.

Keywords - Music festival, Price, Communication, Customer Experience, Satisfactions.

INTRODUCTION

Festivals are vibrant cultural gatherings that occur in different nations, incorporating a diverse array of activities including music, the arts, cuisine, and technology. These attractions have a significant impact on drawing tourists from all over the globe, thereby providing a substantial contribution to the local economies and promoting cultural exchange (Momani, 2023; Ministry of Tourism and Creative Economy, 2023). In the current competitive market, organizers of festivals and events must prioritize both satisfaction and organizational efficiency. Three essential factors for achieving this goal are: competitive pricing, effective communication strategies, and the delivery of exceptional customer experiences (Wu & Ai, 2016; Artik & Duygun, 2022). The proliferation of music events in Indonesia is remarkable. The Ministry of Tourism and Creative Economy projects that approximately 9 million tourists will visit by the conclusion of 2023. The tourism industry and creative economy seem to be gaining momentum after the pandemic, but they have not yet returned to the pre-pandemic levels observed before the pandemic. The significant interest of tourists in participating in festivals, whether within a country or internationally, presents a lucrative economic opportunity for the respective region.

In today's competitive global market, identifying long-term success measures helps organizers improve organizational effectiveness. Lack of communication has thwarted several of these techniques. Fair pricing may also stimulate repeat purchases. If the price is excessively high, customers may not return, even if they appreciate the service (Artik & Duygun, 2022). The organizers will aim to please festivalgoers and guests. Therefore, music festivalgoers expect more from the organizers. A successful event or entertainment product depends on its quality and the organizer's ability to establish and retain festivalgoershappiness through the customer experience. (Awaru, 2020). Hence, this study examined the success of an event or entertainment product by its quality, as well as the organizer's ability to satisfy festivalgoers through customer experience, communication, and straightforward pricing. Further, in a world with multiple entertainment options, pricing as an indicator of worth can have a long-term impact on satisfaction. Thus, understanding how price, communication, and customer experience affect value perception and satisfaction is essential to a successful marketing campaign.

Understanding the correlation between pricing, communication strategies, and client satisfaction is crucial for event planners seeking to optimize attendee satisfaction and loyalty. After strategically aligning these characteristics, event organizers may create meaningful and gratifying experiences that leave a lasting impression on participants, even after the event concludes.

By narrowing the focus to a specific music festival event, this study aims to examine on how these factors jointly impact festivalgoers perceptions and behaviors at festivals in established theoretical framework. This study will analyze the impact on attendee satisfaction through price (Kotler, 2016), communication (Brown, 2020), and customer experience (Brown & Sharpley, 2019). Among many great music festivals, the Coldplay A Head Full of Dreams Tour in Jakarta, Indonesia, on November

15, 2023, has emerged as a prominent event celebrated for its eclectic musical lineup and immersive experiences. However, many problems were detected, such as: chaos entry flow (Suara.com,2023), not worth the price, (CNN Indonesia,2023).

LITERATURE REVIEW

Festival

A festival is described as "a sacred or profane celebration marked by special observances," celebrating a community's values, ideology, identity, and continuity. Getz views it as "a public celebration with a specific theme," while Pieper confines the term to religious rituals. Festivals vary widely in form and theme, with the term sometimes misused and commercialized, and no universally accepted typology exists (Mair & Weber, 2019). They provide significant benefits to local communities by boosting the local economy and strengthening social bonds, which explains their rapid growth in number and variety. Communities organize festivals to promote tourism and enhance the local economy, with research indicating that local festivals can support sustainable tourism by fostering an understanding of unique cultural heritage, ethnic backgrounds, and local traditions (Mair & Weber, 2019).

Price

The price fluctuation: The method used to determine festival ticket prices has a significant influence on shaping attendees' expectations and levels of satisfaction. Research indicates that individuals attending festivals are more inclined to hold a positive view of the event when they perceive the ticket prices to be commensurate with the value and overall experience offered (ARTIK & Duygun, 2022). Strategies such as tiered pricing, early-bird discounts, and included packages can improve attendees' perceived value and satisfaction. The value of festivals based on cost and perceived value. Service quality is determined by the responsiveness and efficiency of employees in delivering services. Participant satisfaction and loyalty are influenced by specific attributes and perceptions. The overall success of a festival depends on participant satisfaction, while loyalty is indicated by a desire to return to the festival and recommend it to others. It's important to note that meta-analyses assess the correlation between variables but do not indicate causality. However, individual studies show that experiences and perceptions affect satisfaction and loyalty levels. Additionally, in studies considering both variables, participant satisfaction positively impacts loyalty (GAWUNA, M. S., 2019).

Communication

Communication Strategies: Effective communication is essential during every stage of the festival, encompassing the pre-event, event, and post-event periods. Efficient and timely communication on event details, schedules, changes to the lineup, and logistical information helps in managing attendee expectations and enhances their entire experience (Wu & Ai, 2016). By utilizing several communication channels, such as social media, smartphone applications, and email newsletters, it ensures that participants stay well-informed and engaged. Effective communication relies on the successful transmission and comprehension of the intended message by the sender (Wijayani, 2021). Arnould and Price challenge the notion that customers assess extraordinary experiences based on need expectations through a service performance index. Instead, they argue that such experiences bring vague expectations of intense emotional outcomes, like excitement or immersion, with satisfaction emerging during the events themselves and within the broader context of consumers' life stories (Clarissa & Ellitan, 2023). Before festivals, attendees emphasize trip planning, collaboration, and participation, seeking online information about the lineup, venue layout, artist performances, entertainment programs, and FAQs, which fosters anticipation and excitement (de Geus et al., 2016). Emotional responses are crucial to the festival experience (Filep et al., 2015), and lack of information can cause stress, frustration, and anxiety, hindering preparation. Some attendees prefer gradual updates to maintain excitement, while others find frequent updates annoying (Brown, 2023).

During the peri-festival phase, the atmosphere is paramount, encompassing aspects like music, social experiences, and enjoyment (Brown, 2023). The social dimensions, or "socialscape," include trust, safety, learning from others, shared interests, and mutual assistance, significantly contributing to involvement and engagement (Neuhofer, 2024). The overall atmosphere, shaped largely by attendee interactions and organizer support, is crucial for participant satisfaction (Celuch & Neuhofer, 2024). Post-festival experiences depend on continued cooperation and active

participation, with ongoing discussions about future events enhancing engagement (Rodríguez-Campo, 2022). Providing feedback opportunities shows that the festival values attendee input (Park, 2022). Loyal customers can be rewarded with loyalty cards, discounts, exclusive access, and additional information, enhancing their overall festival experience (Pamuji, 2019).

Customer Experience

The customer experience at the festival, which includes elements such as ease of navigation, comfort of facilities, engagement with performers, and availability of amenities, has a significant impact on attendees' enjoyment. Positive experiences have a long-lasting influence and contribute to individuals returning and promoting them to others (Snyder, 2013; Berger & Luckmann, 2020).

METHODS

This study adopts a quantitative positivist approach to examine the empirical correlation between customer satisfaction and service quality in the hotel business. The philosophical stance of positivism asserts that we can examine social processes by focusing on observable and quantifiable aspects. It places importance on objectivity and advocates for the use of statistical techniques in analyzing data (Smith & Jones, 2020). This research aims to measure the festivalgoers satisfaction through perceived price, communication, and customer experience. From the population of 80.000 (CNN Indonesia, 2023) with the sampling determination method by Sugiyono (2018) and 5% margin error, we acquired 398 samples. Then, we distributed a structured questionnaire to a sample of 398 participants.

Filtered questions were used to ensure the eligibility of respondents to fill up the questionnaire, those are: (1) Affordability, (2) competitive pricing, (3) reasonable pricing (4) pricing that reflects the benefits. (5) information festival site (6) line up announcement (7) friendliness of staff (8) communication (9) opportunity to feedback (10) the music experience (11) festival experience (12) social experience (13) separation experience.

The survey examined the impact of price, communication, and customer experience on satisfaction. It utilized a total of 51 indicators. The purpose of this technique was to conduct a comparative analysis with past studies and fill the gap in the existing research on music festivals. More specifically, we assessed the price dimension using 10 items across four indicators, evaluated communication using two dimensions, and analyzed the customer experience using four dimensions. We used four items to measure satisfaction and three items to demonstrate accomplishment in each area. We captured the participants' replies using a 5-point Likert scale, ranging from 1 (indicating strong disagreement) to 5 (indicating strong agreement).

RESULTS AND DISCUSSION

Before analyzing the model, validity and reliability tests were performed. The validity test results show that the calculated r value for each indicator exceeds the r table value (0.098), indicating that all indicators are valid and effectively measure what they are intended to. For reliability, the Cronbach's alpha values for the indicators of Price, Communication, Customer Experience, and Customer Satisfaction are 0.854. Since this alpha value is well above the acceptable threshold of 0.6, it confirms that the variables are reliable and consistent in their measurement. These results ensure that the data used in the model is both valid and reliable, providing a strong foundation for subsequent analysis and enhancing the credibility of the findings regarding audience satisfaction.

Tabel 1. Normality Test

<i>Kolmogorove-Smirnove</i>	Asymp.Sig	Criteria	Evidence
0,126	0,122	>0.05	Normally distributed

To assess if confounding or residual variables in a regression model follow a normal distribution, the normality test is employed. The Kolmogorov-Smirnov test is one method used for evaluating the normality of residuals. According to Table 1, the *asymp.sig* value is 0.122, which exceeds the threshold of 0.05. This indicates that the data follows a normal distribution.

Table 2. Multicollinearity Test

Variable	Tolerance	Vif	Evidence
Price	0,616	1,623	There is no multicollinearity
Communication	0,598	1,671	There is no multicollinearity
<i>Customer Experience</i>	0,581	1,721	There is no multicollinearity

The multicollinearity test aims to determine if there is a correlation between the independent variables in a regression model. An ideal regression model should not exhibit any correlation between independent variables. To detect multicollinearity, one can examine the Variance Inflation Factor (VIF) values. According to the results in Table 2, the variables Price, Communication, and Customer Experience each have a tolerance value greater than 0.10 and a VIF value less than 10.00. This indicates that there is no multicollinearity among the independent variables in the data.

Table 3. Heteroscedasticity Test

Variable	T value	Sig.	Evidence
Price	0,879	0,380	Does not exhibit heteroscedasticity
Communications	0,452	0,651	Does not exhibit heteroscedasticity
Customer Experience	0,698	0,486	Does not exhibit heteroscedasticity

The heteroscedasticity test checks for unequal variance in the residuals of a regression model. Using the Glejser test, Table 3. shows that the Sig. values for price, communication, and customer Experience are all greater than 0.05. Thus, there is no heteroscedasticity.

Table 4. Multiple Linear Regression Analysis

Variable	Coefficient β	Error Standard
Constanta	2,543	1,505
Price	0,255	0,049
Communication	0,405	0,039
Customer Experience	0,256	0,032

Price, communication, and customer experience all have a favorable impact on festivalgoers satisfaction, as multiple regression analysis shows. More specifically, increased ticket costs (coefficient 0.255), improved customer service (coefficient 0.256), and improved communication (coefficient 0.405) all lead to higher levels of festivalgoers satisfactions

According to this data, festivalgoers satisfaction rises with concert ticket costs, maybe as a result of perceived exclusivity or value. Enhancing communication has the most impact, highlighting how crucial it is to disseminate information in a clear, timely, and efficient manner. Furthermore, a better client experience raises satisfaction levels dramatically, emphasizing the importance of amenities, customer service, and overall event quality. These results imply that, in order to increase festivalgoers happiness and enhance overall event success, concert managers should concentrate on these three areas.

Table 5. Determinant Correlation Test (R^2)

R	0,671
R square	0,450

How well the independent variables explain variations in the dependent variable is measured by the coefficient of determination (R^2). The model relating Price, Communication, and Customer Experience to Festivalgoers Satisfaction has an R^2 value of 0.450, or 45%, meaning that these factors together account for 45% of the variation in festivalgoers satisfaction. This finding implies that while

festivalgoers happiness is greatly impacted by price, communication, and customer experience, additional influences or factors not included in the model account for 55% of the variation. This emphasizes how crucial it is to find and include more variables that can improve the explanatory power of the model and provide a more complete picture of what influences festivalgoers happiness during performances.

Table 6. Partial test (T test).

Variable	T value	sig	T table	Evidence
Price	5,186	< 0,001	1,649	Significant
Communication	3,100	0,002	1,649	Significant
Customer Experience	7,958	< 0,001	1,649	Significant

The T-test evaluates how individual independent variables impact festivalgoers satisfaction at the Coldplay music concert "A Head Full Of Dreams Tour" in Jakarta. The results indicate significant influences: Price shows a T-value (1.649) surpassing the critical T-table value (5.186) with a significant result ($0.001 < 0.05$), suggesting costs incurred impact satisfaction. Communication exhibits a T- The T-test evaluates how individual independent variables impact festivalgoers satisfaction at the Coldplay music concert "A Head Full Of Dreams Tour" in Jakarta. The results indicate significant influences: Price (X1) shows a T-value (1.649) surpassing the critical T-table value (5.186) with a significant result ($0.001 < 0.05$), suggesting costs incurred impact satisfaction. Communication exhibits a T-value (1.649) exceeding the critical T-table value (3.100) with a significant result ($0.002 < 0.05$), indicating organizational communication influences satisfaction. Customer Experience demonstrates a T-value (1.649) greater than the critical T-table value (7.958) with a highly significant result ($< 0.001 < 0.05$), highlighting that attendee experience significantly affects satisfaction. Thus, pricing, communication quality, and customer experience are pivotal factors influencing festivalgoers satisfaction at the Coldplay concert in Jakarta. (1.649) exceeding the critical T-table value (3.100) with a significant result ($0.002 < 0.05$), indicating organizational communication influences satisfaction. Customer Experience demonstrates a T-value (1.649) greater than the critical T-table value (7.958) with a highly significant result ($< 0.001 < 0.05$), highlighting that attendee experience significantly affects satisfaction. Thus, pricing, communication quality, and customer experience are pivotal factors influencing festivalgoers satisfaction at the Coldplay concert in Jakarta.

Table 7. F Statistical Test

F value	107,537
F sig.	0,001

A statistical technique called the F-test is used to assess if the dependent variable, festivalgoers satisfaction, and the independent variables, price, communication, and customer experience, are significantly correlated. An F-value of 107.537 and a p-value of less than 0.001 are shown in Table 4.7 in this instance, demonstrating a statistically significant combined influence of these variables on festivalgoers satisfaction. This finding implies the validity and robustness of the model employed to evaluate the variables affecting patron satisfaction at the Coldplay concert in Jakarta. We can safely reject the null hypothesis and infer that Price, Communication, and Customer Experience differences collectively explain a considerable percentage of the variability in Festivalgoers Satisfaction due to the high F-value and extremely low p-value.

CONCLUSION

Based on the research findings, several recommendations can enhance future music events. Firstly, concert ticket pricing should align with the quality of services provided to ensure festivalgoers satisfaction. Effective communication before, during, and after events is crucial to avoid misunderstandings and gather valuable feedback. Secondly, organizers should prioritize enhancing

Customer Experience by maintaining an engaging atmosphere, managing crowd flow, and improving amenities like food stalls. Future studies could benefit from exploring additional factors influencing festivalgoers satisfaction. These insights aim to serve as a foundation for further research and practical guidelines for organizing successful music events.

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