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How Distributors' Service Quality Drove Revisit Intention: Evidence Of Music Conventions And Exhibitions

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Abstract: The study aimed to analyze relationship factors affecting revisit intention in music industries in particular music industries in major cities of Indonesia. The substance variables were core service quality and peripheral service quality. The intermediary variables involved were appraisal emotion and perceived value. Structural equation model analysis was developed involving more than dozens of music event organizers in major cities of Indonesia. The results of this study showed that the data supports the phenomenon and the literature that had been built. Appraisal emotion had a positive influence on perceived value. The results of this study showed that the data supports the phenomenon and the literature that had been built. This proved that the sense of pleasure that arises from good customer service and music performances, as well as music performances that could fulfill a person's emotional desires and needs for music festivals, were able to create value felt by visitors to the music festival itself. Core service quality had a positive influence on appraisal emotion with a t-value of 1.85.

Keyword: Service Quality, Appraisal Emotion, Perceived Value.

INTRODUCTION

The large increase in the number of music listeners followed by the large average expenditure in their music listening activities. Supported by a survey that revealed that 31.8% of respondents spend an average of Rp < 500,000 and 25% of respondents spend an average of Rp 800,001 - 1,100,000 per year on music. Apparently, the expenditure they give in the activity of listening to music was a large portion of the music festival with 58.5% of respondents.

The existence of music festivals in Indonesia had actually been around for decades. One of the music festivals that still exists today was the Java Jazz Festival, the festivals had been held and received a MURI record as the largest jazz music festival in the world because it featured 1,300 musicians from 21 stages and sold around 190 thousand tickets. In addition to the Java Jazz Festival, there were many other successful music festivals in Indonesia, such as Soundrenaline which had been running,

Music festivals held on an annual basis certainly attract a lot of enthusiasm from the public, especially music lovers. The purchasing power of the middle class was increasing rapidly in fulfilling their entertainment needs, which could be seen from the growth of music concert ticket purchases through its services, which had increased by around 300% in the last two years. This enthusiasm had led to new opportunities for corporates to establish themselves as music promoters to start tasting the market that many young people were into. Many music promoters were now emerging from various corporations or organizations with more diverse music festival formats. There were several examples of music festivals that were successfully held every year with various genres, such as Java Jazz Festival and Jazz Gunung for jazz music lovers, Djakarta Warehouse Project or Ultra Bali for electronic dance music lovers, Hammersonic for metal musicians, and Synchronize Fest or We The Fest for multi-genre music lovers.

Consumer behavior was defined as the study of individuals, groups, or organizations and the processes involved in selecting, securing, using, and stopping the use of products, services, experiences, or ideas to meet needs and the impact that this process had on consumers and society (Cheng et al., 2021). Consumer behavior explained how individuals make decisions with the resources they had (time, money, effort) to the goods and services sold by marketers (Mohan et al., 2022). In addition, consumer behavior was a study that discusses what products and brands consumers buy, why consumers buy these products and services, when consumers buy products and services, where consumers buy products and services, how often consumers buy these products and services, how consumers evaluate products and services after purchase, and whether they will make repeat purchases of these products and services (Behera & Bala, 2023). Service quality was defined as the customer's overall impression of the weaknesses and strengths of the organization and its services (Griffin et al., 2020). Service quality as a perceived judgment, resulting from an evaluation process in which customers compare their expectations with the services they had received (Yin et al., 2020). Consumers will find it more difficult to evaluate service quality than product quality, this was due to the special characteristics of services, such as; intangible, changeable, perishable, and services were produced and consumed simultaneously (Zhou et al., 2020).

Service quality into core and peripheral service attributes to enable a more thorough assessment of the important elements of value and satisfaction (Monsilp et al., 2020). Core service was the basic reason for a company to be in the market, because core service represents the company's basic competence in creating value for customers (Hafez, 2022). Core service represented a complex set of benefits that may be difficult to analyze because some were physical, psychological, and emotional (Kim et al., 2022). In an art performance, core service quality was defined as the service quality of a core performance which consists of several factors, namely stage arrangements, actors and actresses, stage lighting, and sound or audio and was a service offered at music performances for consumers (Du & Lin, 2022). Thus, the core service provided becomes a product that was felt directly by consumers (Wang et al., 2022). In this study, core service quality was defined as the main service quality of a show which conswasts of several factors, namely stage management, actors and actresses, stage lighting, and sound or audio (Harsh & Boler, 2022). Peripheral service quality was a service that facilitates the core offering (core service) but was not specifically part of the core service (Le et al., 2020).

Peripheral service as a service refers to an activity to improve the quality of the main product or main service, companies that did not explicitly manage their peripheral services were at a disadvantage (Zubiena et al., 2023). Peripheral services could include venue quality (including all other servicescape factors not present in the theater), lobby lounge, facilities and servicescape throughout the venue, venue, rest wereas, refreshments and accessibility factors such as directions, parking, public transportation, customer flow and ticket queues

(Zeqiri et al., 2023). In this study, peripheral service quality was defined as the additional service quality of a show conswasting of venue quality (including all other servicescape factors not present in the theater), waiting lobby, facilities and servicescape throughout the venue, venue, intermwassion, refreshments and accessibility factors such as directions, parking, public transportation, customer flow and ticket queues (M. C. Ferreira et al., 2020).

Emotion was the readiness of one's mental state that arises from cognitive appraisal of an event or thought (Cornet et al., 2022). Emotions refer to a set of emotional responses that were elicited specifically during a product/service consumption experience. Emotions influence what we remember, as well as how we assess encounters and what decisions we would make (J. A. Ferreira et al., 2022). Thus, emotion was one of the factors that could influence a person in providing an assessment of the experiences and services they feel (Cornet et al., 2022). Consumers had clear memories of an event and emotional memories that describe our feelings during the event, usually an emotionally charged event (both positive and negative) will be easily remembered by consumers. Emotions had a phenomenological atmosphere, which was accompanied by physiological processes, and were often expressed physically (for example in movements, posture, and facial expressions) and could result in specific actions to emphasize or overcome emotions, which depends on the nature and meaning of each person (Mercan, 2020). Emotions result from exposure to certain stimulus, such as a sense of surprise that could be caused by exposure to unexpected attributes of a product or situation such as unusually high or very low quality. In this study, the definition of appraisal emotion refers to research that refers to emotion as the readiness of one's mental state that arises from appraisal (McCann et al., 2016).

Perceived value was defined as a consumer's overall assessment of the utility or benefits of a product or service based on perceptions of what was received and what was given (Töytäri et al., 2015). Although what was received varies among consumers; e.g., some may want volume, others high quality, and others convenience and what was given varies e.g., some were only concerned with money spent, while others with time and effort (Tong & Crosno, 2021). Perceived value was the consumer's overall assessment of the net worth of the service, based on the consumer's assessment of what was received, the benefits provided by the service and what was given the cost or sacrifice in obtaining and utilizing the service (Saab & Botelho, 2020). Perceived value as the ratio between the benefits customers feel economic, functional, and psychological) and the resources monetary, time, effort, psychological, they use to get these benefits (Juan et al., 2017). In this study, the definition of perceived value refers to the benefits received by customers for the price of services exchanged, or the overall utility of the product based on perceptions of what was received and what was exchanged (Johnston & Mora Cortez, 2018).

The concept of revisit intention came from behavioral intention (Gong & Huang, 2023). Behavioral intention as the stated likelihood of engaging in a behavior, such as revisit / repurchase intention and word of mouth intention (Nguyen et al., 2023). Repurchase intention was an individual's judgment about repurchasing a designated service from the same company, taking into account the current situation and possible circumstances (Sun et al., 2023). The variable of repurchase intention aims to identify why consumers choose to return or not return to an experience that consumers had felt before. Revisit intention as consumer planning to visit a place of performance again in the future. So, from these three theories, it could be concluded that repurchase intention and revisit intention had almost the same meaning, namely using a service or visiting again in the future. Thus, the definition of revisit intention in this study refers to research that defines revisit intention as consumer planning to visit a venue again in the future (Chen et al., 2022).

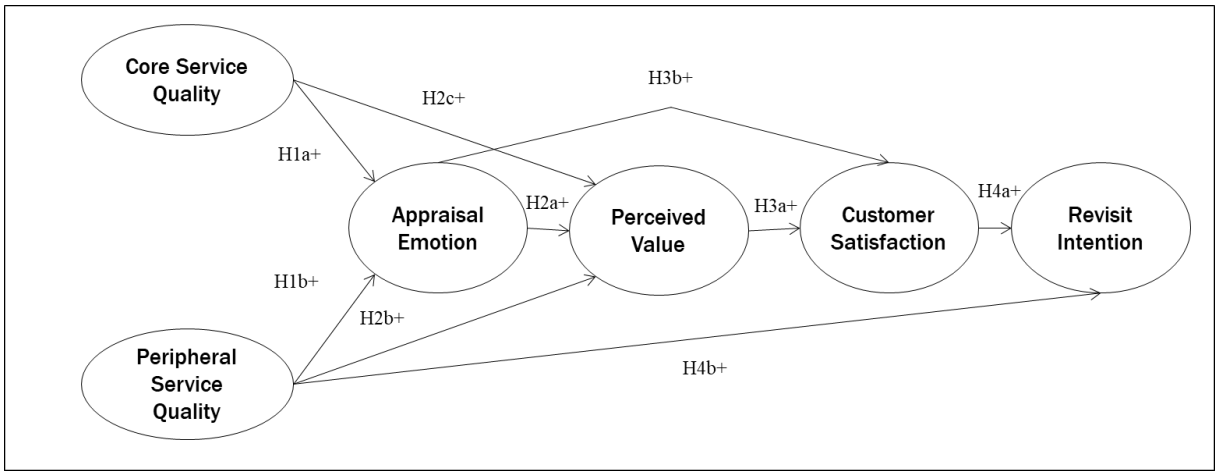

Figure 3. Research Model

METHOD

The measurement model fit test carried out on each measurement model separately through evaluation of the validity and reliability of the measurement model.

a) Evaluation of the validity of the measurement model

A variable said to had good validity on the construct or latent variable, if the standardized loading factor ≥ 0.50 and t-value ≥1.65.

b) Evaluation of the reliability of the measurement model

Reliability measurement in the measurement model uses construct reliability (CR) and variance extracted (VE). Measurement was said to be reliable if it meets the requirements of CR ≥ 0.7 and VE ≥ 0.5. CR and VE could be calculated using the formula::

1) construct reliability

$$\frac{(\sum \boldsymbol{SLF})^2}{(\sum \boldsymbol{SLF})^2 + (\sum \boldsymbol{Error})} \quad \boldsymbol{> 0.7}$$

2) variance extracted

$$\frac{\sum \boldsymbol{SLF}^2}{\sum \boldsymbol{SLF}^2 + (\sum \boldsymbol{Error})} \quad \boldsymbol{> 0.5}$$

In this study, the structural model analysis used the entire research model described in Figure 2 as follow:

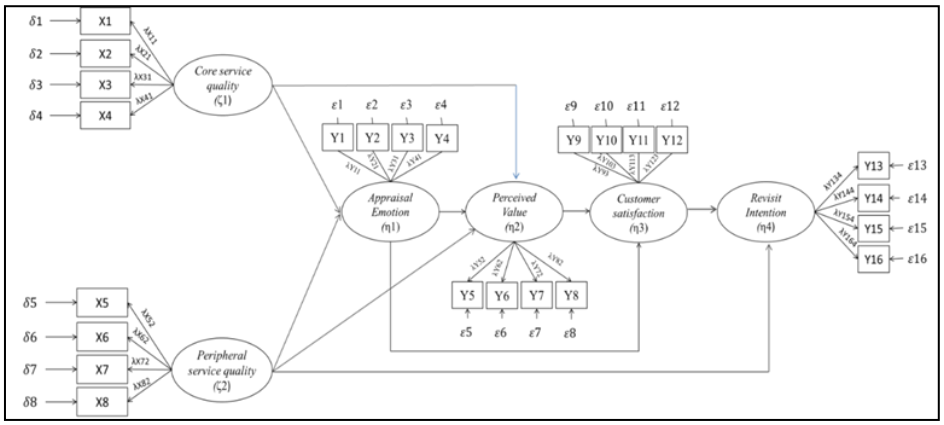

Figure 2. Path Diagram

RESULTS AND DISCUSSION

This research was analyzed through the structural equation modeling method which carried out in a two-step manner, namely data analysis with measurement models and structural models.

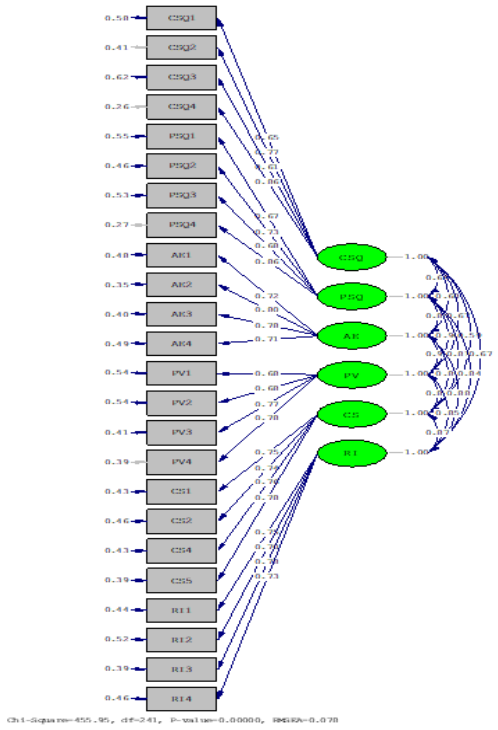

Figure 3. Measurement model Path Diagram
Source: Research Data (2023)

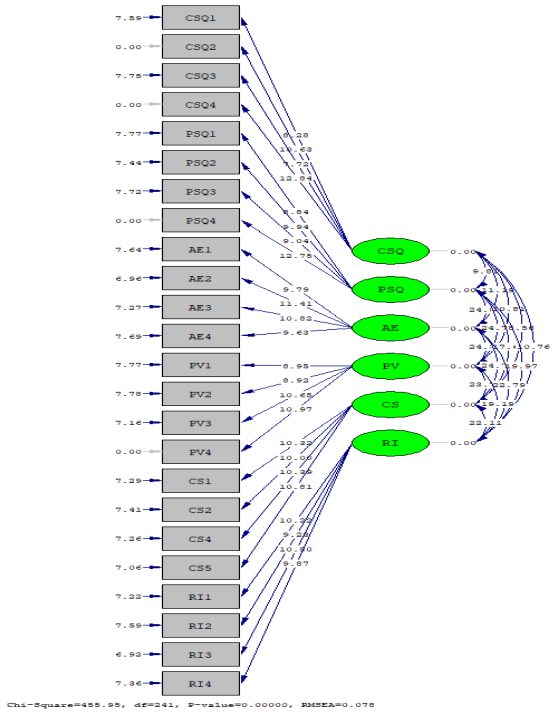

Figure 4. Measurement model Path Diagram (T-values)
Source: Research Data (2023)

Figure 3 and Figure 4 were path diagram of the measurement model test results used to measure validity and reliability. The measurement model test results summarized in the validity and reliability test results table. A variable was said to had good validity against its construct or latent variable if the standardized loading factor ≥ 0.5 SLF and t-value ≥1.65. All measurements were said to be valid because they meet these requirements. After conducting the validity test, the researcher conducted a reliability test by calculating the construct reliability followed by the calculation of variance extracted using the formula:

$$\boldsymbol{CR} = \frac{(\sum \boldsymbol{SLF})^2}{(\sum \boldsymbol{SLF})^2 + \sum \boldsymbol{Error}}$$

The following were the results of the calculation of *construct reliability* for each variable:

1. Core service quality
   Σ SLF = 0,65 + 0,77 + 0,61 + 0,86 = 2,89
   Σ Error = 0,58 + 0,41 + 0,62 + 0,26 = 1,87
   CR = $2,89^2$ / ($2,89^2$ + 1,87) = 0,817
2. Peripheral service quality
   Σ SLF = 0,67 + 0,73 + 0,68 + 0,86 = 2,94
   Σ Error = 0,55 + 0,46 + 0,53 + 0,27 = 1,81
   CR = $2,94^2$ / ($2,94^2$ + 1,81) = 0,827
3. Appraisal emotion
   Σ SLF = 0,72 + 0,80 + 0,78 + 0,71 = 3,01
   Σ Error = 0,49 + 0,35 + 0,40 + 0,49 = 1,73
   CR = $3,01^2$ / ($3,01^2$ + 1,73) = 0,840
4. Perceived value
   Σ SLF = 0,68 + 0,68 + 0,77 + 0,78 = 2,91
   Σ Error = 0,54 + 0,54 + 0,41 + 0,39 = 1,88
   CR = $2,91^2$ / ($2,91^2$ + 1,88) = 0,818
5. Customer satisfaction
   Σ SLF = 0,75 + 0,74 + 0,76 + 0,78 = 3,03
   Σ Error = 0,43 + 0,46 + 0,43 + 0,39 = 1,71
   CR = $3,03^2$ / ($3,03^2$ + 1,71) = 0,843
6. Revisit intention
   Σ SLF = 0,75 + 0,70 + 0,78 + 0,73 = 2,96
   Σ Error = 0,44 + 0,52 + 0,39 + 0,46 = 1,81
   CR = $2,96^2$ / ($2,96^2$ + 1,81) = 0,829

Furthermore, the reliability test was carried out by calculating the variance extracted of each construct with the following formula:

$$\boldsymbol{VE} = \frac{\sum(\boldsymbol{SLF})^2}{\sum(\boldsymbol{SLF})^2 + \sum \boldsymbol{Error}}$$

The following formula was the value of *variance extracted* (VE):

1. *Core service quality*
   Σ $(SLF)^2$ = $(0,65)^2$ + $(0,77)^2$ + $(0,61)^2$ + $(0,86)^2$ = 2,127
   Σ Error = 0,58 + 0,41 + 0,62 + 0,26 = 1,87
   VE = 2,127 / (2,127 + 1,87) = 0,532
2. *Peripheral service quality*
   Σ $(SLF)^2$ = $(0,67)^2$ + $(0,73)^2$ + $(0,68)^2$ + $(0,86)^2$ = 2,184
   Σ Error = 0,55 + 0,46 + 0,53 + 0,27 = 1,81
   VE = 2,184 / (2,184 + 1,81) = 0,547
3. *Apprawasal emotion*
   Σ $(SLF)^2$ = $(0,72)^2$ + $(0,80)^2$ + $(0,78)^2$ + $(0,71)^2$ = 2,271
   Σ Error = 0,49 + 0,35 + 0,40 + 0,49 = 1,73
   VE = 2,271/ (2,271+ 1,73) = 0,568

4. *Perceived value*
   Σ (SLF)² = (0,68) ² + (0,68) ² + (0,77) ² + (0,78) ² = 2,126
   Σ Error = 0,54 + 0,54 + 0,41 + 0,39 = 1,88
   VE = 2,126/ (2,126 + 1,88) = 0,531
5. *Customer satisfaction*
   Σ (SLF)² = (0,75) ² + (0,74) ² + (0,76) ² + (0,78) ² = 2,296
   Σ Error = 0,43 + 0,46 + 0,43 + 0,39 = 1,71
   VE = 2,296 / (2,296+ 1,71) = 0,573
6. *Revisit intention*
   Σ (SLF)² = (0,75) ² + (0,70) ² + (0,78) ² + (0,73) ² = 2,194
   Σ Error = 0,44 + 0,52 + 0,39 + 0,46 = 1,81
   VE = 2,194/ (2,194+ 1,81) = 0,548

The above calculation showed the results of the reliability calculation in the measurement model using construct reliability and variance extracted. Measurement was said to be reliable if it meets the requirements of CR ≥ 0.7 and VE ≥ 0.5. Therefore, all variables in this study could be said to be reliable because they meet these value requirements. The structural model aimed to test the entire model and test the relationship of each variable with each other. Based on the calculation results, the structural model equation was obtained as follows:

$$\eta 1 = 0.17*CSQ + 0.78*PSQ, \text{Errorvar.} = 0.20 \ , R^2 = 0.80$$
$$(0.091) \quad (0.11) \quad (0.064)$$
$$1.85 \quad 6.90 \quad 3.09$$

The variation that occurs in the Appraisal emotion variable could be explained by the Core service quality and Peripheral service quality variables by 80%.

$$\eta 2 = 0.46*AE + 0.082*CSQ + 0.43*PSQ, \text{Errorvar.} = 0.15 \ , R^2 = 0.85$$
$$(0.20) \quad (0.089) \quad (0.19) \quad (0.058)$$
$$2.32 \quad 0.92 \quad 2.27 \quad 2.61$$

The variation that occurs in the Perceived value variable could be explained by the Appraisal emotion, Core service quality and Peripheral service quality variables by 85%.

$$\eta 3 = 0.51*AE + 0.42*PV, \text{Errorvar.} = 0.17 \ , R^2 = 0.83$$
$$(0.21) \quad (0.21) \quad (0.055)$$
$$2.44 \quad 2.02 \quad 3.07$$

The variation that occurs in the customer satisfaction variable could be explained by the appraisal emotion and perceived value variables by 83%.

$$\eta 4 = 0.56*CS + 0.40*PSQ, \text{Errorvar.} = 0.17 \ , R^2 = 0.83$$
$$(0.15) \quad (0.15) \quad (0.057)$$
$$3.62 \quad 2.73 \quad 2.91$$

The variation that occurs in the revisit intention variable could be explained by the customer satisfaction and peripheral service quality variables by 83%.

Description:
ξ1 (ksi 1) = Core service quality
ξ1 (ksi 2) = Peripheral service quality
η1 (eta 1) = Apprawasal emotion
η1 (eta 2) = Perceived value
η1 (eta 3) = Customer satwasfaction
η1 (eta 4) = Revisit intention

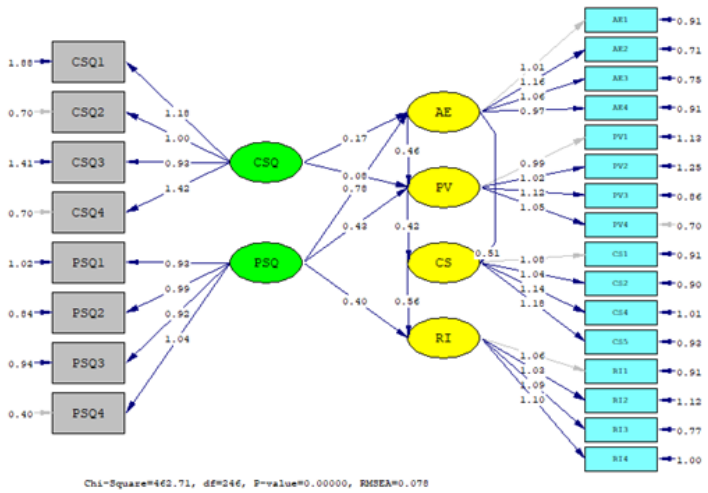

Figure 5. Structural model Path Diagram (Estimates)
Source: Research Data (2023)

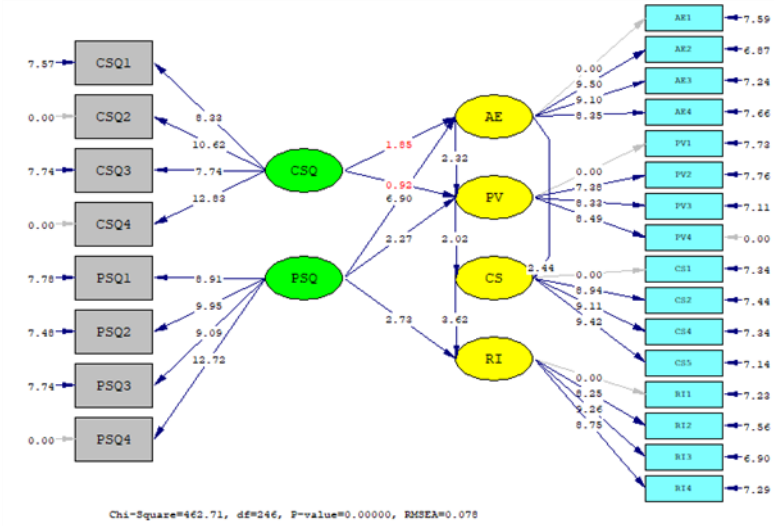

Figure 6. Structural model Path Diagram (T-values)
Source: Research Data (2023)

Through the structural model path diagram, it could be concluded that the influence between latent variables on one another by referring to the estimates and t-values. When the t-value ≥ 1.65 for hypothesis testing that had a positive influence, the structural equation path coefficient was said to be significant and the hypotheses was accepted. However, if the t-value was below 1.65, it could be concluded that between the two variables was considered insignificant or had no relationship. The results of the hypotheses relationship analysis were summarized in Table 1.

Table 1. Hypotheses Test Result

Hypo theses	Path	Est	T-value	T-table	Result
H1	Core service quality → Appraisal emotion	0.17	1.85	1.65	Supported
H2	Peripheral service quality → Appraisal emotion	0.78	6.90	1.65	Supported
H3	Apprawasal emotion → Perceived value	0.46	2.32	1.65	Supported
H4	Core service quality → Perceived value	0.08	0.92	1.65	Not Supported
H5	Peripheral service quality → Perceived value	0.43	2.27	1.65	Supported
H6	Perceived value → Customer satisfaction	0.42	2.02	1.65	Supported
H7	Apprawasal emotion → Customer satisfaction	0.51	2.44	1.65	Supported
H8	Customer satisfaction → Revisit intention	0.56	3.62	1.65	Supported
H9	Peripheral service quality → Revisit intention	0.40	2.73	1.65	Supported

Source:Research Data (2023)

In the structural model calculation, H1 got a t-value of 1.85, which showed a number greater than the t-table of 1.65. Therefore, it could be concluded that the core service quality variable had a positive influence on appraisal emotion. In the structural model calculation, H2 got a t-value of 6.90, which showed a number greater than the t-table of 1.65. Therefore, it could be concluded that the peripheral service quality variable had a positive influence on appraisal emotion. In the structural model calculation, H3 got a t-value of 2.32, which showed a number greater than the t-table of 1.65. Therefore, it could be concluded that the appraisal emotion variable had a positive influence on perceived value. In the structural model calculation, H4 got a t-value of 0.92, which showed a number smaller than the t-table of 1.65. Therefore, it could be concluded that the core service quality variable had no influence on perceived value. In the structural model calculation, H5 got a t-value of 2.27, which showed a number greater than the t-table of 1.65. Therefore, it could be concluded that the peripheral service quality variable had a positive influence on perceived value. In the structural model calculation, H6 got a t-value of 2.02, which showed a number greater than the t-table of 1.65. Therefore, it could be concluded that the perceived value variable had a positive influence on customer satwasfaction. In the structural model calculation, H7 got a t-value of 2.44, which showed a number greater than the t-table of 1.65. Therefore, it could be concluded that the appraisal emotion variable had a positive influence on customer satisfaction. In the structural model calculation, H8 got a t-value of 3.62, which showed a number greater than the t-table of 1.65. Therefore, it could be concluded that the customer satisfaction variable had a positive influence on revisit intention. In the structural model calculation, H9 got a t-value of 2.73, which showed a number greater than the t-table of 1.65. Therefore, it could be concluded that the peripheral service quality variable had a positive influence on revisit intention.

CONCLUSION

The music performance such as the quality of the performers' line-up, stage spacing, lighting, and sound system affected the emotions felt by visitors, both during and after the music performance. Peripheral service quality had a positive influence on appraisal emotion with a t-value of 6.90. This proved that additional services or Peripheral service quality affect the emotions felt by Music Fest visitors. This could be influenced by the easy access that visitors had to get to the venue, the large parking lot provided, the well-organized ticket exchange system, and also the performance of staff who make visitors comfortable. These things were one of the factors that create emotions felt by visitors, be it negative or positive emotions. The results of this study showed that the data supports the phenomenon and the literature that had been built. Appraisal emotion had a positive influence on perceived value with a t-value of 2.32. this proved that the sense of pleasure that arises from good customer service and music performances, as well as music performances that could fulfill a person's emotional desires and needs for music festivals, were able to create value felt by visitors to the music festival itself Core service quality had a positive influence on appraisal emotion with a t-value of 1.85. This showed that the core services. Core service quality had no influence on perceived value with a t-value of 0.92. This showed that the core service quality presented by Music Fest did not help in increasing the value felt by visitors. Based on the conclusions from interviews conducted with 17 respondents, respondents feel that what Music Fest presents regarding the core of music performances such as the appearance of the performers, stage, and lighting, was not worth it with the effort, time, and money they had spent on this music event. Peripheral service quality had a positive influence on perceived value with a t-value of 2.27. This proved that the easy access for visitors to get to the venue, the large parking lot provided, the well-organized ticket exchange system, and also the performance of staff who make visitors comfortable, were able to form a perceived value when the benefits obtained by visitors were in accordance with the costs and efforts they had spent. Perceived value had a positive influence on customer satisfaction with a t-value of 2.02. This proved that if the music performance they enjoy was comparable to the cost, time, and effort spent, it could affect the satisfaction felt by visitors. Appraisal emotion had a positive influence on customer satisfacion with a t-value of 2.44. This proved that the sense of pleasure arising from good customer service and music performances, as well as music performances that could fulfill a person's emotional desires and needs for music festivals, could create satisfaction for festival visitors. Customer satisfaction had a positive influence on Revisit intention with a t-value of 3.62. This proved that when visitors feel that music performances were entertaining, which provide a positive experience, and in accordance with expectations, it could influence viitors' decisions to come back to Music Fest the following year. Peripheral service quality had a positive influence on Revisit intention with a t-value of 2.73. This proved that the factors of easy access for visitors to get to the venue, the size of the parking lot provided, the well-organized ticket exchange system, and also the performance of staff who make visitors comfortable, will affect visitors' decisions to come back to Music Fest the following year.

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