

# Does Festival Quality Effect Psychological Well-being Through Festival Value and Festival Satisfaction?

Fadhilah Jihan Faezha<sup>1)\*</sup>, Titik Rosnani<sup>2)</sup>, Ramadania<sup>3)</sup>, Heriyadi<sup>4)</sup>, Wenny Pebrianti<sup>5)</sup>

<sup>1)</sup>jhnfaeza@gmail.com

<sup>12345)</sup>Universitas Tanjungpura

Jl. Prof. Dr. Hadari Nawawi, Bansir Laut, Pontianak Tenggara, Kota Pontianak, Indonesia

Article history:

## ABSTRACT

Received: 09 November 2024

Revised: 14 November 2024

Accepted: 08 December 2024

Available online: 10 December 2024

Keywords:

Festival Quality;  
Festival Value;  
Festival Satisfaction;  
Psychological Well-Being;  
The Eras Tour;

This study investigates the impact of festival quality on the psychological well-being of attendees at The Eras Tour in Indonesia, emphasizing the mediating roles of festival value and satisfaction. The background highlights the increasing significance of large-scale music events, which necessitate high-quality experiences to enhance attendee satisfaction and well-being. The research aims to explore how festival quality influences psychological well-being through perceived value and satisfaction. A questionnaire was administered to 190 Indonesian respondents who attended the concert, using a 5-point Likert scale for measurement. The analysis employed Partial Least Squares Structural Equation Modelling (PLS-SEM) to evaluate the relationships among variables. Results indicate that festival quality positively affects both festival value and psychological well-being, confirming that higher quality leads to greater perceived value and emotional responses. While festival satisfaction did not significantly mediate this relationship, festival value emerged as a crucial mediator. These findings suggest that enhancing festival quality can improve attendees' psychological well-being, offering practical implications for event organizers to focus on aspects such as venue selection and service quality to foster a more satisfying experience. Future research should explore the long-term effects of these variables and develop validated measurement scales for better empirical comparisons.

## INTRODUCTION

Every year, consumers around the world dedicate large amounts of money and time to attending music concerts. The music industry has adapted its strategy to obtain economic value from various sources of income, one of which is live events (Ryan Bengtsson & Edlom, 2023). Various music concert is organized by promoters or event organizers involving both national and international artists (Ayuni & Dewi, 2023). According to Populix's paper "Beyond Borders: A Study of Indonesian Concert-Goers' Behaviour," up to 77% of respondents discovered an interest in music concerts, either at the local and international level, show Indonesians' strong excitement

\* Corresponding author

for these events. Based on Jakpat, 68% of attendees go to concerts for the enjoyment of their favorite artist's songs, 30% go for entertainment and 25% follow trends. Concerts offer fans the opportunity to see their favorite musicians in person, experience the atmosphere of being around fans, gather for music enjoyment, and have fun.

One of the big music concerts that is now attracting global attention is The Eras Tour hosted by Taylor Swift, this concert has an economic impact on the cities visited for 52 days in 2023, with visitors coming from outside the city (Streidl, 2023). According to Shuker (2021), music concerts are a cultural phenomenon involving a combination of music and economy, ritual and pleasure, for both performers and audiences.

Taylor Swift, one of the most popular and influential modern musicians, has been recognized for her live shows' extraordinary production value, immersive experiences, and strong emotional connections with the audience. The Eras Tour is a large-scale music concert that creates extraordinary enthusiasm among Taylor Swift fans. This is proven by visitor data for The Eras Tour according to Time Magazine, which was attended by 96,000 people over three days with a total audience of 288,000 people. Variety estimates that sales figures could rise to \$2 billion by the end of the tour. Usually, large-scale music concert like The Eras Tour certainly require careful preparation to guarantee the success of the event (Joel & Mosima, 2018).

The event has grown more crucial both socially and economically. The increase has led to many discussions concerning the quality of the event and the effect it has on attendance satisfaction and behavioral intentions; yet few research have investigated the actual event quality of musical event (Ritonga, 2019). With plenty of competitiveness in the event industry, event planners must raise the level of event quality. The success of a concert depends on the promoter's ability to attract audience interest and audience satisfaction. At live music concert, event organizers must consider the consequences of their choices on the experience, the moment, the fulfilment of others, and the event's sustainability (Compton, 2024).

Nowadays, the primary aspects influencing attendees' visitors' perceived value are associated with costs perspective and service value perspective (Chen, 2024). Festival quality is an important factor in determining whether attendees' feel fulfilled at the event they attend (Culha, 2020). According to Gannon (2019) perceived festival quality had a beneficial impact on attendees' pleasure, with self-connection serving as a mediator. A previous festival study measured festival quality using the SERVQUAL method developed by Parasuraman, Zeithaml, and Berry (1988). Based on their research, service quality has a major effect on customer satisfaction and perceived value, especially in the context of festivals, improving participants' overall experiences. Festival quality is related to the fulfilment and excitement that attendees experience while attending and afterwards the Eras Tour, which includes aspects such as event planning, venue, content and program, facilities, advertising, satisfaction with service, and the whole atmosphere (Yulianto et al., 2023).

The concept of festival quality serves as a crucial determinant in shaping attendees' perceptions of festival value. In this case, festival quality can be measured from the attributes of hospitality, venue, product, convenience, and program in a festival setting (Lin & Lee, 2020a). Consumers' choice of purchases are directly connected to perceived quality and value. When a consumer finds that the product or service quality is good enough, they will possibly well perceive the festival (Wang et al., 2023a). According to Artanti & Aulia (2021a) in the festival service industry, service quality is one of the most influential factors in creating customer experience when consuming the service and has an impact on festival satisfaction. The quality of a festival or event is not only in the service provided by employees to visitors, but now the

promoters of the organizers compete with each other to create the best festival quality by creating several supporting dimensions. The formation of satisfaction by consumers will form an aspect of psychological well-being that can increase feelings of happiness, reduce stress, and increase social connections, all of which contribute to psychological well-being (Mock & Smale, 2023).

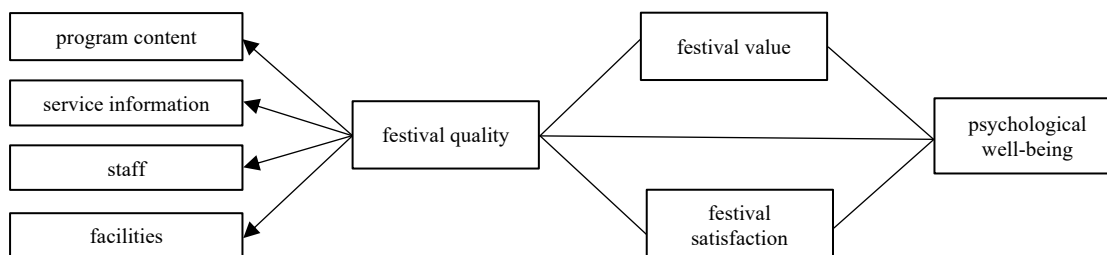
Initially, festival quality encompasses all aspects perceived by attendees, including the organization of the event, venue quality, content and programming, facilities, and the services provided. The value of an event experience refers to how attendees perceive their overall experience, not just the event itself (Anderson et al., 2022). This quality is a crucial determinant of whether attendees feel that the value they receive is commensurate with the costs and time invested. Festival value is understood as attendees' perception of whether the overall experience which includes music, social interaction, and participation in the event and provides adequate benefits relative to the expenses incurred (Kirk et al., 2021). The meaning of values has been extensively studied in marketing and visitors' literature (Tan et al., 2020). Consumers are recognized as providing assurance that every expenditure they have made is proportional to what they spend (Classen & Friedli, 2019). According to Pai (2021) who also stated that there is a direct relationship between festival quality and festival value for an event, when consumers perceived quality is completely satisfied, their perceived value will also increase simultaneously.

Festival satisfaction refers to the level of contentment attendees experience post-festival, which directly influences their emotional reactions and cognitive evaluations of the experience (Yang et al., 2023). Satisfaction is measured by how fulfilled a person is feels after relying on a product or service (Ramadhani Jatmika & Abdurrahman, 2023). According to Firdaus (2024) satisfaction is determined not only by the quality of services and experiences provided, but also by the overall impression and positive mood established during the event, all of which contribute to the visitor's experience. Satisfaction is often seen as the culmination of perceived quality and value, which can influence attendees' long-term psychological well-being. Analyzing how the quality of a music festival can significantly influence the psychological experiences of its attendees, which is not only vital for the individuals present but also for event organizers in designing more meaningful and satisfying experiences. Attendees on the Eras Tour could have high expectations owing to the artist's reputation, and their satisfaction will be depending on how these expectations are fulfilled or achieved (Wang et al., 2023b).

Psychological well-being is an analysis of someone's subjective measures towards their lives, that contain two components: (1) affecting life satisfaction and (2) creating fulfilled feelings, moods, and reactions (Yolal et al., 2016). Psychological well-being is also recognised as an effect of people's emotional responses to events, as well as their logical evaluates of satisfaction and happiness that such things can cause into their lives (Armbrecht & Andersson, 2020). Deep emotional experiences during concerts can elevate mood and provide lasting positive feelings. Additionally, these concerts create a sense of togetherness among fans, where they share precious moments and interact with each other, thereby increasing social support which is important for psychological well-being (Aulia & Artanti, 2021b). Visitors attending an event can create moments of socialization and interaction, which contribute to the physiological well-being of attendees and participants (Jepson & Walters, 2021).

Although various previous studies have provided valuable understanding of the relationship between concert experience and psychological wellbeing, previous research conducted (Culha, 2020) only focused on small-scale festival types whose findings could not be generalized to other types of festivals so that deeper research is needed with large-scale festival

objects and using random sampling methods that can represent the entire population to gain more comprehensive insights into concert experience with psychological wellbeing and broader implications. Another research gap also discovered in relation to previous analysis results reveals that festival quality has no significant impact on festival value and psychological well-being (Saha et al., 2023). Therefore, in this research it will be to investigate further how festival quality can influence psychological well-being through festival value. Our focus in this research is to investigate how festival quality influences psychological well-being and can be mediated by festival value and festival satisfaction when attending a concert event. Large-scale music events, such as The Eras Tour, must have an awareness of the factors that determine attendees' psychological well-being. By understanding how these aspects connect encourages event organizers to create better festival quality and enhancing the psychological well-being through festival value and satisfaction.



**Figure 1. Conceptual Framework**

The hypothesis in this study is as follows:

H1: Festival quality has an impact on festival value.

H2: Festival quality has an impact on psychological well-being.

H3: Festival quality has an impact on festival satisfaction.

H4: Festival value has an impact on psychological well-being.

H5: Festival satisfaction has an impact on psychological well-being.

H6: Festival value can mediate the effect of festival quality on psychological well-being.

H7: Festival satisfaction can mediate the effect of festival quality on psychological well-being.

## RESEARCH METHOD

In this research, a quantitative approach was employed to gather data through a structured questionnaire to gather data from respondents who were chosen to comply with established criteria. The questionnaire uses a scale of 1 to 5 with the following categories: strongly agree (5 points), agree (4 points), undecided (3 points), disagree (2 points), and strongly disagree (1). The population in this research is all Indonesian people that already attended The Eras Tour in Singapore. This study's population sample consisted of 190 respondents. To obtain 190 respondents, the researcher applied a purposive sampling method, which allows the selection of individuals according to certain criteria: 1) Having attended at least one The Eras Tour concert; 2) Watch the concert in full; 3) Attended The Eras Tour concert within the last 1 year.

The ten items were used to measure festival quality throughout four sub-dimensions based on previous festival research: program content (three items), service information (two items), staff (two items), facilities (two items) (Culha, 2020). While festival value was assessed with 2 items from (Lin & Lee, 2020). Three items determining festival satisfaction

were drawn from (Culha, 2020), and Psychological Well-being was measured using three items from (Özdemir et al., 2024).

The model was examined using Partial Least Square Structural Equation Modelling (PLS-SEM) in SmartPLS version 4. Hair (2019) gave recommendations to examine the SEM-PLS model, which included bootstrapping to estimate path significance. This review entailed evaluating both the measurement and structural models, as well as doing hypothesis testing.

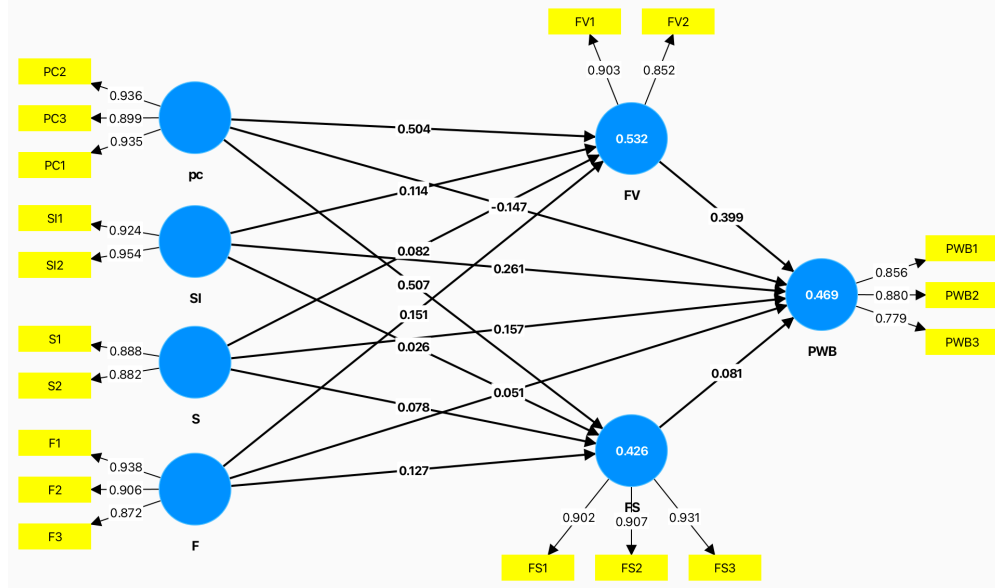
**Table 1. Variable Measurement**

Variable	Dimension	Items	Source
Festival Quality	Program Content	1. Program content of the Eras Tour is varied 2. Program content of the Eras Tour is interesting 3. Program content of the Eras Tour is well designed	(Culha, 2020)
	Service Information	1. Pre-informational services enable me to have enough knowledge of the venue 2. The event pamphlets are well prepared	
	Staff	1. Festival staff are willing to help us 2. Festival staff have enough knowledge about the festival	
	Facilities	1. The size of festival site is adequate 2. The layout of the festival site is well planned 3. The festival site is clean	
Festival Value		1. The festival deserves spending money, time and effort 2. This festival has a higher value than other festivals	(Lin & Lee, 2020b)
Festival Satisfaction		1. I am sure it was the right decision to visit the Eras Tour 2. I am satisfied with my decision to visit the Eras Tour 3. I really enjoyed myself at the Eras Tour	(Culha, 2020)
Psychological Well-being		1. I feel this festival has enriched my life 2. I gained valuable experience with The Eras 3. This festival was rewarding to me in many ways, I feel much better about things and myself with this festival	(Özdemir et al., 2024)

## RESULTS AND DISCUSSION

### Evaluation of the Measurement Model (Outer Model)

When analyzing the outer model, three crucial steps are required: the Convergent Validity test, the Discriminant Validity test, and the Reliability Validity test. The first step is to run the Convergent Validity test. To guarantee that the indicators are both reliable and accurate to determine latent variables, reliability and validity tests are done using the measurement model results.



Source: Results of Study Data Processing (2024)

**Figure 2. Outer Model Results**

**Table 2. Convergent Validity and Internal Consistency Reliability**

Variable	Indicator	Outer Loadings	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Facilities	F1	0.938	0.890	0.896	0.932	0.820
	F2	0.906				
	F3	0.872				
Program Content	PC1	0.935	0.914	0.946	0.946	0.853
	PC2	0.936				
	PC3	0.899				
Service Information Staff	SI1	0.924	0.868	0.937	0.937	0.882
	SI2	0.954				
Staff	S1	0.888	0.723	0.723	0.878	0.783
	S2	0.882				
Festival Satisfaction	FS1	0.902	0.901	0.903	0.938	0.834
	FS2	0.907				
	FS3	0.931				
Festival Value	FV1	0.903	0.705	0.723	0.870	0.771
	FV2	0.852				
Psychological Well-being	PWB1	0.856	0.789	0.788	0.877	0.705
	PWB2	0.880				
	PWB3	0.779				

Source: Results of Study Data Processing (2024)

The outer loading test is used to measure the validity of each variable indicator. If the outer loading value is higher than 0.7, then the data correlates the defined standards and requirements, and the variable is considered acceptable in this validation test (Hair et al., 2019). Table 2 shows that all the items for each variable have an outer loading value higher than 0.7, meaning that all items are valid and correlate the testing criteria that are compatible with the research done by (Hair et al., 2019). Cronbach's Alpha and Composite Reliability were used to measure reliability. As stated by (Hair et al., 2019), an acceptable composite reliability value should be higher than 0.7. The average Composite Reliability

surpasses 0.8, suggesting high reliability. This means that the measurement instrument used in the study is considered valid. Discriminant validity can be evaluated using the Average Variance Extracted (AVE) score. If the AVE value is less than 0.5, the result indicates a lack of validity. The findings in table 2 show that each variable has an AVE value higher than 0.5, indicating that all variables match the standards for convergent validity, as found by (Hair et al., 2019).

**Table 3. Discriminant Validity – Heterotrait-Monotrait Ratio (HTMT)**

	Facilities	Festival Satisfaction	Festival Value	Program Content	Psychological Well-Being	Staff	Service Information
<b>F</b>							
<b>FS</b>	0.476						
<b>FV</b>	0.612	0.806					
<b>PC</b>	0.514	0.696	0.840				
<b>PWB</b>	0.544	0.544	0.815	0.527			
<b>S</b>	0.824	0.636	0.816	0.806	0.719		
<b>SI</b>	0.605	0.474	0.660	0.609	0.665	0.847	

Source: Results of Study Data Processing (2024)

Analyzing the results of the discriminant validity analysis determined using HTMT (Heterotrait-Monotrait Ratio), it can be seen that the HTMT values between variables in this study are less than the suggested minimum threshold of 0.90. This suggests that each variable in this study has good discriminant validity, which enabled the variables to be reliably distinct from one another. As a result, there is no crucial convergence or crossover between one variable and another, making the data statistically valid and reliable for further study (Hair et al., 2021).

**Structural Model Evaluation (Inner Model)**

**Table 4. R Square**

	R-square	R-square adjusted
<b>Festival satisfaction</b>	0.369	0.366
<b>Festival Value</b>	0.486	0.483
<b>Psychological Well-being</b>	0.434	0.425

Source: Results of Study Data Processing (2024)

The R-squared value is intended to assess the extent to which a research model affects the independent variable in relation to the dependent variable. This value ranges from 0 to 1; a value near 1 indicates a better model fit, suggesting that exogenous variables significantly impact endogenous variables. An R-squared value of 0.75 is considered strong, 0.50 moderate, and 0.25 weak (Hair et al., 2019).

**Table 5. F Square**

Correlation	F <sup>2</sup>
FQ -> FS	0.586
FQ -> FV	0.944
FQ -> PWB	0.099
FS -> PWB	0.001
FV -> PWB	0.095

Source: Results of Study Data Processing (2024)

F-Square measures how much influence an exogenous variable has on an endogenous variable by calculating the change in the R-Square value when the variable is removed from the model. It provides information on how important the variable is in explaining variation in

the dependent variable. (Hair et al., 2021) suggest that the F-Square value can be interpreted using Cohen's criteria: Small effect:  $F^2 \geq 0.02$ , medium effect:  $F^2 \geq 0.15$ , large effect:  $F^2 \geq 0.35$ .

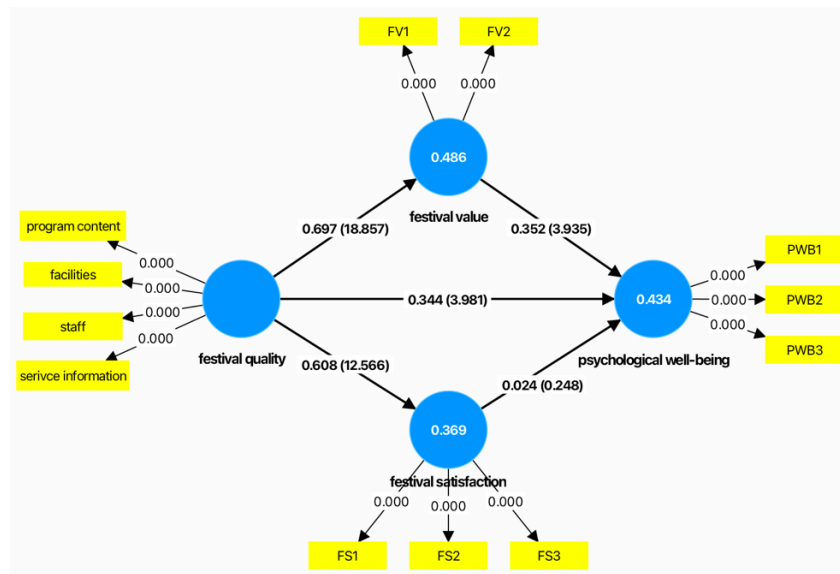
**Table 6. Collinearity Statistics (VIF)**

	FQ	FS	FV	PWB
FQ		1.000	1.000	2.118
FS				1.876
FV				2.300
PWB				

Source: Results of Study Data Processing (2024)

Variance Inflation Factor is a measure used to determine how much the variance of a regression coefficient increases due to multicollinearity among the independent variables in a regression model. A high VIF value indicates a strong correlation between the variables, which can make it difficult to interpret the regression coefficients. In general, a VIF value below 5 is considered acceptable, while a value of 5 or above indicates potential multicollinearity problems that need to be addressed, such as by removing redundant variables (Hair et al., 2021).

**Hypothesis Testing**



Source: Results of Study Data Processing (2024)

**Figure 3. Bootstrapping Model Results**

**Table 7. Hypothesis Testing Results**

HP	Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (IO/STDEV)	P Values	Results
H1	FQ -> FV	0.697	0.700	0.037	18.857	0.000	Accepted
H2	FQ -> PWB	0.344	0.346	0.086	3.981	0.000	Accepted
H3	FQ -> FS	0.608	0.610	0.048	12.566	0.000	Accepted
H4	FV -> PWB	0.352	0.356	0.090	3.935	0.000	Accepted
H5	FS -> PWB	0.024	0.024	0.099	0.248	0.804	Not Accepted



H6	FQ -> FV - > PWB	0.245	0.248	0.063	3.881	0.000	Accepted
H7	FQ -> FS -> PWB	0.015	0.015	0.061	0.244	0.807	Not Accepted

*Source: Results of Study Data Processing (2024)*

To test the structural model analysis to prove the hypothesis, it was carried out at stage 2 using a one-tailed test with a significance value of p values less than 0.05 ( $p < 0.05$ ) and t values above 1.65. It can be seen in figure 2. and table 4. present the results of the overall picture of the relationship between variables in 7 hypotheses. The first hypothesis's findings indicate that there is a significant connection between festival quality and festival value, which can be accepted. This is supported by the previous research by Pai (2021) this research shows that festival quality can have a positive effect on festival value. This shows that the festival quality at The Eras Tour can influence the festival value for the attendees at The Eras Tour. The second hypothesis demonstrates a positive and significant association between festival quality and psychological well-being. This is similar to Zhang and Deng (2022) research findings, which indicate that the quality of festivals might affect psychological well-being. Thus, the festival quality at The Eras Tour can improve the psychological well-being of respondents. The third hypothesis is declared accepted. this result also supported by previous studies by (Kadek Swandewi et al., 2024; Yoon et al., 2010), which identified that festival quality affects festival satisfaction. It means that festival quality can influence respondents' satisfaction on The Eras Tour. Then, the results of the fourth hypothesis were accepted, namely There is a positive and substantial relation between festival value and psychological well-being. These results mean that the festival value can influence the psychological well-being of attendees in The Eras Tour. And this result also supported by the previous research by Zhang and Deng (2022). In the fifth hypothesis, it can be seen in table 8 that the test results are not significant. There are no validated measurements of the newly developed concepts of festival satisfaction and psychological well-being. In this study, satisfaction and psychological well-being have been measured using three items respectively. This is not ideal in terms of measurement (Hair et al., 2010) and is a study limitation, even though the composite reliability of each factor was good (Cronbach's alpha more than 0.85). The sixth hypothesis confirms that festival value significantly mediates the relationship between festival quality and psychological well-being. This finding is supported by previous studies which stated the same results (Aşan et al., 2020; He et al., 2020). For the seventh hypothesis in this study, it was declared rejected. This is due to the results showing a negative and not significant relationship between festival value with psychological well-being and festival satisfaction as mediation.

## CONCLUSION

This study examines the impact of festival quality on the psychological well-being of attendees on The Eras Tour in Indonesia, along with the role of festival value and satisfaction as mediating variables. The studies showed several significant findings: First, festival quality has a positive effect on both festival value and psychological well-being, indicating that higher quality festivals lead to more perceived value and emotional responses from attendees. Second, while festival satisfaction was expected to mediate the relationship between festival quality and psychological well-being, the outcomes showed that this mediation was not significant. Instead, festival value appeared as a substantial mediator, suggesting that participants' determinations of

value gained from their festival experiences have a significant beneficial effect on their psychological well-being.

## RECOMMENDATIONS

Future research needs to identify whether the ideas of festival satisfaction and psychological well-being are valuable in consumer behavior research. More research is needed to determine its potential benefits. Research focused at developing validated scales for both concepts would enhance measurement and ease future comparisons of empirical investigations. This study employs a cross-sectional design, which limits evidence of correlation. Future researchers should investigate utilizing data from various sources and pursuing long-term research.

## REFERENCES

- Anderson, C., Van Asselt, K., & Willis, B. (2022). Women in Online Science Fiction Fandoms: Psychological Well-Being. *Journal of Counseling Research and Practice*, 7(2). <https://doi.org/10.56702/uryu3207>
- Armbrecht, J., & Andersson, T. D. (2020). The event experience, hedonic and eudaimonic satisfaction and subjective well-being among sport event participants. *Journal of Policy Research in Tourism, Leisure and Events*, 12(3). <https://doi.org/10.1080/19407963.2019.1695346>
- Aşan, K., Kaptangil, K., & Gargacı Kınay, A. (2020). Mediating role of perceived festival value in the relationship between experiences and satisfaction. *International Journal of Event and Festival Management*, 11(2). <https://doi.org/10.1108/IJEFM-11-2019-0058>
- Aulia, F., & Artanti, Y. (2021a). Peran Festival Satisfaction sebagai variabel pemediasi pada pengaruh Festival Quality dan Positive Emotion terhadap Festival Loyalty para pengunjung Jazz Traffic Festival di kota Surabaya. *Benefit: Jurnal Manajemen Dan Bisnis*, 6(2), 49–71. <https://doi.org/10.23917/benefit.v6i2.13932>
- Aulia, F., & Artanti, Y. (2021b). Peran Festival Satisfaction sebagai variabel pemediasi pada pengaruh Festival Quality dan Positive Emotion terhadap Festival Loyalty para pengunjung Jazz Traffic Festival di kota Surabaya. *Benefit: Jurnal Manajemen Dan Bisnis (Jurnal Ini Sudah Migrasi)*, 6(2), 49–71. <https://journals.ums.ac.id/benefit/article/view/13932>
- Ayuni, T., & Dewi, L. (2023). The Influence Of Motivation On Customer Satisfaction Concert Music The B-Zone In Jakarta. *Journey: Journal of Tourismpreneurship, Culinary, Hospitality, Convention and Event Management*, 6(1). <https://doi.org/10.46837/journey.v6i1.149>
- Berry, L. L., Parasuraman, A., & Zeithaml, V. A. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1).
- Chen, S. (2024). Research on the Influence of Tourism Festival Brand Cognition and Perceived Value on Revisit Intention. *Tourism Management and Technology Economy*, 7(1), 114–118. <https://doi.org/10.23977/TMTE.2024.070114>
- Classen, M., & Friedli, T. (2019). Value-based marketing and sales of industrial services: A systematic literature review in the age of digital technologies. *Procedia CIRP*, 83. <https://doi.org/10.1016/j.procir.2019.02.141>
- Compton, S. (2024). Live-Sound Pressure That Is Not Measured In Decibels: An investigation

- into live-sound culture and the interpersonal pressures that influence audio engineer choice, the live-sound “experience,” and the health and wellbeing of participants. *International Journal of Applied Positive Psychology*, 9(1). <https://doi.org/10.1007/s41042-023-00112-7>
- Culha, O. (2020). The effect of food festival quality on place attachment and destination recommendation intention through festival experience and festival satisfaction: The case of the Didim International Olive Festival. *Journal of Convention and Event Tourism*, 21(5). <https://doi.org/10.1080/15470148.2020.1775743>
- Firdaus, A., Rosnani, T., Listiana, E., Setiawan, H., & Fitriana, A. (2024). Customer experience and brand image on loyalty through customer satisfaction of Erigo consumers. *Journal of Management Science (JMAS)*, 7(1), 241–249. <https://doi.org/10.35335/JMAS.V7I1.386>
- Gannon, M., Taheri, B., & Olya, H. (2019). Festival quality, self-connection, and bragging. *Annals of Tourism Research*, 76. <https://doi.org/10.1016/j.annals.2019.04.014>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis. In *Vectors*. <https://doi.org/10.1016/j.ijpharm.2011.02.019>
- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). A primer on partial least squares structural equations modeling (PLS-SEM). Sage Publications. *Journal of Tourism Research*, 6(2).
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1). <https://doi.org/10.1108/EBR-11-2018-0203>
- He, X., Su, L., & Swanson, S. R. (2020). The service quality to subjective well-being of Chinese tourists connection: a model with replications. *Current Issues in Tourism*, 23(16). <https://doi.org/10.1080/13683500.2020.1755240>
- Jepson, A. S., & Walters, T. (2021). Conceptualising the intersections of events and well-being. In *Events and Well-being*. <https://doi.org/10.4324/9781003044932-1>
- Joel, F., & Mosima, T. (2018). *Planning and Promotion Guide for a Music Concert Degree programme International Business Thesis title Planning and Promotion Guide For a Music Concert*.
- Kadek Swandewi, N., Sumadi, G., Adyatma, P., Gede, I., Primanda, N., Rahadiarta, S., Made Gede, I., & Susila, D. (2024). Bali Spirit Festival Attendee’s Satisfaction and its Impact on Loyalty. *Journal of Tourism and Interdisciplinary Studies*, 4(1), 92–100. <https://doi.org/10.51713/JOTIS.2024.4115>
- Kirk, T. N., Haegele, J. A., & McKay, C. (2021). Exploring dignity among elite athletes with disabilities during a sport-focused disability awareness program. *Sport, Education and Society*, 26(2). <https://doi.org/10.1080/13573322.2020.1713078>
- Lin, Y. H., & Lee, T. H. (2020a). How the authentic experience of a traditional cultural festival affects the attendee’s perception of festival identity and place identity. *International Journal of Event and Festival Management*, 11(3), 357–373. <https://doi.org/10.1108/IJEFM-12-2019-0061>
- Lin, Y. H., & Lee, T. H. (2020b). How the authentic experience of a traditional cultural festival affects the attendee’s perception of festival identity and place identity. *International Journal of Event and Festival Management*, 11(3). <https://doi.org/10.1108/IJEFM-12-2019-0061>
- Mock, S. E., & Smale, B. (2023). The relationship of diverse leisure activities with flourishing. *Frontiers in Psychology*, 14. <https://doi.org/10.3389/fpsyg.2023.1130906>
- Özdemir, C., Düşmezkalender, E., Seçilmiş, C., Yılmaz, V., & Yolal, M. (2024). Emotion and social identification in music festivals on young’s subjective well-being. *Journal of Youth*

- Studies*, 27(6). <https://doi.org/10.1080/13676261.2023.2174011>
- Pai, C. K., Lee, T., & Kang, S. (2021). Examining the role of service quality, perceived values, and trust in Macau food festival. *International Journal of Environmental Research and Public Health*, 18(17). <https://doi.org/10.3390/ijerph18179214>
- Ramadhani Jatmika, M., & Abdurrahman, A. (2023). The Influence Of Service Quality Dimensions On Customer Loyalty With Customer Satisfaction As An Intervening Variable. *International Journal of Science, Technology & Management*, 4(4). <https://doi.org/10.46729/ijstm.v4i4.884>
- Ritonga, R. (2019). *ANALISIS PENGARUH KUALITAS ACARA TERHADAP KEPUASAN DAN NIAT PERILAKU RAMAYANA BALLET DIHADIRI (STUDI KASUS RUMAH BUDOYO PUSPO BUDOYO) Analysis Of Event Quality Effect On Satisfaction And Behavioural Intentions Of The Ramayana Ballet Attendees.*
- Ryan Bengtsson, L., & Edlom, J. (2023). Commodifying participation through choreographed engagement: the Taylor Swift case. *Arts and the Market*, 13(2). <https://doi.org/10.1108/AAM-07-2022-0034>
- Saha, P., Nath, A., & Sit, K. (Jason). (2023). Re-examining the roles of experience quality at festivals: a comparative analysis using SEM and fsQCA. *International Journal of Contemporary Hospitality Management*, 35(5). <https://doi.org/10.1108/IJCHM-03-2022-0408>
- Shuker, R. (2021). 'My Generation': Identity, consumption, and fandom. In *Understanding Popular Music Culture*. <https://doi.org/10.4324/9781315694870-18>
- Streidl, D. J. (2023). Unlocking Concert Experiences: Mobile Economy Maximiaztion Bundles Transforming Ticketing Dynamics. *Global Journal of Management and Business Research*. <https://doi.org/10.34257/gjmbrbvol23is6pg1>
- Tan, K. L., Sim, A. K. S., Chai, D., & Beck, L. (2020). Participant well-being and local festivals: the case of the Miri country music festival, Malaysia. *International Journal of Event and Festival Management*, 11(4). <https://doi.org/10.1108/IJEFM-02-2020-0007>
- Wang, F. J., Hsiao, C. H., Shih, W. H., & Chiu, W. (2023a). Impacts of Price and Quality Perceptions on Individuals' Intention to Participate in Marathon Events: Mediating Role of Perceived Value. *SAGE Open*, 13(2). <https://doi.org/10.1177/21582440231181431>
- Wang, F. J., Hsiao, C. H., Shih, W. H., & Chiu, W. (2023b). Impacts of Price and Quality Perceptions on Individuals' Intention to Participate in Marathon Events: Mediating Role of Perceived Value. *SAGE Open*, 13(2). <https://doi.org/10.1177/21582440231181431>
- Yang, A., Jieun, S., Kim, H. M., Zhou, A., Liu, W., Huang-Isherwood, K., Jang, E., Sun, J., Lee, E., Yafei, Z., & Chuqin, D. (2023). Who Says What in Which Networks: What influences Social Media Users' Emotional Reactions to the COVID-19 Vaccine Infodemic? *Social Science Computer Review*, 41(6). <https://doi.org/10.1177/08944393221128940>
- Yolal, M., Gursoy, D., Uysal, M., Kim, H. (Lina), & Karacaoğlu, S. (2016). Impacts of festivals and events on residents' well-being. *Annals of Tourism Research*, 61. <https://doi.org/10.1016/j.annals.2016.07.008>
- Yoon, Y. S., Lee, J. S., & Lee, C. K. (2010). Measuring festival quality and value affecting visitors' satisfaction and loyalty using a structural approach. *International Journal of Hospitality Management*, 29(2). <https://doi.org/10.1016/j.ijhm.2009.10.002>
- Yulianto, A., Setiadi, R., & Herniah, H. (2023). How Visitor Satisfaction and Intention to Revisit Are Created by Event Quality and Perceived Value? A Lesson from the Local Food Festival in Brebes. *Business Review and Case Studies*. <https://doi.org/10.17358/brcs.4.3.215>

Zhang, S. N., & Deng, F. (2022). Innovation and authenticity: Constructing tourists' subjective well-being in festival tourism. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.950024>