

# The Effect of Fanatism, Price and Location on Buying Interest and Ticket Purchase Decisions for South Korean Band Concerts at The Jawa Pos Arena Building

Adinda Restiningtyas<sup>1\*</sup>, Alfizi Alfizi<sup>2</sup>, Puspita Lianti Putri<sup>3</sup>

<sup>1\*,2,3</sup> Universitas Harapan Bangsa, Jl. Raden Patah No. 100, Ledug, Kembaran District, Banyumas Regency - Central Java.

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**Correspondence Email:**  
adindarestiningtyas502@gmail.com

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## ABSTRACT

The study used a quantitative approach with an online survey method distributed to 230 participants who had purchased tickets. Data analysis was carried out using the SEM-PLS method using SmartPLS software. The results of this study indicate that fanaticism has a significant positive impact on purchasing interest and purchase decisions. Price has a positive impact on purchasing interest but not on purchasing decisions, while location has no positive impact on purchasing interest and purchase decisions, and purchasing interest has a positive impact on purchasing decisions. The following findings explain that in the context of K-pop concerts, emotional factors such as fanaticism are more dominant than rational factors such as price and location. The phenomenon of K-pop concerts in Surabaya is the first. Day6 is a South Korean artist to perform a concert in Surabaya, so researchers are interested in examining the influence of fanaticism, price, and location factors on purchasing interest and ticket purchase decisions for a South Korean band concert at the Jawa Pos Arena in Surabaya. Theoretically, this can contribute to the development of science in the marketing and consumer behavior sectors. Meanwhile, practically, it can contribute to promoters or concert organizers by providing suggestions to consider more emotional aspects in marketing strategies, as well as choosing locations that are comfortable, safe, and easily accessible.

## ABSTRAK

Studi ini memakai pendekatan kuantitatif dengan metode survei lewat angket daring yang disebar kepada 230 partisipan yang sudah membeli tiket. Analisis data dijalankan memakai metode sem-pls lewat software smartpls. Hasil penelitian ini menunjukkan bahwa fanatisme berdampak signifikan positif pada minat beli dan keputusan pembelian. Harga berdampak positif pada minat beli tetapi tidak pada keputusan pembelian, sedangkan lokasi tidak berdampak positif pada minat beli dan keputusan pembelian, dan minat beli berdampak positif pada keputusan pembelian. Temuan berikut memaparkan bahwasanya dalam konteks konser k-pop, faktor emosional seperti fanatisme lebih dominan dibandingkan faktor rasional seperti harga dan lokasi. Fenomena konser k-pop di surabaya merupakan yang pertama. Day6 menjadi artis asal korea selatan yang melakukan konser di surabaya sehingga peneliti tertarik untuk menguji pengaruh faktor fanatisme, harga, dan lokasi kepada minat beli dan keputusan pembelian tiket konser grup band korea selatan di gedung jawa pos arena surabaya. Secara teoritis bisa berperan pada pengembangan ilmu pengetahuan di sektor pemasaran dan perilaku konsumen. Sementara secara praktis dapat berkontribusi bagi promotor atau penyelenggara konser dengan memberikan saran untuk lebih mempertimbangkan aspek emosional dalam strategi pemasaran, serta memilih lokasi yang nyaman, aman, dan mudah diakses.



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## INTRODUCTION

South Korean music, also known as K-pop, has become a global phenomenon with a large and diverse fan base worldwide (Rohima et al., 2024). According to a 2022 report by KOFICE (Korean Foundation for International Cultural Exchange), Indonesia ranked third in

terms of South Korean music consumption (35.1%). Furthermore, a 2024 Jakpat survey found that the K-pop music genre ranked third among Indonesian youth (31%). According to the *Center for Digital Society Indonesia* (2024) online website, the popularity of K-pop music in Indonesia has increased significantly since the pandemic. This phenomenon indicates that the K-pop music market in Indonesia is quite large, leading many South Korean idols to frequently hold concerts in Indonesia.

A concert is a live musical performance in front of an audience performed by a single musician or a musical ensemble such as an orchestra, choir, or band (Khaeriyah et al., 2022). In practice, concerts are currently generally managed by a third party called a concert promoter (Risnayanti, 2020). Promoters are responsible for various aspects of organizing a music concert, such as selecting a venue, preparing ticket sales outlets, and finding sponsors (Parasari et al., 2024). In organizing K-Pop concerts in Indonesia, there are several promoters that are widely known among fans, such as Mecimapro, IME Indonesia, and Dyandra Global. In this study, researchers will examine one of the promoters mentioned, namely Mecimapro. Mecimapro is a promoter specializing in promoting South Korean culture and has organized various concerts, one of which is the Day6 concert (mecimapro.com).

Day6 is a pop rock band under the auspices of JYP Entertainment which debuted on September 7, 2015 (dataindonesia.id, 2024). In March 2024, Day6 released their eighth mini-album entitled *Fourever* then Day6 held a world tour that began in Incheon, South Korea, then continued to various countries, including Indonesia (Tempo.co, 2024). Reported from the online media rri.co.id (2024), Mecimapro is the official promoter who organized the Day6 concert in Indonesia with the theme "3rd World Tour in Indonesia: Young Fourever 2024" in three cities at once, namely Jakarta, Bali and Surabaya. This news was greeted enthusiastically by My Day Indonesia, even ticket demand exceeded the planned capacity. This situation shows the existence of a typical consumer behavior pattern in the music concert industry, especially among K-pop fans. Based on a survey conducted by Jakpat entitled " *Music Concert Trends & Fan Behaviors 2024* " it shows that Indonesian people's considerations in choosing a music concert are based on the musicians who perform (60%), ticket price (59%), time (55%), location (48%), access to the location (44%), event venue (34%), friends or companions (30%), ticket purchasing *platform* (18%), trends (13%), and food stalls (11%) (Jakpat, 2024).

In the context of the Day6 concert, the performing musicians were the primary consideration for My Day in deciding to purchase concert tickets, followed by the concert ticket price and the concert location. According to Decrop & Derbaix (2014), a strong emotional attachment to idols causes consumers to be less price-sensitive. This is reinforced by research by Valencialaw and Utami (2023), which states that K-Pop music fans are generally willing to spend large amounts of money and travel long distances to see their idols in concert live. This indicates that concert ticket purchasing decisions are often influenced by strong emotional factors, such as fanaticism.

Fanaticism is a strong emotional drive that creates a special attachment to a particular idol or product. In the context of K-Pop concerts, fanaticism encourages fans to demonstrate their loyalty through various forms of support, one of which is purchasing concert tickets. According to a study by Novika et al. (2022), fans with fanaticism are always interested and drawn to purchasing products related to their idols. This suggests that a sense of attachment and affection toward an idol can foster a desire to buy. Research by Dwi et al. (2024); Novebra & Atmaja (2024); Pahlawan et al. (2023) also supports this finding, where fanaticism has been

shown to have a significant and positive impact on purchasing interest. The higher the level of fanaticism, the greater the urge to purchase or own various items related to the idol.

Studies by Wardani & Dermawan (2023) ; Pardede et al., (2024); Ardani & Wati (2024) indicate that fanaticism has a significant positive impact on purchasing decisions. This means that the more fanatical a person is about their idol, the more likely they are to decide to purchase concert tickets despite various obstacles. However, different research findings by Khomsiyah & Sanaji (2021) and Pahlawan et al. (2023) indicate that fanaticism has no significant positive impact on purchasing decisions, indicating that under some conditions, purchasing decisions can still be influenced by other rational considerations.

One of the rational aspects that customers often consider when buying concert tickets is price. Sourced from studies by Djuraidi et al., (2024) ; Tania et al., (2022) ; and Rizan et al., (2020) explained that price has a significant positive impact on buying interest. But not all studies to explain Consistent results . There are differences in the results of studies by Dwi et al. (2024) and Periyadi et al. (2020) , which show that price does not have a significant positive effect on purchase intention. Besides influencing purchase intention, price can also be a determining factor in the purchasing decision-making process. Studies by Anwar & Andrean (2021 ) and Hidayat (2020) showed that price has a significant positive effect on purchasing decisions. However, different results were found in studies by Fauzy & Maranisya (2024 ) and Djuraidi et al. (2024) , which showed that price had no significant effect on purchasing decisions. This difference demonstrates that in some contexts, price is not the sole determinant in consumer purchasing decisions. Other factors, such as concert location, also play a significant role in influencing these decisions.

Quoted from *Good News From Indonesia* (2024), Day6's concert in Surabaya was held at the Jawa Pos Arena Building on Jalan Ahmad Yani No. 114, Surabaya. This location is considered strategic because it is easily accessible and has various supporting facilities, such as a *basement parking area* , ticket counter, canteen, and other facilities. The choice of this concert location received a positive response from the My Day community because the building's capacity is not too large, creating a closer and more personal concert atmosphere, which is a unique attraction. According to Swandy in Kumparan (2024), choosing a concert location such as Surabaya also contributes to building a K-Pop fan community outside Jakarta. In line with this, Westgate (2020) explains that the concert location can influence the level of audience satisfaction in interacting with the artist. Therefore, a comfortable, strategic location that suits the audience's needs is an important factor that influences fans' decisions in purchasing concert tickets.

This indicates that location has an influence on purchasing decisions and interest in buying concert tickets. This is supported by studies by Asmawati (2022) ; Dwi et al., (2024); Djuraidi et al., (2024), which show that location has a significant and positive effect on purchasing interest. However, this contrasts with the findings of Nasution et al., (2024), which stated that location has no effect on purchasing interest. The fact that location can influence purchasing decisions is supported by studies by Hidayat (2020) and Djuraidi et al., (2024), which state that location can significantly and positively influence purchasing decisions. However, this contrasts with the findings of Nurdin's (2020) study , which showed that location does not significantly and positively influence purchasing decisions.

A previous study on a similar topic conducted by Dwi et al., (2024) showed that price had no positive effect on purchase intention, while location and fanaticism had a positive effect on purchase intention. The research gap in this study lies in the scope and object of

study. The previous study only discussed the analysis of purchase intention, without covering actual purchase decisions. Another difference lies in the characteristics of the respondents, namely followers of the Twitter account @blinkmf, while this study involved *Day6 fans* who had purchased concert tickets at the Jawa Pos Arena Surabaya. Thus, this study is expected to fill the gaps that have not been addressed in previous research.

The Day6 concert in Surabaya was highlighted because it was the first K-Pop concert in the city. Furthermore, the selection of variables in this study was also based on suggestions from several previous studies. Research by Pardede et al. (2024) suggested the need to expand the discussion on fanaticism, particularly in relation to price variables. Meanwhile, research by Rizkina & Putra (2024) suggested examining ticket price variables. Therefore, the following study aims to examine the impact of price, fanaticism, and location on purchasing interest and purchasing decisions in the context of Day6 concert ticket purchases in Surabaya. This study is expected to contribute to the development of scientific knowledge and practice for concert promoters in developing targeted marketing strategies.

## **Hypothesis Development**

### **The Influence of Fanaticism on Concert Ticket Purchase Interest**

Fanaticism is a form of extraordinary love or loyalty to an object (Khuddus et al., 2022). Based on the findings of Dwi et al. (2024), Novebra & Atmaja (2024), and Pahlawan et al. (2023), fanaticism has been shown to have a positive and significant influence on purchasing intention. Fanatic fans generally show a high interest in purchasing products related to their idols, including concert tickets. Novika et al. (2022) also explained that the stronger a fan's fanaticism, the greater their tendency to be interested in purchasing their idol's products as a form of support and self-identity. Therefore, the first hypothesis proposed is:

H1: Fanaticism has a positive influence on the interest in purchasing tickets for South Korean band concerts at the Jawa Pos Arena Building.

### **The Influence of Fanaticism on Concert Ticket Purchase Decisions**

Fanaticism in the entertainment world, especially in K-Pop culture, is demonstrated through the behavior of highly enthusiastic fans, such as trying hard to get limited concert tickets, even to other countries (Dwi et al., 2024). Therefore, fanaticism plays a vital role in influencing purchasing decisions, especially in the context of music concerts. Studies conducted by Wardani and Dermawan (2023); Pardede *et al.*, (2024); Ardani and Wati (2024) show that fanaticism has a significant positive effect on purchasing decisions. When someone has a strong emotional bond with their idol, the decision to purchase concert tickets is often no longer based on rational considerations. According to Pardede et al. (2024), the combination of high fanaticism and effective promotional strategies can create the perception that attending a concert is an important experience that should not be missed. In fact, as explained by Astuti and Oktavia (2024), consumers are often driven to make purchases by emotional factors, such as admiration, enthusiasm, or the fear of missing out on a special moment. This is evident in the behavior of K-Pop fans who are willing to buy concert tickets despite the high price, just to see their idols perform *live*. Therefore, the second hypothesis includes:

H2: Fanaticism has a positive influence on the decision to purchase tickets for a South Korean band concert at the Jawa Pos Arena Building.

### **The Influence of Price on Interest in Buying Concert Tickets**

Price is the amount of money paid for a good/service, or a certain weight given by the buyer to obtain the benefits or use of the good/service (Khomsiyah & Sanaji, 2021) . Studies by Djuraidi et al., (2024); (Tania et al., 2022) ; and Rizan et al., (2020) explain that price has a significant and positive effect on purchase intention. According to Kevin Keller and Philip Kotler in the study of Paramita et al., (2022), purchase intention is a customer's action when wanting to choose or purchase a product based on the desired usage, choice, experience, and consumption. In the following context, customers usually consider price first before considering other aspects. A price that matches the view and ability of value can optimize purchase intention (Septyadi et al., 2022) . Therefore, the third hypothesis includes:

H3: Price has a positive effect on the interest in purchasing tickets for South Korean band concerts at the Jawa Pos Arena Building.

#### **The Influence of Price on Concert Ticket Purchase Decisions**

Price is the amount of money paid for a good/service, or a certain weight given by the buyer to obtain the benefits or use of the good/service (Khomsiyah & Sanaji, 2021) . Studies by Anwar & Andrean (2021) and Hidayat (2020) prove that price has a significant positive effect on purchasing decisions. Price is often the primary consideration before customers decide to buy. Prices that are too low or too high can influence purchasing decisions (Mustika Sari & Prihartono, 2021). Consumers tend to choose products that offer a balance between price and benefits (Septyadi et al., 2022). Therefore, the fourth hypothesis proposed is:

H4: Price has a positive influence on the decision to purchase tickets for a South Korean band concert at the Jawa Pos Arena Building.

#### **The Influence of Location on Concert Ticket Purchase Interest**

Location is the place or position where a venue or activity takes place (Rizkina & Putra, 2024) . Research by Asmawati (2022), Dwi et al., (2024), and Djuraidi et al., (2024) shows that location has a significant and positive effect on purchasing interest. Strategic locations facilitate access and increase the interest of potential audiences. Concert locations that are easily accessible, close to public transportation, and located in the center of activity will increase purchasing interest. Factors such as the shape of the venue, building capacity, and location convenience are also factors that consumers consider. Therefore, the fifth hypothesis proposed is:

H5: Location has a positive influence on the interest in purchasing tickets for a South Korean band concert at the Jawa Pos Arena Building.

#### **The Influence of Location on Concert Ticket Purchase Decisions**

According to Azizah's study (2020) , A venue that is easily accessible by public transportation, clearly visible, and located in a strategic area with high traffic levels can optimize customers' opportunities to visit or make purchases. Studies by Hidayat (2020) and Djuraidi et al., (2024) show that location has a significant positive effect on purchasing decisions. Concert location is a vital factor in the purchasing decision-making stage because it is directly related to comfort, convenience, and additional costs that consumers need to incur, such as transportation, accommodation, and travel time. Locations that are easily accessible, close to public facilities, and in a safe and busy environment tend to encourage consumers to make decisions to purchase concert tickets more quickly and confidently. Therefore, the sixth hypothesis proposed is:

H6: Location has a positive effect on the decision to purchase tickets for a South Korean band concert at the Jawa Pos Arena Building.

#### **The Influence of Purchase Interest on Concert Ticket Purchase Decisions**

Purchase intention is an important indicator that reflects a customer's tendency to make a purchase in the future. This interest reflects a customer's positive attitude toward a product that is considered valuable and useful, thus encouraging the intention to make a purchase (Cahyani, 2024) . Studies by Sari (2020), Djuraiddi et al., (2024), Parasari et al., (2024), and Pahlawan et al., (2023) show that purchase intention has a significant and positive effect on purchasing decisions. Purchase intention reflects a customer's interest in a product before making a purchase. Once customers have shown interest, they tend to proceed to the purchase decision stage (Purwati & Cahyanti, 2022 ; Septyadi et al., 2022). Purchase intention is part of consumer behavior that is formed from information, perceptions, and interest in a product. Therefore, the seventh hypothesis includes:

H7: Purchase interest has a positive impact on the decision to purchase tickets for a South Korean band concert at the Jawa Pos Arena Building.

Based on the theory and development of the hypothesis above, the following study conceptual framework includes:

**Figure Conceptual Framework**

**The Influence of Fanaticism on Concert Ticket Purchase Intention**

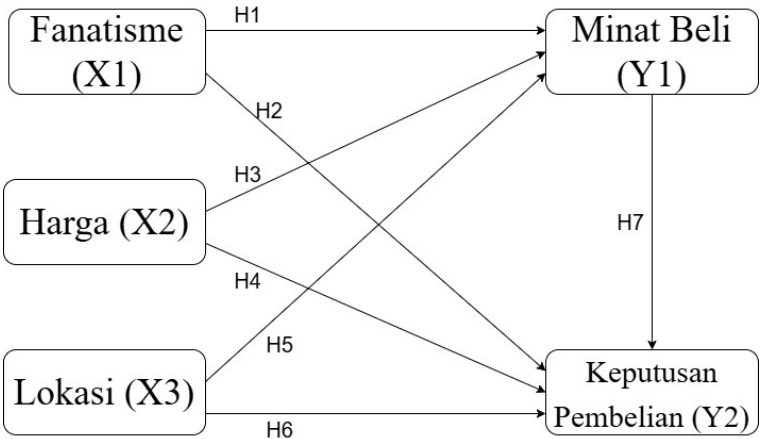
Based on the findings of Dwi et al. (2024), Novebra & Atmaja (2024), and Pahlawan et al. (2023), fanaticism has been shown to have a positive and significant influence on purchase intention. Fanatic fans generally show a high interest in purchasing products associated with their idols, including concert tickets.

H1: Fanaticism has a positive influence on purchase intention for concert tickets for a South Korean band at the Jawa Pos Arena.

**The Influence of Fanaticism on Concert Ticket Purchase Decisions**

Fanaticism plays a significant role in influencing purchase decisions, especially in the context of music concerts. Research conducted by Wardani and Dermawan (2023); Pardede et al., (2024); Ardani and Wati (2024) shows that fanaticism has a significant positive influence on purchase decisions.

H2: Fanaticism has a positive influence on purchase decisions for concert tickets for a



South Korean band at the Jawa Pos Arena.

**The Influence of Price on Concert Ticket Purchase Intention**

Research by Djuraidi et al. (2024); Tania et al. (2022); and Rizan et al. (2020) shows that price has a positive and significant effect on purchase intention. Price is a primary factor in purchasing decisions. Consumers tend to consider price before other aspects. A price that aligns with affordability and perceived value will increase purchase intention (Septyadi et al., 2022). Therefore, the third hypothesis proposed is:

H3: Price has a positive influence on purchase intention for South Korean band concert tickets at the Jawa Pos Arena.

**The Influence of Price on Concert Ticket Purchase Decisions**

Research by Anwar & Andrean (2021) and Hidayat (2020) demonstrates that price has a significant positive effect on purchase decisions. Price is often a primary consideration before consumers make a purchase decision.

H4: Price has a positive influence on the decision to purchase tickets for a South Korean band concert at the Jawa Pos Arena.

**The influence of location on concert ticket purchase intention**

Research by Asmawati (2022), Dwi et al. (2024), and Djuraidi et al. (2024) shows that location has a positive and significant influence on purchase intention. Concert locations that are easily accessible, close to public transportation, and located in the center of activity will increase purchase intention.

H5: Location has a positive influence on the decision to purchase tickets for a South Korean band concert at the Jawa Pos Arena.

**The influence of location on concert ticket purchase decisions**

Research by Hidayat (2020) and Djuraidi et al. (2024) shows that location has a significant positive influence on purchase decisions. Concert location is an important factor in the purchase decision-making stage because it is directly related to comfort, convenience, and additional costs incurred by consumers, such as transportation, accommodation, and travel time.

H6: Location has a positive influence on the decision to purchase tickets for a South Korean band concert at the Jawa Pos Arena.

**The Influence of Purchase Intention on Concert Ticket Purchase Decisions**

Research by Sari (2020), Djuraidi et al. (2024), Parasari et al. (2024), and Pahlawan et al. (2023) shows that purchase intention has a positive and significant influence on purchase decisions. Purchase intention reflects a consumer's interest in a product before making a purchase.

H7: Purchase intention has a positive influence on the decision to purchase tickets for a South Korean band's concert at the Jawa Pos Arena.

**Operational Definition Table of Variables**

Operational Definition Table				
Variables	Operational Definition			Indicators
Fanaticism	Fanaticism	is	an	1. Enthusiasm.
	extraordinary	love	for	2. Zeal.
	object	(Khuddus	et al.,	3. Excessive.

	2022).	<ol style="list-style-type: none"> <li>4. Cult.</li> <li>5. Devotion.</li> <li>6. Self-satisfaction.</li> <li>7. Price. (Kamilah et al., 2021)</li> </ol>
Price	Price is the value offered to viewers for entry and/or enjoyment of a series of events (Fauzy & Maranisa, 2024).	<ol style="list-style-type: none"> <li>1. Affordability.</li> <li>2. Price-to-quality ratio.</li> <li>3. Price-to-benefit ratio.</li> <li>4. Price competitiveness.(Permata Sari, 2021)</li> </ol>
Location	Location is the location where a place or activity takes place (Rizkiana & Putra, 2024).	<ol style="list-style-type: none"> <li>1. Easy access.</li> <li>2. Guaranteed consumer safety and comfort.</li> <li>3. Ample parking space(Dwi et al., 2024).</li> </ol>
Purchase Interest	Purchase intention is the respondent's tendency to act before a purchase decision is actually made (Sari, 2020).	<ol style="list-style-type: none"> <li>1. <i>Attention</i>.</li> <li>2. <i>Interest</i>.</li> <li>3. <i>Desire</i>.</li> <li>4. <i>Action</i>. (Sumidartini et al., 2023)</li> </ol>
Purchase Decision	Purchase decision is the condition in which a buyer has actually decided to purchase something (Septyadi et al., 2022).	<ol style="list-style-type: none"> <li>1. Need recognition.</li> <li>2. Information search.</li> <li>3. Evaluation of alternatives.</li> <li>4. Purchase decision.</li> <li>5. Post-purchase behavior.(Piramita et al., 2021)</li> </ol>

## RESEARCH METHOD

The following study uses an explanatory quantitative method that includes dependent and independent variables. The independent variables in the following study are fanaticism as variable X1, price as variable X2, and location as variable X3 while the dependent variables in the following study are purchase intention as variable Y1 and purchase decision as variable Y2. The following study was conducted online through social media, such as WhatsApp chat groups and platform X in June 2025. The data collection method used a questionnaire with a Likert scale with 4 assessment weights, namely Strongly Agree (4), Agree (3), Disagree (2), Strongly Disagree (1) as primary data. Meanwhile, secondary data was obtained through literature studies. The population in the following study were fans who had purchased Day6 concert tickets in Surabaya. The sampling method used *purposive sampling* with the formula of Hair et al., (2022) so that a sample size of 230 samples was obtained.

### Questionnaire Distribution Table

#### Questionnaire Distribution Table

Description	Amount	Presentation
Questionnaires distributed	231	100%
Questionnaires that met the criteria	230	99.57%
Questionnaires that did not meet the criteria	1	0.43%
Questionnaires that could be used	230	99.57%

Source: Processed primary data (2025)

The analysis tool used in the following study is SmartPLS with SEM ( *Structural Equation Modeling* ) analysis technique based on PLS ( *Partial Least Square* ). In the following analysis technique, there are two stages of measurement model assessment, namely *the inner model* and *outer model* . In *the outer model* includes testing *composite reliability*, *convergent validity*, and *discriminant validity* . *Convergent validity* testing is obtained from the weight of the loading factor  $>0.7$ . And the weight of AVE ( *Average Variance Extracted* )  $>0.5$ . While the *composite reliability test* uses two methods, namely *Composite Reliability*  $>0.7$  and *Cronbach Alpha*  $>0.7$  . Meanwhile, the *discriminant validity test* is obtained from the weight of the cross loading  $>0.7$ . After running the *outer model test* , the next step is to test *the inner model* with the criteria including  $Rsquare = 0.25$  (weak),  $0.50$  (moderate),  $0.75$  (strong) and *Goodness of Fit* = SRMR  $<0.10$  accepted (Hair et al., 2019) . The final step is hypothesis testing through a *bootstrapping process* with a significance level of 10% (0.10). Therefore, the hypothesis is declared accepted or significant if *the p-value* is  $<0.10$  and the t-statistic is  $>1.65$  (Hair et al., 2022) .

### Description of Respondent Characteristics

Table Description of Respondent Characteristics			
Characteristics	Category	Amount	Presentation
Age	17-27 years	132	57%
	28-38 years	98	43%
<b>Number</b>		<b>230</b>	<b>100%</b>
Gender	Male	0	0%
	Female	230	100%
<b>Number</b>		<b>230</b>	<b>100%</b>
Domicile	Surabaya	70	30.43%
Characteristics	Yogyakarta	29	12.61%

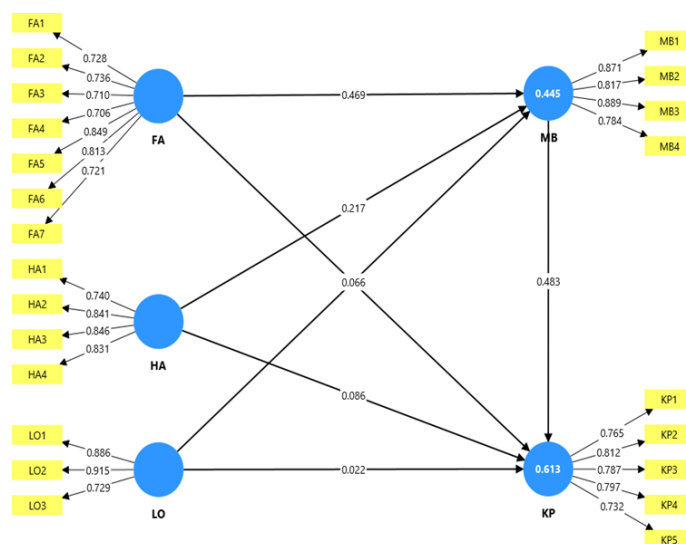
	Malang	23	10.00%
	Others	108	46.96%
<b>Number</b>		<b>230</b>	<b>100%</b>
Employment	Employee	153	66.5%
	Students	35	15.2%
Number of	Freelancers	9	3.9%
Income	Entrepreneurs	7	3.0%
	Housewives	5	2.2%
Number	Others	11	4.8%
<b>Number</b>		<b>230</b>	<b>100%</b>
Employment	< 1.000.000	10	4%
	1.000.000 - 2.000.000	34	15%
<b>Number</b>	2.000.000 - 3.000.000	65	28%
Income	> 3.000.000	121	53%
<b>Number</b>		<b>230</b>	<b>100%</b>

Source: Processed primary data (2025)

## RESULTS AND DISCUSSION

Participants in the following study were Day6 fans who had attended Day6's concert in Surabaya with a minimum age of 17 years. The demographic characteristics of the subjects in the following study were mostly in the age range of 17–27 years (57%), female (100%), from Surabaya (30.43%), working as employees (66.5%), and monthly income of more than Rp3,000,000 (53%).

The results of the SEM analysis for *the outer model* are used to examine reliability and validity. Convergent validity testing indicates the extent to which a measurement instrument correlates with other instruments that measure similar constructs. Reliability measures the consistency or stability of measurement results. Discriminant validity indicates the extent to which a measurement instrument differs from instruments that measure different constructs (Hill & Hughes, 2008) . Figure 1 is the SEM model for the following study, which includes:



**Figure SEM Model**

Figure shows that all instruments have *loading factor weights* exceeding 0.7. This indicates that each parameter has good validity in measuring the intended variable construct.

**Table Construct Reliability and AVE**

	FA	PRI	PD	LO	BI
<b>FANATICISM</b>					
PRICE	0.719				
<b>PURCHASE DECISIONS</b>	0.759	0.644			
<b>LOCATION</b>	0.685	0.645	0.509		
<b>BUYING INTERST</b>	0.718	0.634	0.845	0.495	

Source: Processed primary data (2025)

The table above shows that if the AVE value for each construct is greater than 0.5, all instruments are valid. Next, reliability testing is performed. Reliability testing in this study aims to assess the consistency of respondents' answers when completing the instrument and to determine the reliability of the data obtained (Sugiyono, 2023).

**Table Cross Loading (Discriminant Validity)**

	F2
<b>FA -&gt; PD</b>	0.106
<b>FA -&gt; BI</b>	0.218
<b>PRI -&gt; PD</b>	0.010
<b>PRI -&gt; BI</b>	0.049
<b>LO -&gt; PD</b>	0.001
<b>LO -&gt; BI</b>	0.005
<b>MB -&gt; PD</b>	0.334

Source: Processed primary data (2025)

Distinguishing latent constructs from one another is the goal of the discriminant validity approach. Discriminant validity measures how well a construct differentiates itself from other similar constructs and accurately represents the world it is intended

to model (Alfizi et al., 2023). Discriminant validity is seen from the cross-loading value. The expected cross-loading value is greater than 0.7 (Hair et al., 2019). The results of the discriminant validity test can be seen in Table 1. Based on the table, all indicators have values above 0.70 and the measurement values are greater than the other constructs, so all instruments can be declared valid.

**Table Goodness of Fit SRMR**

	<b>Saturated model</b>	<b>Estimated model</b>
<b>SRMR</b>	0.080	0.080

Source : Processed primary data (2025)

The assessment criteria in the Goodness of Fit test state that a model is considered appropriate or fit if the SRMR (Standardized Root Mean Square Residual) value is less than 0.10 (Hair et al., 2019). Based on the test results shown in Table 4.6, it is known that the SRMR value in this research model is 0.080, which means it is lower than the threshold of 0.10. Thus, the model used in this study can be said to have met the model fit criteria.

**Table R-Square (R<sup>2</sup>)**

	<b>Q<sup>2</sup>predict</b>	<b>RMSE</b>	<b>MAE</b>
<b>KP</b>	0.475	0.751	0.589
<b>MB</b>	0.431	0.773	0.612

Source : Processed primary data (2025)

The R-square (R<sup>2</sup>) test was conducted to evaluate the contribution of independent variables in explaining the dependent variable, both in terms of purchase intention and purchase decisions. According to Hair et al. (2019), R<sup>2</sup> values can be classified into three categories. A value of 0.75 indicates strong predictive power, 0.50 indicates moderate predictive power, and 0.25 indicates weak predictive power.

Based on the R-square test results presented in Table 4.7, it is known that the variables of fanaticism, price, and location contribute significantly to influencing purchase intention, with an R<sup>2</sup> value of 0.606, or 60.6%. This means that 60.6% of the variability in purchase intention can be explained by these three variables, while the remaining 39.4% is influenced by other variables not included in this research model. The R<sup>2</sup> value of 0.606 indicates that the model has moderate predictive power in explaining the purchase intention variable. Meanwhile, the variables of fanaticism, price, and location contributed little to influencing purchasing decisions, with an R<sup>2</sup> value of 0.438 or 43.8%. This means that 43.8% of the decision variability can be explained by these three variables, while the remaining 56.2% is influenced by other factors outside this research model. The R<sup>2</sup> value of 0.438 indicates that the model has a weak predictive ability in explaining the purchasing intention variable. The following is the research model in this study.

**Table Hypothesis Test Results**

	VIF
FA -> PD	2.213
FA -> BI	1.817
PRI -> PD	1.824
PRI -> BI	1.739
LO -> PD	1.595
LO -> BI	1.587
MB -> PD	1.802

Source: Processed primary data (2025)

Based on Table 4.8, it is known that fanaticism towards purchasing interest has an original sample value of 0.469, a calculated t value of 5.200, and a p-value of 0.000 ( $<0.05$ ), so that the H1 hypothesis is accepted. Fanaticism also has a significant effect on purchasing decisions with an original sample of 0.301, a calculated t value of 3.916 and a p-value of 0.000, so the H2 hypothesis is accepted. Furthermore, the price towards purchasing interest shows an original sample of 0.217, a calculated t value of 2.967, with a p-value of 0.003 ( $<0.05$ ), so the H3 hypothesis is accepted. Meanwhile, the price towards purchasing decisions has an original sample of 0.086, a calculated t value of 1.460, with a p-value of 0.144 ( $>0.05$ ), which means the H4 hypothesis is rejected. Location on purchasing interest shows the original sample of 0.066, t-value of 1.022, with a p-value of 0.307 ( $>0.05$ ), so that the H5 hypothesis is rejected. Likewise, the location on purchasing decisions has an original sample of 0.022, a t-value of 0.380, and a p-value of 0.704 ( $>0.05$ ), so that the H6 hypothesis is rejected. Finally, purchasing interest on purchasing decisions shows the original sample of 0.483, a t-value of 8.422 with a p-value of 0.000 ( $<0.05$ ), which means that the H7 hypothesis is accepted.

## Discussion

### The Influence of Fanaticism on Concert Ticket Purchase Interest

The study results of the influence of fanaticism on purchasing interest show an *original sample weight* of 0.469, a t-count of 5.200 with a sig weight of 0.000. These results show that the t-count weight exceeds 1.65 and the sig weight is below 0.05. Therefore, the conclusion shows that fanaticism has a significant positive effect on purchasing interest in Day6 concert tickets in Surabaya.

The following findings align with studies by Dwi et al., (2024) , Novebra & Atmaja (2024) , and Pahlawan et al., (2023) , which explain that fanaticism has a significant and positive effect on purchasing interest. Fanaticism, in this case, is an emotional factor that drives consumers to actively engage in all forms of activities related to their idols. According to Novika et al., (2022), fans with fanatical characteristics tend to show a high interest in purchasing any product related to their idols. In the context of K-Pop concerts, fanaticism gives rise to loyal behavior from fans, such as following every group activity, purchasing official *merchandise* , and even purchasing concert tickets as a form of direct support. The greater the fanaticism, the stronger the urge to own something that represents an emotional attachment to

the idol. In addition, Pardede et al., (2024) added that fanaticism often arises from excessive love for idols, which can lead to obsession to the point where someone is willing to sacrifice many things such as time, energy, and even finances to get closer symbolically and physically to the idol.

Fans with high fanaticism are no longer driven by rational considerations like price or location to purchase concert tickets, but rather by an emotional desire to experience a meaningful experience and become part of a fan community. The link with SOR theory suggests that fanaticism acts as an affective stimulus that drives the desire to purchase. When the stimulus, in the form of fanaticism toward an idol, is strong enough, it will foster sustained and consistent purchasing interest, especially for exclusive or limited-edition products.

### **The Influence of Fanaticism on Concert Ticket Purchase Decisions**

The results of the study on the influence of fanaticism on purchasing decisions show an *original sample weight* of 0.310, a t-count of 3.916 with a sig weight of 0.000. These results show that the t-count weight exceeds 1.65 and the sig weight is below 0.05. So the conclusion shows that fanaticism has a significant positive effect on the decision to purchase Day6 concert tickets in Surabaya.

This finding aligns with previous research by Wardani & Dermawan (2023), Pardede et al., (2024), and Ardani & Wati (2024), which found that fanaticism has a positive and significant influence on purchasing decisions. The higher a person's fanaticism toward their idol, the more likely they are to purchase concert tickets, even when faced with obstacles such as financial constraints, travel distance, or time constraints.

A strong emotional attachment to an idol is a major factor driving intention and actual purchasing decisions. Fanaticism is not simply defined as a casual interest, but rather a form of intense emotional commitment from fans to their idols. Mulyana and Wijayanti (2024) revealed that K-Pop music fans exhibit extraordinary loyalty in supporting their idols, where purchasing concert tickets is one tangible form of that support. In line with this, Dwi et al. (2024) explained that fans with a strong sense of love for their idols often feel a moral and emotional responsibility to attend concerts as a form of respect and appreciation for their idols' work. Purchasing decisions in this case are driven not only by the need for entertainment, but also by an inner drive to demonstrate loyalty, fan community solidarity, and pride as part of the fandom.

Strong fanaticism often overrides rational considerations. Die-hard fans are willing to spend large sums of money, take time off from work or school, and travel long distances to attend concerts. Fanaticism not only shapes purchasing intention but also drives the final response, the purchase decision. In this case, fanaticism (the stimulus) influences the emotions of My Day (the organism), which then results in a tangible response, the ticket purchase.

### **The Influence of Price on Concert Ticket Purchase Interest**

The study of the influence of price on purchasing interest shows an *original sample weight* of 0.217, a t-test of 2.967, and a sig. 0.003. These results indicate that the t-test weight exceeds 1.65 and the sig. 0.05 is below. Therefore, the conclusion is that price has a significant positive effect on purchasing interest in Day6 concert tickets in Surabaya.

These findings align with previous studies by Djuraidi et al. (2024) ; Tania et al. (2022) ; and Rizan et al. (2020) , which demonstrated that price has a significant and positive impact on purchase intention. This indicates that customers tend to make rational considerations when

forming purchase intentions, including in the context of purchasing concert tickets. An appropriate price not only reflects the product's value but also signals quality and affordability. Customers are more likely to purchase when the price aligns with the expected benefits, both in terms of the concert experience and the emotional satisfaction gained from seeing their idols live.

Djuraidi et al., (2024) stated that price appropriateness is a vital aspect that businesses need to consider to ensure their products are well-received by the market. Prices that are deemed appropriate and rational will increase consumers' perceptions of value, thus encouraging purchase intention. Therefore, it can be concluded that competitive prices aligned with customer expectations can increase purchase intention, especially in the context of the entertainment industry, such as K-Pop concerts, where consumers still consider rational aspects, even though emotional factors also play a role. Price serves as a rational stimulus that influences consumers' perceptions of a product's value. When prices are deemed reasonable and in line with expectations (organisms), purchasing interest increases.

### **The Influence of Price on Concert Ticket Purchase Decisions**

The study of the influence of price on purchasing decisions shows an *original sample weight* of 0.086, a t-test of 1.460, and a sig. 0.144. These results indicate that the t-test weight is below 1.65 and the significance weight exceeds 0.05. Therefore, the conclusion is that price does not have a significant positive effect on the decision to purchase Day6 concert tickets in Surabaya.

The following findings align with studies conducted by Anwar & Hidayat (2021) and Hidayat (2020), which showed that price has a significant and positive effect on purchasing decisions. However, the results of the following study align with the findings of Fauzy & Maranisy (2024) and Djuraidi et al. (2024), which showed that price has no significant effect on purchasing decisions.

This demonstrates that in the context of purchasing concert tickets, particularly for K-Pop concerts with a loyal and fanatical fan base, purchasing decisions tend to be more influenced by emotional factors than rational considerations such as price. Although price is a rational factor in the decision-making process, at the Day6 concert in Surabaya, this factor was not the primary determinant. As explained by Decrop & Derbaix (2014), a strong emotional attachment to idols causes consumers, especially fanatical fans, to be less price-sensitive. This strong emotional connection encourages fans to set aside logical considerations, such as ticket price, in favor of emotional satisfaction. For them, buying tickets is a form of devotion and an expression of love for their idols. However, price remains a crucial element in marketing strategies.

According to Tania et al. (2022), price is often the first thing consumers consider before considering quality, benefits, and experience. Prices that are too high can create psychological barriers, while prices that are too low can reduce consumers' perceptions of the product's value. The following study results show that the price variable does not significantly affect concert ticket purchase decisions. Theoretically, high prices generally have the potential to be a barrier in the decision-making process. However, in the context of the Day6 concert, price as a stimulus is not strong enough to influence the behavior of fans (organisms) who have a high level of fanaticism. This fanaticism encourages them to continue purchasing tickets (response), even though the price can be rationally considered burdensome. This finding reinforces the understanding that strong emotional drives can suppress the influence of rational

considerations such as price, so that purchasing decisions are more influenced by affective aspects than economic ones.

### **The Influence of Location on Concert Ticket Purchase Interest**

The study of the influence of location on purchasing interest shows an *original sample weight* of 0.066, a t-test of 1.022, and a sig. 0.307. These results indicate that the t-test weight is below 1.65 and the sig. 0.05 exceeds 0.05. Therefore, the conclusion is that location does not have a significant positive effect on purchasing interest for Day6 concert tickets in Surabaya.

The following findings contradict previous studies by Asmawati (2022), Dwi et al. (2024), and Djuraiddi et al. (2024), which stated that location had a positive effect on purchase intention. However, these results align with Nasution et al. (2024), who stated that location had no significant effect on purchase intention. Nevertheless, location selection still plays a strategic role for event organizers. According to Rizkina & Putra (2024), promoters need to carefully consider concert locations because location can influence initial expectations and potential audience interest. A strategic location, easy to reach, and equipped with supporting facilities are believed to optimize purchase intention.

Concert locations typically play a key role in determining the event's accessibility, capacity, and security, which could theoretically influence purchase intention. However, the study found that location had no significant effect on Day6 concert ticket purchase intention. This means that while location serves as a stimulus, it is not a strong enough influence on consumers (organisms) to form purchase intention. This is likely due to the dominance of emotional factors, such as fanaticism and the exclusivity of the event, which influence fan interest more than location considerations.

### **The Influence of Location on Concert Ticket Purchase Decisions**

The results of the study on the influence of location on purchasing decisions show an original sample value of 0.022, a t-count of 0.380 with a sig weight of 0.704. This result indicates that the t-count weight is below 1.65 and the sig weight exceeds 0.05. Therefore, the conclusion explains that location does not have a significant positive effect on the decision to purchase Day6 concert tickets in Surabaya.

These findings do not support the results of the studies by Hidayat (2020) and Djuraiddi et al. (2024), which previously stated that location has a positive effect on purchasing decisions. However, these results align with the findings of Nurdin (2020). In the context of K-Pop concerts, many fans are willing to travel long distances, overcoming geographical barriers, to experience their idols performing live. This is supported by research by Valencialaw and Utami (2023), who found that K-Pop fans are generally willing to spend large sums of money and travel long distances to see their idols in concert, so the geographical location of the concert is sometimes not a major obstacle.

In SOR theory, the concert location acts as an external stimulus that should influence ticket purchasing decisions ( *response* ). However, in the following study, location did not significantly affect purchasing decisions. This demonstrates that even if the concert location is strategic or easily accessible, its influence is weakened when the individual's internal state ( *organism* ), in this case emotional loyalty and fanaticism towards idols, is far more dominant. As long as the concert involves artists with a strong and fanatical fan base, the audience will still attend even if the location is far away or access is limited.

## **The Influence of Purchase Interest on Concert Ticket Purchase Decisions**

The study findings on the impact of purchasing intention on purchasing choices revealed an original sample weight of 0.483, with a t-value of 8.422 and a significance level of 0.000. These data indicate that the t-value exceeds 1.65 and the significance level is below 0.05. Thus, the conclusion is that purchasing intention has a significant positive effect on the decision to purchase Day6 concert tickets in Surabaya.

The following findings align with previous studies conducted by Sari (2020), Djuraidi et al. (2024), Parasari et al. (2024), and Pahlawan et al. (2023), which demonstrated that purchase intention is a strong predictor of purchasing decisions. Purchase intention reflects a consumer's initial interest in a product before they actually make a purchase. Once someone has shown interest in a product or service, they are more likely to proceed to the purchase decision stage (Purwati & Cahyanti, 2022; Septyadi et al., 2022).

Purchase interest itself is formed through various cognitive and affective processes, such as perception, experience, received information, and emotional appeal to a product. According to Sari (2020), purchase interest is a drive within consumers in response to needs and stimuli received, which ultimately gives rise to a tendency to purchase even though a final decision has not been made. In the context of the Day6 concert, purchase interest is not only formed due to rational factors such as price and location, but also influenced by emotional factors such as fanaticism towards idols. Once purchase interest is formed, fans will tend to make a purchase decision quickly, often without considering obstacles such as high prices or distant locations. However, rational factors such as price and location still play a role as reinforcers or inhibitors in the transition process from interest to purchase decision. A price that aligns with consumers' expectations and financial capabilities can strengthen interest into a decision. Similarly, a strategic and easily accessible concert location can facilitate the purchase process. Therefore, the decision to purchase concert tickets is the result of the interaction between interest formed from emotional aspects, and rational considerations that strengthen or weaken the tendency to buy.

SOR theory explains that stimuli (fanaticism, price, location) influence internal processes (purchase interest) within the consumer (organism), ultimately leading to a purchase decision (response). Purchase interest functions as a form of internalization of previously received stimuli. This interest then influences the organism to make a purchase decision (response). This means that when consumers demonstrate strong interest, they are more likely to implement it in the form of an actual purchase.

## **CONCLUSIONS**

Based on the study results and discussion, the conclusions show that fanaticism, location, price, and purchasing intention have different impacts on consumer behavior. The following study shows that emotional factors, especially fanaticism and purchasing intention, have the strongest impact on concert ticket purchasing decisions. Fan fanaticism is the primary driving force behind ticket purchases, even more so than rational considerations such as price and location. Fanatic fans are willing to purchase tickets even if the price is high or the concert is far away, driven by a strong desire to meet their idols in person.

This study has several limitations, including the limited online distribution *platform for the questionnaire, which used a Google Form* shared via WhatsApp and Twitter. This method limited the reach of respondents to fans active on both platforms, potentially excluding participation from other fans who are more active on other *platforms*, such as Instagram or

TikTok. Another limitation is that some respondents may not have fully understood the questions or provided answers that did not reflect their true attitudes and behaviors, thus reducing the accuracy of the responses.

Based on these conclusions and limitations, this study recommends that relevant parties, such as concert promoters and organizers, consider emotional aspects in their marketing strategies and select concert venues that are comfortable, safe, and accessible. Further research should develop a model with purchase intention as a mediating variable between external factors (such as price and location) and purchase decisions. Furthermore, more specific location indicators, such as accessibility, venue facilities, or perceived security, could be considered for more contextual and in-depth results.

### Research Limitations

This study has several limitations that need to be addressed for scientific transparency. First, the data collection process was conducted online via Google Forms distributed via WhatsApp and X (Twitter), limiting respondents to active users of these two platforms and potentially excluding fans on other social media platforms such as Instagram or TikTok. Second, the accuracy of respondents' answers may be influenced by their understanding and honesty, given that the data was obtained through self-report methods, which are susceptible to subjective bias. Third, the study's respondents were entirely female, so the results may not represent gender diversity. Fourth, this study did not include control variables such as income or previous concert experience, which could influence purchase intention and purchasing decisions.

Further research is expected to expand the distribution of the questionnaire to other social media platforms, involve respondents with a more diverse gender composition, and add relevant control variables. Furthermore, research directions could include moderation tests, cross-city comparisons, and more specific location indicators to achieve more comprehensive results.

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