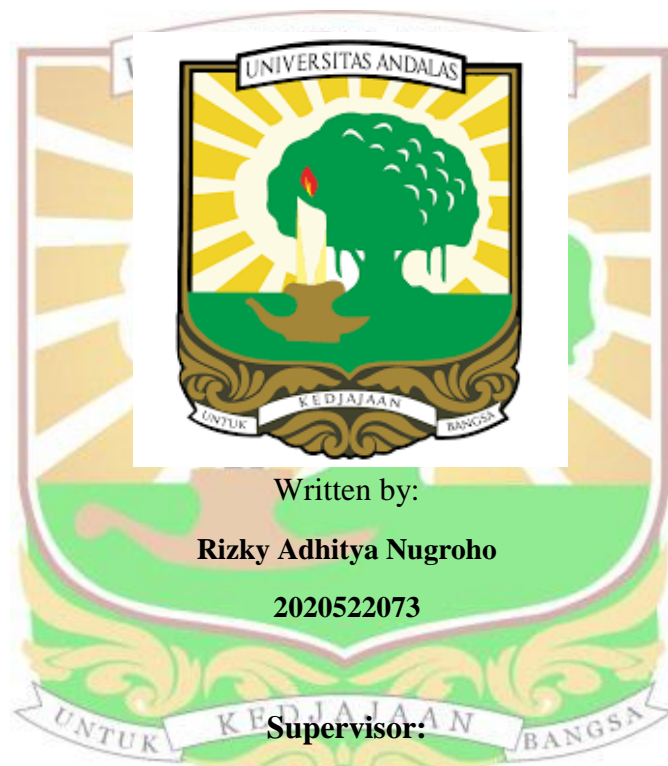


**EXAMINING FACTORS AFFECTING RE-PATRONIZING INTENTION;
EVIDENCE FROM HAMMERSONIC INTERNATIONAL METAL
FESTIVAL IN THE PHASE OF COVID-19 PANDEMIC RECOVERY**

THESIS

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ABSTRACT

This study aims to examine the factors that influence the re-patronizing intention of people who have visited the Hammersonic International Metal Festival. Researcher used the festivalscape variable to determine the emotions and satisfaction of visitors. In addition, the variables of risk perception and sensation seeking are presented to find out how visitors perceive all forms of risk that may occur during a visit to Hammersonic and test the level of sensation seeking visitors. The results of the research and data processing on 256 respondents the researchers obtained indicate an interesting fact about the high patron's satisfaction does not indicate or have no effect on re-patronizing intention. Respondents will indeed be satisfied when attending Hammersonic, but to present re-patronizing intention, guest star factor presented by Hammersonic organizers is a key factor in determining re-patronizing intention at subsequent events considering the high ticket price. Meanwhile, the risk perception has an indirect positive effect through sensation seeking to the re-patronizing intention.

Keywords: Festivalscape, emotion, satisfaction, re-patronizing intention, risk perception, sensation seeking.