

**THE IMPACT OF MOTIVATIONS, SETTING ATTRIBUTES, BRAND
IMAGE, AND SOCIAL MEDIA PROMOTION ON CONCERT ATTENDEES'
REVISIT INTENTION THROUGH SATISFACTION AND TRUST**

By

Kezia Sarah Damairis Manurung
12108063

BACHELOR'S DEGREE
in

BUSINESS MANAGEMENT
FACULTY OF BUSINESS AND COMMUNICATIONS



SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No. 15, Alam Sutera
Tangerang, Banten 15143 - Indonesia

Revision after the Thesis Defense on 8 July 2025

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



Kezia Sarah Damairis Manurung

Student

21 JULY 2025

Date

Approved by:



Dr. Fiter Abadi, M.B.A

Thesis Advisor

21 JULY 2025

Date

Prof. Dr. Tobias Weiß

Thesis Co-Advisor

Date



Dr. Nila Krisnawati Hidayat, S.E., M.M

Dean

21 JULY 2025

Date

Kezia Sarah Damairis Manurung

ABSTRACT

THE IMPACT OF MOTIVATIONS, SETTING ATTRIBUTES, BRAND IMAGE, AND SOCIAL MEDIA PROMOTION ON CONCERT ATTENDEES' REVISIT INTENTION THROUGH SATISFACTION AND TRUST

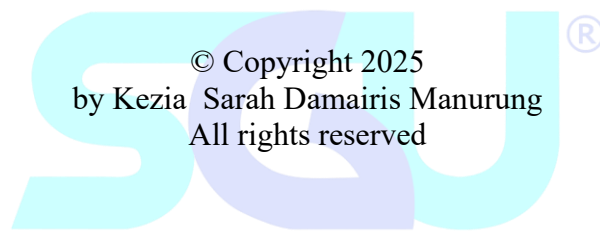
By

Kezia Sarah Damairis Manurung
Dr. Fiter Abadi, M.B.A, Advisor

SWISS GERMAN UNIVERSITY

This study investigates the factors influencing revisit intention to international music concerts in Indonesia, focusing on motivations, setting attributes, brand image, social media promotion, satisfaction, and trust. With the increasing number of international concert attendance, understanding audience behavior is crucial for enhancing promoter strategies and maximizing event profitability. Based on Crompton's Push and Pull Theory and the Theory of Planned Behavior (TPB), a quantitative approach was adopted. Data were collected via structured online questionnaires from 297 suitable respondents and analyzed using Structural Equation Modeling (SEM) through SmartPLS 4. The findings indicate that motivations and setting attributes significantly influence satisfaction, while brand image and social media promotion significantly impact trust. Furthermore, both satisfaction and trust are strong predictors of revisit intention. This research provides practical implications for event organizers to improve promotional strategies and build stronger brand trust. By addressing attendee expectations through valuable experiences and effective marketing, concert promoters can maintain long-term audience loyalty and sustain business growth.

Keywords: Music Concert, Revisit Intention, Motivations, Brand Image, Satisfaction, Trust, Social Media Promotion, Event Marketing, SEM-PLS



DEDICATION

I dedicate this works for myself.



ACKNOWLEDGEMENTS

The journey completing this thesis has not been easy. Countless moments of exhaustion, sleepless nights, and unwavering effort poured together into this work. However, I was never alone on this journey. In every step, prayers strengthened me and some hands brightened me. Therefore, my deepest appreciation and respect, I would like to express my sincere thankfulness to those who believed in me:

First and foremost, I give my deepest gratitude to Jesus Christ. His endless blessings and strength have always been what kept me going throughout this journey. It is only by His grace that I have been able to complete this thesis.

I am sincerely thankful to my advisor, Dr. Fiter Abadi, M.B.A, who invested a lot of his time in providing me guidance, encouragement and patience while I was completing this thesis.

To my big family, especially my parents and my brother, Graha, my sincere thanks for your constant prayers and support, both materially and emotionally, during the process of writing this thesis. I would also like to thank Ekyam and Equilibrium for their help and support during the times I was close to giving up on this thesis. To Kak Bunga, thank you for being my go-to person and accompanying me during those long thesis days.

Those who walked with me throughout my university life, this paragraph is for you. My heartfelt appreciation goes to Hinerico, Madeline, and Valerie, this thesis would not have been completed without your presence during my lowest moments. To Vivien, Catherine, and Trisha, with all my heart I want to thank you for always having my back. Nicholas, Carina, Dylan, Fadil, Fiona, Joves, Karmel, Vica, and Revani, thank you for your presence and I am grateful for your existence. To the friends that I made in Germany, Abyakta, Andrew, Dans, Hans, Jamur, Melody, and Vina, thank you for being thoughtful and pieces of the journey.

To the group that I cherish, BOYNEXTDOOR and TREASURE, who became the soundtrack of my shining youth, thank you for being my inspiration for doing this thesis.

Last but not least, to my luck, this is for me. I know it took a while to finally see the light, feeling lost is part of the process, and I'm glad I made it. Thank you for holding on. Tomorrow's gonna be fine, so let's go see the stars right now.

Table of Contents

STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
CHAPTER 1 - INTRODUCTION.....	11
1.1 Background.....	11
1.2 Research Problem.....	14
1.3 Research Questions.....	15
1.4 Research Objectives.....	15
1.5 Scope and Limitations.....	16
1.6 Significance of Study.....	16
CHAPTER 2 - LITERATURE REVIEW.....	17
2.1 Theoretical Framework.....	17
2.1.1 Push and Pull Motivations Theory.....	17
2.1.2 Theory of Planned Behavior.....	18
2.2 Variable and Indicators.....	20
2.2.1 Motivations.....	20
2.2.2 Setting Attributes.....	21
2.2.3 Brand Image.....	23
2.2.4 Social Media Promotion.....	24
2.2.5 Satisfaction.....	25
2.2.6 Trust.....	26
2.2.7 Revisit Intention.....	28
2.3 State of Art.....	29
2.4 Review of Previous Literature.....	30
2.5 Gaps in the Literature.....	32
2.6 Research Model/Framework.....	33
2.7 Hypotheses Development.....	33
CHAPTER 3 - RESEARCH METHODOLOGY.....	36
3.1 Research Design.....	36
3.2 Population and Sample.....	36
3.3 Data Collection Method.....	37
3.4 Questionnaire Development.....	37
3.5 Data Processing Procedures.....	42
3.5.1 Data Preparation.....	42
3.5.2 Validity Test.....	42

3.6.3 Reliability Test	43
3.7 Data Analysis Techniques.....	44
3.7.1 Measurement Model (Outer Model).....	44
3.7.2 Structural Model (Inner Model)	45
CHAPTER 4 – FINDINGS AND DISCUSSION	47
4.1 Presentation of Data	47
4.1.1 Characteristics of Respondent	47
4.1.2 Descriptive Statistic Analysis.....	48
4.2 Analysis of Findings	49
4.2.1 Convergent Validity	49
4.2.2 Discriminant Validity	50
4.2.3 Reliability Construct.....	51
4.2.4 R-square.....	52
4.2.5 Path Coefficient	53
4.3 Discussion of Results.....	53
4.3.1 Respondents results	53
4.3.2 Hypotheses Results.....	54
4.4 Implications of Study	60
4.4.1 Theory.....	61
4.4.2 Practical Implications	61
4.4.3 Managerial Implications	62
CHAPTER 5 – CONCLUSION AND RECOMMENDATION	64
5.1 Summary of Findings.....	64
5.2 Conclusion	64
5.3 Managerial Implication.....	65
5.4 Future Research	66
REFERENCES	68
APPENDICES I – QUESTIONNAIRE	77
APPENDICES II – RAW DATA	90
APPENDICES III – PRE TEST AND POST TEST	94
CURRICULUM VITAE.....	106

LIST OF FIGURES

Figures	Page
<i>Figure 2. 1 Framework</i>	33



LIST OF TABLES

Table	Page
<i>Table 4. 1 Respondent Results</i>	48
<i>Table 4. 2 Outer Loading Value - Post Test</i>	50
<i>Table 4. 3 Cross Factors Loading Test</i>	51
<i>Table 4. 4 Composite Reliability and Cronbach's Alpha and AVE Test</i>	52
<i>Table 4. 5 Coefficient Determination Result</i>	52
<i>Table 4. 6 Path Coefficients</i>	53
<i>Table 4. 7 Mean Results of Questionnaire</i>	55
<i>Table 4. 8 Mean Results of Questionnaire</i>	56
<i>Table 4. 9 Mean Results of Questionnaire</i>	57
<i>Table 4. 10 Mean Results of Questionnaire</i>	58
<i>Table 4. 11 Mean Results of Questionnaire</i>	59
<i>Table 4. 12 Mean Results of Questionnaire</i>	60

