DOES FESTIVAL QUALITY EFFECT PSYCHOLOGICAL WELL-BEING THROUGH FESTIVAL VALUE AND FESTIVAL SATISFACTION?

FINAL PROJECT

To Fulfill the Requirements for
Obtaining a Bachelor's Degree

FADHILAH JIHAN FAEZHA
B1024211012

MANAGEMENT STUDY PROGRAM INTERNATIONAL CLASS
FACULTY OF ECONOMICS & BUSINESS
UNIVERSITAS TANJUNGPURA
PONTIANAK

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JURIDICAL SHEET

DOES FESTIVAL QUALITY EFFECT PSYCHOLOGICAL WELL-BEING THROUGH FESTIVAL VALUE AND FESTIVAL SATISFACTION?

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ACKNOWLEDGEMENT

All praise and gratitude to Allah SWT for all His abundance of grace so that I can complete this Final Project with the title “Does Festival Quality Effect Psychological Well-being Through Festival Value and Festival Satisfaction?”. This final project is intended to fulfill the requirements to obtain a bachelor's degree in the Management Study Program, Faculty of Economics and Business, Universitas Tanjungpura, Pontianak. The author also received a lot of guidance, direction, and support from various parties. Therefore, on this occasion I would like to express my deepest gratitude to:

1. Prof. Dr. Garuda Wiko, S.H., M.Si, as the Rector of Universitas Tanjungpura.
2. Dr. Barkah., S.E., M.Si, as the Dean of Faculty of Economics and Business, Universitas Tanjungpura.
3. Heriyadi, S.E., M.E., Ph.D, as the Head of Management Department of Faculty of Economics and Business, Universitas Tanjungpura.
4. Dr. Wenny Pebrianti, S.E., M.Sc, as the Secretary of Management Major of Faculty of Economics and Business.
5. Bintoro Bagus Purmono, S.E., M.M, as the Coordinator Management Program Study of Faculty of Economics and Business, Universitas Tanjungpura.
6. Prof. Dr. Ramadania, S.E., M.Si, who has provided guidance and advice during the learning process and has patiently given time, energy and motivation during the completion of this final project.
7. Dr. Titik Rosnani, S.E., M.Si, as my Academic Advisor who always provided guidance and advice during the completion of this final project.
8. Dr. Wenny Pebrianti, S.E., M.Sc and Heriyadi, S.E., M.E., Ph.D, as my Thesis Examiner who have given guidance and advice to me during the thesis process.
9. Ahmadi, S.E., M.Sc, as my mentor in processing my data who always give invaluable guidance, support, patience and assistance in processing the data for this final project.
10. All of the lecturer that have involved in MBKM program who give this opportunity and always support the student.
11. All lecturers at the Faculty of Economics and Business, especially the International Management major, who have provided knowledge during the lecture period.
12. Academic Staff and Administration at the Faculty of Economics and Business who have assisting in every academic administration procedure.
13. To my beloved family especially my parents who have sacrificed a lot for my education and consistently provided support, prayers, and affection to me in completing this final project.

14. My sister and brother who are always support and listened to my whining while working on this final project.
15. To Celila my cat, who always accompanies me during writing this final project.
16. To Bunaya, Puja, and Sisca as my best friends who are always support me through my ups and downs.
17. To Belinda, Yasmin, Prisillia, Media, and Daffa who are always help, motivate, and provide support for each other from the beginning until the end of the semester.
18. To all the MBKM friends who supports and strengthen each other.
19. To all respondents who have been willing to provide help in filling out questionnaires related to this Final Project
20. Last but not least, I want to thank myself for all the effort, hard work, and dedication that I have put in during the process of writing this final project.

The author expresses gratitude to everyone who contributed, wishing them all the best. Feedback and constructive criticism are welcomed and will be used to enhance future versions. It is hoped that this final project will serve as a valuable resource for readers seeking additional insights or knowledge.

Pontianak, January 10th 2025

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APAKAH KUALITAS FESTIVAL MEMENGARUHI KESEJAHTERAAN PSIKOLOGIS MELALUI NILAI FESTIVAL DAN KEPUASAN FESTIVAL?

FADHILAH JIHAN FAEZHA
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ABSTRAK

Penelitian ini menyelidiki dampak kualitas festival terhadap kesejahteraan psikologis para pengunjung The Eras Tour di Indonesia, dengan menekankan peran mediasi dari nilai dan kepuasan festival. Latar belakang penelitian ini menyoroti semakin pentingnya acara musik berskala besar, yang membutuhkan pengalaman berkualitas tinggi untuk meningkatkan kepuasan dan kesejahteraan pengunjung. Penelitian ini bertujuan untuk mengeksplorasi bagaimana kualitas festival mempengaruhi kesejahteraan psikologis melalui nilai dan kepuasan yang dirasakan. Sebuah kuesioner diberikan kepada 190 responden Indonesia yang menghadiri konser tersebut, dengan menggunakan skala Likert 5 poin untuk pengukuran. Analisis menggunakan Partial Least Squares Structural Equation Modelling (PLS-SEM) untuk mengevaluasi hubungan antar variabel. Hasil penelitian menunjukkan bahwa kualitas festival secara positif mempengaruhi nilai festival dan kesejahteraan psikologis, yang menegaskan bahwa kualitas yang lebih tinggi mengarah pada nilai yang dirasakan dan respons emosional yang lebih besar. Meskipun kepuasan festival tidak secara signifikan memediasi hubungan ini, nilai festival muncul sebagai mediator yang penting. Temuan ini menunjukkan bahwa meningkatkan kualitas festival dapat meningkatkan kesejahteraan psikologis peserta, menawarkan implikasi praktis bagi penyelenggara acara untuk fokus pada aspek-aspek seperti pemilihan tempat dan kualitas layanan untuk mendorong pengalaman yang lebih memuaskan. Penelitian di masa depan harus mengeksplorasi efek jangka panjang dari variabel-variabel ini dan mengembangkan skala pengukuran yang tervalidasi untuk perbandingan empiris yang lebih baik.

Kata Kunci: Kualitas Festival, Nilai Festival, Kepuasan Festival, Kesejahteraan Psikologis, The Eras Tour

DOES FESTIVAL QUALITY EFFECT PSYCHOLOGICAL WELL-BEING THROUGH FESTIVAL VALUE AND FESTIVAL SATISFACTION?

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ABSTRACT

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.

Keywords: Festival Quality, Festival Value, Festival Satisfaction, Psychological Well-Being, The Eras Tour

APAKAH KUALITAS FESTIVAL MEMENGARUHI KESEJAHTERAAN PSIKOLOGIS MELALUI NILAI FESTIVAL DAN KEPUASAN FESTIVAL?

RINGKASAN

1. Latar Belakang

Setiap tahun, konsumen di seluruh dunia menghabiskan banyak uang dan waktu untuk menghadiri konser musik. Industri musik telah mengadaptasi strateginya untuk mendapatkan nilai ekonomi dari berbagai sumber pendapatan, termasuk acara langsung. Konser musik, baik yang diselenggarakan oleh promotor lokal maupun internasional, menunjukkan minat besar masyarakat Indonesia. Salah satu konser yang menarik perhatian global adalah *The Eras Tour* yang dipandu oleh Taylor Swift, yang berdampak ekonomi signifikan di kota-kota yang dikunjunginya. Konser-konser besar ini memerlukan persiapan yang matang untuk menjamin kesuksesan acara. Kualitas festival menjadi faktor penting dalam menentukan kepuasan dan niat perilaku pengunjung. Penelitian ini bertujuan untuk menyelidiki bagaimana kualitas festival memengaruhi kesejahteraan psikologis pengunjung melalui nilai dan kepuasan festival. Dengan meningkatnya persaingan dalam industri acara, penyelenggara acara perlu meningkatkan kualitas festival untuk memastikan kepuasan pengunjung dan dampak positif terhadap kesejahteraan psikologis mereka.

2. Tujuan Penelitian

a. Untuk menguji dan menganalisis pengaruh kualitas festival berdampak pada nilai festival
b. Untuk menguji dan menganalisis pengaruh kualitas festival terhadap kesejahteraan psikologis.
c. Untuk menguji dan menganalisis pengaruh kualitas festival berdampak pada kepuasan festival.
d. Untuk menguji dan menganalisis pengaruh nilai festival berdampak pada kesejahteraan psikologis.
e. Untuk menguji dan menganalisis pengaruh kepuasan festival terhadap kesejahteraan psikologis.
f. Untuk menguji dan menganalisis pengaruh nilai festival dapat memediasi pengaruh kualitas festival terhadap kesejahteraan psikologis.
g. Untuk menguji dan menganalisis pengaruh kepuasan festival dapat memediasi pengaruh kualitas festival terhadap kesejahteraan psikologis.

3. Metode penelitian

Penelitian ini menggunakan pendekatan kuantitatif dengan kuesioner terstruktur, melibatkan 190 responden yang menghadiri konser The Eras Tour di Singapura, yang dipilih melalui purposive sampling. Variabel yang diukur

mencakup Festival Quality (10 item), Festival Value (2 item), Festival Satisfaction (3 item), dan Psychological Well-being (3 item). Data dianalisis menggunakan PLS-SEM dalam SmartPLS versi 4, dengan pengujian validitas dan reliabilitas yang menunjukkan bahwa semua item valid dan reliabel. Tujuan penelitian adalah untuk memahami pengaruh kualitas festival terhadap kesejahteraan psikologis peserta.

4. Hasil dan Pembahasan

Penelitian ini menemukan bahwa kualitas festival berpengaruh positif terhadap kesejahteraan psikologis peserta Eras Tour di Indonesia, dengan nilai festival sebagai mediator yang signifikan. Meskipun kepuasan festival tidak menunjukkan pengaruh mediasi, hasilnya menekankan pentingnya pengalaman berkualitas tinggi untuk meningkatkan nilai persepsi dan respons emosional. Penyelenggara acara disarankan untuk fokus pada peningkatan kualitas festival melalui pemilihan tempat dan layanan.

5. Kesimpulan dan Rekomendasi

Penelitian ini menemukan bahwa kualitas festival memberikan pengaruh positif yang signifikan terhadap nilai festival dan kesejahteraan psikologis pengunjung The Eras Tour, dengan nilai festival berfungsi sebagai mediator yang penting dalam hubungan ini. Meskipun kepuasan festival diharapkan dapat memediasi hubungan antara kualitas festival dan kesejahteraan psikologis, hasilnya menunjukkan bahwa peran tersebut tidak signifikan. Temuan ini menyoroti pentingnya memahami bagaimana pengunjung menilai nilai pengalaman festival, yang berdampak langsung pada kesejahteraan psikologis mereka. Oleh karena itu, penelitian lebih lanjut diperlukan untuk mengembangkan skala yang divalidasi terkait kepuasan festival dan kesejahteraan psikologis, serta untuk menggunakan desain longitudinal dan data dari berbagai sumber demi mendapatkan wawasan yang lebih komprehensif tentang hubungan ini.

DOES FESTIVAL QUALITY EFFECT PSYCHOLOGICAL WELL-BEING THROUGH FESTIVAL VALUE AND FESTIVAL SATISFACTION?

SUMMARY

1. **Background**

   Every year, consumers around the world spend a lot of money and time attending music concerts. The music industry has adapted its strategy to derive economic value from various revenue sources, including live events. Music concerts, both organized by local and international promoters, show great interest from Indonesians. One such concert that attracted global attention was The Eras Tour headlined by Taylor Swift, which had a significant economic impact in the cities she visited. These major concerts require careful preparation to ensure the success of the event. Festival quality is an important factor in determining visitor satisfaction and behavioral intentions. This study aims to investigate how festival quality affects visitors' psychological well-being through festival value and satisfaction. With increasing competition in the event industry, event organizers need to improve festival quality to ensure visitor satisfaction and positive impact on their psychological well-being.

2. **Research Objectives**

   a. To test and analyze the effect of festival quality on festival value.
   b. To test and analyze the effect of festival quality on psychological well-being.
   c. To test and analyze the effect of festival quality on festival satisfaction.
   d. To test and analyze the effect of festival value on psychological well-being.
   e. To test and analyze the effect of festival satisfaction on psychological well-being.
   f. To test and analyze the effect of festival value can mediate the effect of festival quality on psychological well-being.
   g. To test and analyze the effect of festival satisfaction can mediate the effect of festival quality on psychological well-being.

3. **Research Method**

   This study used a quantitative approach with a structured questionnaire, involving 190 respondents who attended The Eras Tour concerts in Singapore, selected through purposive sampling. Data were analyzed using PLS-SEM in SmartPLS version 4, with validity and reliability testing showing that all items were valid and reliable. The purpose of the study was to understand the effect of festival quality on participants' psychological well-being.

4. **Result and Discussion**

   This study found that festival quality had a positive effect on the psychological well-being of Eras Tour participants in Indonesia, with festival value as a significant mediator. Although festival satisfaction did not show a mediating

influence, the results emphasize the importance of high-quality experiences to increase perceived value and emotional responses. Event organizers are advised to focus on improving festival quality through venue selection and services.

5. Conclusions and Recommendations

This study found that festival quality exerted a significant positive influence on festival value and psychological well-being of visitors to The Eras Tour, with festival value serving as an important mediator in this relationship. Although festival satisfaction was expected to mediate the relationship between festival quality and psychological well-being, the results showed that this role was not significant. These findings highlight the importance of understanding how visitors assess the value of the festival experience, which has a direct impact on their psychological well-being. Therefore, further research is needed to develop validated scales related to festival satisfaction and psychological well-being, as well as to use longitudinal designs and data from multiple sources to gain a more comprehensive insight into this relationship.

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