



Research article

Beyond the stage: A Study Of Motivations And Promotional Strategies Driving Gen Z's attendance at Isyana Sarasvati's concerts

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ABSTRACT

This study aims to explore the impact of motivational factors associated with the Isyana Sarasvati Live in Concert event at Istora Senayan on Generation Z's interest in attending live music events. Specifically, it investigates (a) the influence of concert motivation on Gen Z's attendance, (b) the effects of promotion mix strategies on their attendance. Utilizing a quantitative research design, data were collected from a sample of 100 respondents who attended the concert. The findings indicate that both motivational factors and promotion mix strategies significantly and positively influence Gen Z's attendance interest. This research highlights the importance of understanding these dynamics to effectively engage and attract younger audiences to live music events.

Keywords: Concert motivation, concert attendance, gen Z, promotion mix

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Abstrak

Penelitian ini bertujuan untuk mengeksplorasi dampak faktor motivasi yang terkait dengan acara Isyana Sarasvati Live in Concert di Istora Senayan terhadap minat Generasi Z untuk menghadiri acara musik live. Secara khusus, penelitian ini menyelidiki (a) pengaruh motivasi konser terhadap kehadiran Gen Z, (b) dampak strategi bauran promosi terhadap kehadiran mereka. Dengan menggunakan desain penelitian kuantitatif, data dikumpulkan dari sampel 100 responden yang menghadiri konser. Temuan menunjukkan bahwa baik faktor motivasi maupun strategi bauran promosi secara signifikan dan positif memengaruhi minat kehadiran Gen Z. Penelitian ini menyoroti pentingnya memahami dinamika ini untuk secara efektif melibatkan dan menarik audiens yang lebih muda ke acara musik live.

Kata Kunci: *Concert motivation, concert attendance, gen Z, promotion mix*

1. Introduction

Concerts are a form of live experience that allows fans to interact with their favorite musicians or bands. This phenomenon has become one of the key elements in music promotion, generating income for musicians, and creating an emotional connection between fans and artists (Pizzolitto, 2024). In recent decades, concert events have grown significantly. Technology and social media have influenced the way concert events are organized, promoted and enjoyed (Nwagwu, & Akintoye, 2024).

The world of music, especially music concerts, has become an inseparable part of modern life. Concerts are not just musical performances, but also a complex social phenomenon (Pizzolitto, 2024). Behind the enthusiasm of the overflowing audience, there are various psychological, sociological, and cultural factors that encourage someone to attend. Research on motivation to attend concerts and the effectiveness of music promotion is becoming increasingly relevant in the context of the ever-growing music industry (Mulder, & Hitters, 2021; Sequeira Couto et al., 2023).

Understanding what drives people to choose to attend a particular concert over other activities is crucial. By knowing the audience's motivations, concert organizers can develop more appropriate strategies to attract a wider audience (Nwagwu, & Akintoye, 2024; Pizzolitto, 2024). Therefore, this is the basis for the need to conduct research regarding the factors that influence attendance at live music concerts.

Research in this field is still relatively new, so research in this field is more focused on developing motivation measurements to attend concerts, such as research on the formation of the Live Music Motivation Scale (LMMS) developed by Mulder & Hitters (2021) and Concert Attendance Motives (CAMS) which is an instrument development research from Sequeira Couto et al., (2023). Furthermore, research by Brown and Knox (2017) revealed that a person's motivation to attend a music concert consists of four factors, namely Experience, Engagement, Novelty and Practical.

Pizzolitto's (2024) research with the systematic literature review (SLR) type revealed that the success of a concert is related to the formation of a social network built by artists and streaming services. These results show the importance of social media in building networks and continuing to provide information about events that will be held. This is in line with research that proves that technology and social media as part of and promotional tools influence fan attendance at music concerts (Conti et al., 2022; Dinis et al., 2020; Nwagwu & Akintoye, 2024). This evidence indicates and directs that by doing a mix promotion on social media and using the latest technology, it is possible to influence the level of confidence in attendance at live music

concerts. Therefore, this study aims to prove that the existence of a promotion mix can increase the attendance of live music concerts.

The Elaboration Likelihood Model (ELM) theory has explained the mechanism of promotion in influencing attendance at live music concerts. The ELM theory is a very relevant framework for understanding how music concert promotions influence individuals' decisions to attend a show. The ELM proposes two main pathways of information processing: the central pathway and the peripheral pathway. In the central pathway, individuals will deeply evaluate the arguments presented in the promotion, such as the quality of the music, the artist line-up, or previous concert experiences. In contrast, in the peripheral pathway, individuals are more influenced by simple cues such as visual appeal, celebrity endorsers, or the concert atmosphere described.

Previous research has shown that both processing pathways are equally important in influencing concert attendance decisions. For example, in his study, Smith (2018) found that concert promotions that emphasized the quality of the music and the overall audience experience (central pathway) were more effective in attracting existing music fans. However, promotions that used eye-catching visual elements and concise messages (peripheral pathway) were more effective in attracting new audiences. This suggests that a combination of both processing pathways may produce optimal results.

Meanwhile, the Travel Theorem, which is commonly used in the context of tourism, is also relevant in the context of concerts. Attending a concert can be considered a form of travel, both physically and psychologically. The decision to travel is influenced by various factors, such as motivation (why you want to go), constraints (distance, cost), and previous experiences. Based on the ELM theory and the travel theorem, it will provide deep insight into how the relationship between visiting motivation and promotion mix influences the desire to attend a live music concert.

Therefore, this research aims to examine the significant impact of two main factors: motivation arising from participation in the Isyana Sarasvati: Live in Concert Istora Senayan 2023 event and Promotion mix on Gen Z's interest in visiting. As a generation that grew up in the era of technology and social change, Generation Z is increasingly becoming an important research focus in the world of business and management. Attending concerts is no longer just entertainment. In this context, the Isyana Sarasvati: Live in Concert Istora Senayan 2023 concert event is a unique demonstration of motivational efforts and their impact on work productivity. A deeper understanding of how participating in concert events like this can motivate Gen Z to work better and have great potential

2. Theoretical background

2.1. The Elaboration Likelihood Model and Travel Theorem

The Elaboration Likelihood Model (ELM) theory was developed by social psychologists Richard E. Petty and John Cacioppo in 1980 (Petty, & Briñol, 2011). The ELM is a theory that describes how individuals process information and form attitudes or decisions based on two different processing pathways: the central route and the peripheral route (Petty, & Briñol, 2011). Historically, the ELM has become one of the significant frameworks in understanding human behavior, especially in the context of persuasion and influence. This theory has been widely used in various fields such as marketing, communication, politics, and psychology to explain how individuals respond to the messages they receive, especially in situations where persuasion or influence is very important (Li, 2013; Srivastava, & Saini, 2022). By focusing on the level of

elaboration that individuals do in processing information, the ELM provides valuable insights into the factors that influence the formation of human attitudes and behavior.

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The Travel Theorem is a concept that suggests that when individuals are sufficiently motivated and presented with the right opportunity, they are more likely to undertake a journey or action that they would not have previously considered. In the context of music concerts, the Travel Theorem can be interpreted as the phenomenon whereby an individual may decide to attend a particular concert due to a combination of strong motivation and supportive external factors, such as an attractive promotion or the opportunity to have fun with friends (Kulczynski et al., 2016). For example, someone who had not previously planned to attend a concert may be motivated to purchase tickets after seeing a special discount promotion or hearing a recommendation from an enthusiastic friend.

By relating the Travel Theorem to music concerts, we can see how motivational and promotional factors can work together to influence an individual's decision to attend an event (Brown & Knox, 2017). When an individual's motivation is triggered and combined with favorable external factors, such as an attractive promotion or recommendation from a close friend, a music concert can become an attractive and tempting destination for individuals who may not have previously considered it (Earl, 2001). Thus, the Travel Theorem provides an interesting perspective in understanding how concert attendance decisions can be influenced by a combination of intrinsic motivation and external factors that facilitate previously unanticipated travel or action (Black et al. 2007).

Meanwhile, the Travel Theorem shows how promotion can act as a bridge between motivation and the action taken by an individual (Earl, 2001). In the case of a concert, effective promotion can increase an individual's motivation to attend. For example, an attractive promotion such as a special discount for early ticket purchases or interesting teaser content can increase a person's interest and motivation to attend the concert. By combining these two theories, we can see how an individual's motivation to attend a concert can be influenced by the way information is processed (central or peripheral route) and how promotion can act as a trigger that connects that motivation to the actual action of attending the concert.

The Elaboration Likelihood Model (ELM) and the Travel Theorem can be combined to provide a deeper understanding of how motivation and promotion can influence concert attendance. According to the ELM, individuals can process information via two routes, the central route and the peripheral route, depending on their motivation and ability. In the context of a concert, an individual's motivation to attend can influence the information processing route they take. For example, an individual who is very enthusiastic about the band or singer performing may be more likely to use the central route, which involves thinking deeply about the music and performance on offer.

2.2. Concert Motivation, promotion mix and concert attendance interest

In accordance with the explanation of both theories, especially the travel theorem, it provides an illustration that motivation regarding music and concerts in a person will affect the strong desire to attend a music concert. Even when the music concert is held outside the visitor's area. Some are motivated by the desire to visit and enjoy a different atmosphere. In line with research from Kruger and Saayman (2012) which revealed evidence that some fans saw Roxette's concert in South Africa even though they were not from South Africa, because of the desire to travel at the same time.

Research linking motivation to music, especially from personal factors, has not been carried out in Indonesia. Therefore, this study fills the gap by testing that music motivation in the personal dimension will affect interest in attending concerts. Therefore, the following hypothesis is proposed:

H1: Higher concert motivation will increase the desire to attend Isyana Sarasvati's concert.

The success of organizing a music concert cannot be separated from marketing activities. Promotion is vital to the success of the concert (Brennan, & Webster, 2011). How to communicate the concert with customers and fans is very necessary. Therefore, promotion is crucial for the desire to attend customers which leads to ticket sales. As proven by the success of the sales of tickets for the Players Rasa concert, it was influenced by the promotion carried out by the event organizer (Raihardi & Parlindungan, 2024). Likewise, the high level of NCT Dream concert ticket sales was influenced by promotions (Baharuddin et al., 2024).

This is supported and the basis of the ELM theory. In accordance with the ELM theory which states that promotions from event organizers greatly influence the decision to attend and buy concert tickets, and the lack of research on this, this study hypothesizes,

H2: Promotion mix influences interest in attending Isyana Sarasvati's concert.

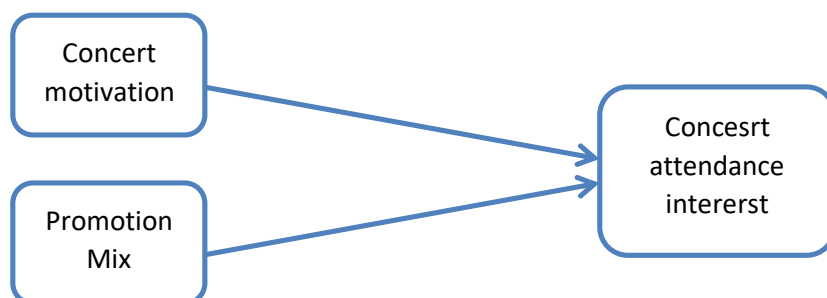


Figure 1. Research model of the relationship concert motivation and promotion mix to concert attendance interest

3. Methods

3.1. Sampling procedure

This study uses a quantitative method in which researchers collect data from respondents with online questionnaires. The data that has been collected were analyzed using Ms. Excel and IBM SPSS version 24 application, which allows researchers to conduct in-depth statistical analysis. The statistical analysis used in this study was multiple linear regression test. This statistical test conducted to evaluate the relationship between the variables under study and produce findings based on empirical data.

The object of this research is the Isyana Sarasvati: Live in Concert Isora Senayan 2023 concert event which was held on December 10 2023 at the Istora Senayan. The research subjects involved all spectators who attended Isyana Sarasvati: Live in concert Istora Senayan 2023. Participation in this study is voluntary, where the audience voluntarily offers themselves as research subjects and fills out a questionnaire that has been prepared for data analysis needs.

The population in this study are individuals belonging to the Gen-Z generation (born between 1997 and 2012) who know or are interested in Isyana Sarasvati's concert at Istora Senayan in 2023. The sample used was 100 Gen-Z respondents. Data collection was taken from incidental sample selection, while in the concert environment, until reaching a number of 100 respondents that correspond to the population. The size of 100 has been considered fulfilled following the recommendation of Roscoe's rule of Thumb, that social research is sufficient with a sample of between 30-500 (Sekaran & Bougie, 2016).

3.2. Measurement

This data collection technique uses a questionnaire system, which collects data by asking respondents to respond to a series of questions. This data collection will be carried out using a questionnaire and then analyzed using a data analysis application, especially via the SPSS application. The questionnaire used in this study was taken from the adaptation of the development questionnaire of previous researchers that has been reused in recent studies. So the questionnaire is a questionnaire that has been validated several times through previous studies.

Motivation Measures use an adaptation of the LMMS (Live Music Motivation Scale) taken from the research of Mulder and Hitters (2021). With 8 statement items specializing in personal factors, consisting of three dimensions, namely escapism consisting of 3 statement items, uninhibited behavior with 2 statement items and status reflected by 3 statement items. Interest in attending a concert is measured by three statements indicating the desire to come to the concert.

3.3. Data analysis technique

Hair (2019) stated that research consisting of two or more variables, especially the independent variables, can be categorized as multivariate research. So this research is included in multivariate research. Furthermore, this study only tests the effect without including mediation or moderation, in addition, the data for all variables is an interval scale type obtained from the questionnaire, so the test that matches the multiple regression analysis technique (Hair, 2019). Multiple regression in this study was selected with the help of SPSS 24. Multiple regression testing with SPSS 24 is a parametric test, so it requires certain parameters to be met. Therefore, to provide accountable interpretation results, it is necessary to test for normality, heteroscedasticity, and multicollinearity.

4. Results and implications

4.1. Results

The characteristics of the respondents in this study consisted of 63 females and 37 males. Age range from 15 years to 27 years. Age 18-22 years received more than 50% of the total respondents, namely 56 respondents.

The measurements in this study used measurements that had been used several times in previous studies, so this also validated the measurements. So it is not too crucial to conduct a validity test again in this study. Even so, the validity test with factor analysis was still carried

out. The results showed that all items were valid for use. Furthermore, the reliability test on each variable also showed a good thing, namely that all variable sizes were declared reliable. It can be seen in table 1 that the reliability value reflected in the Cronbach alpha value has a value above 0.6. In accordance with the recommendation of Hair (2019) the value.

Table 1. Validity dan Reliability

Variable	Number of item	KMO	Cronbach Alpha
Concert motivation	8	0,706	0,853
Promotion mix	10	0,889	0,915
Attendance interest	3	0,859	0,884

Source: output from SPSS data processing.

This study uses Kolmogorov-Smirnov method of normality test. The results showed on the Monte Carlo scheme since the sample size was relatively small (N=100). Result on normality test produce a significance value of 0.150 ($0.150 > 0.05$) so it can be stated that data in this study is normally distributed. The result on multicollinearity test on this study showed that the variable X1 and X2 had a tolerance value equal to 0,493 ($0,493 > 0,10$) and the VIF value was 2.030 ($2.030 < 10.00$). Therefore, it can be concluded that there are no symptoms of multicollinearity in the regression model. The result on heteroscedasticity test on this study showed that the significance value obtained for both variables is greater than 0.05. Therefore, it can be stated that there are no symptoms of heteroscedasticity in the regression model.

Table 2. Hypotheses test

Variabel in model 1	F; sig	Adj R-square	Beta standardized	sig
Concert motivation			0,438	0,000
Promotion mix			0,428	0,000
	87,291;0,000	0,635		

Source: output from SPSS data processing.

The table 2 shows the results of anova test on this study. From the anova test result it can be concluded that the calculated F value is greater than the table F value ($87.291 > 3.09$), with a significance value of $0.000 < 0.05$. Thus, H0 is rejected, then the concert event motivation variable (X1) and the Promotion Mix variable (X2) if tested together or simultaneously have a positive and significant effect on the interest in attending Isyana's concert event.

Based on the conducted test that can be seen on the table above, the results of the coefficient of determination test produce an R2 value of 0.643 or 64.3%. This means that the independent variable in this study has an influence of 64.3% on the dependent variable. While the remaining 35.7% is influenced by other factors.

Based on the results of the T test and the results of the t-table, the motivation variable of the concert event (X1) and the variable of Promotion Mix (X2) both have a positive influence

on the variable of visiting interest (Y) because the two calculated t values of each variable have a higher value than the value of the t-table. The significance value obtained is 0.000 ($0.000 < 0.05$) so that the influence of concert event motivation variables and product quality variables on visiting interest is statistically significant.

4.2. Discussion

The analysis shows that motivation for concert events has a positive and significant effect on Gen-Z's interest in attending. These findings are in line with the hypothesis that motivational factors such as entertainment, social interaction, self-identity, and unique experiences encourage Gen-Z to attend concerts. The strong positive correlation suggests that when concerts offer high entertainment value and opportunities for social interaction, Gen-Z is most likely to be interested in attending.

The promotional mix was also found to have a significant positive influence on Gen-Z's attendance interest. Promotional mix elements, including advertising, sales promotions, public relations, personal selling, and direct marketing, are effective in attracting the attention of Gen-Z and spurring their interest in attending concerts. These findings support the hypothesis and are in line with the AIDA (Attention, Interest, Desire, Action) model which states that promotional activities move potential customers through the stages of awareness to action.

The strong impact of advertising and direct marketing can be attributed to Gen-Z's high engagement with digital media. Social media platforms, targeted advertising, and personalized messaging resonate well with this demographic, making them more likely to respond positively to promotional efforts.

This research successfully demonstrated that both hypotheses, namely that musical motivation influences the desire to attend music concerts and that the promotion mix influences the interest in attending concerts, were supported by the empirical data. These findings align with existing psychological theories such as motivation theory and gratification theory, which suggest that individuals with strong motivations to enjoy music, seek social experiences, or express self-identity are more likely to attend concerts. Previous research has also underscored the pivotal role of motivation in predicting consumer behavior in entertainment contexts.

Furthermore, the second hypothesis, which posits that the promotion mix influences the interest in attending concerts, was also supported by the empirical evidence. This finding is consistent with the Elaboration Likelihood Model (ELM), which explains how persuasive messages, such as concert promotions, are processed by individuals. Effective promotional strategies can activate both the central and peripheral routes of information processing, thereby increasing the interest of potential audience members. Previous studies have also shown that promotional elements such as visual design, celebrity endorsements, and special offers can significantly influence consumers' decisions to attend events.

Moreover, these findings are also relevant to the Travel Theory, which views the decision to attend a concert as a form of travel. Effective promotions not only need to trigger motivation but also need to consider factors related to travel, such as distance, cost, and accommodation. Thus, promotions that integrate elements from both ELM and Travel Theory can enhance their effectiveness in attracting audiences.

5. Conclusion

In conclusion, the findings of this study underscore the significant role of both motivational factors and promotion mix strategies in shaping Generation Z's interest in attending live music concerts. Understanding these influences provides valuable insights for event organizers and

marketers seeking to increase audience engagement and attendance. As the music industry continues to evolve, leveraging these insights will be crucial in fostering a deeper connection with younger audiences and ensuring the success of future events.

Although this research provides valuable insight into the factors that influence Gen-Z's interest in attending Isyana Sarasvati concerts, there are several limitations that must be acknowledged in order to critically assess and interpret the impact of the research. This research focuses specifically on Isyana Sarasvati's concert at Istora Senayan in 2023. The unique attributes of this event, such as artist popularity, venue, and time, may limit the applicability of the findings to other concerts or events. These findings may not be directly applicable to different types of concerts, events, or geographic locations. Future research should replicate this study across events, artists, and locations to test the robustness and applicability of the findings in different contexts. Comparative studies can help identify context-specific versus generalizable factors that influence attendance intentions.

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