

CHAPTER 5

CLOSING

5.1 Conclusion

This study was conducted 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. Furthermore, the satisfaction and risk perception mediated by sensation seeking were tested to project the visitor's re-patronizing intention at the next event. A total of 256 online questionnaires were distributed to people who had visited the Hammersonic International Metal Festival either through the Indonesian Death Metal community base or handed over directly to Indonesian metalheads who researcher know have visited Hammersonic.

From a series of research and data processing that has been carried out, the following conclusions can be drawn:

- a. The convenience variable has no positive effect to the negative emotion variable. This shows that visitors are comfortable or not while in the Hammersonic Festival does not significantly affect negative emotion through a direct influence. It means that the hypothesis in this study is accepted.

- b. The convenience variable has no positive effect to the positive emotion variable. This shows that whether visitors are comfortable or not while in the Hammersonic festival also does not significantly affect the patron's positive emotion through a direct influence. Indicates that the hypothesis in this study is not accepted. However, The convenience variable has an indirect positive effect on the satisfaction variable through the emotion. This indicates that the emotion variable is able to mediate the relationship between convenience and satisfaction to be positive.
- c. The staff variable has no positive effect to the negative emotion variable. This shows that whether or not the audience's perception of the event staff has no significant effect on negative emotion through direct influence. It means that the hypothesis in this study is accepted.
- d. The staff variable has no positive effect to the positive emotion variable. This shows that whether or not the audience's perception of the event staff also has no significant effect on positive emotion through direct influence. Indicates that the hypothesis in this study is not accepted.
- e. The program variable has no positive effect to the negative emotion variable. This shows that the good or bad quality of the program has no significant effect on negative emotion through a direct influence. It means that the hypothesis in this study is accepted.
- f. The program variable has a positive effect on the positive emotion variable. This indicates that the higher the quality of the program presented by the

Hammersonic festival, the higher the effect on the patron's positive emotion. It means that the hypothesis in this study is accepted. In addition, the program variable also has an indirect positive effect on the satisfaction variable.

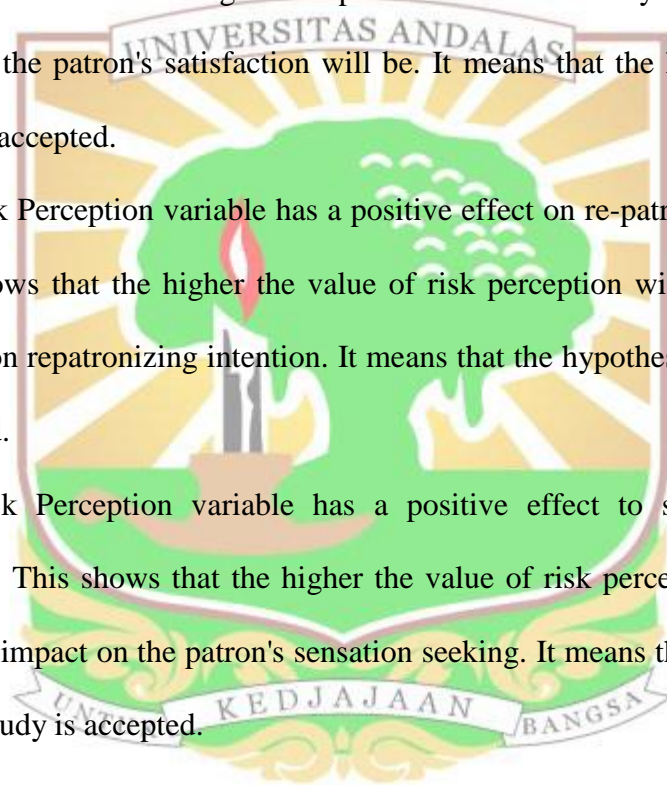
g. The facility variable has a positive effect to the negative emotion variable. This shows that the better the facilities provided by the Hammersonic festival, the more positive the patron's negative emotion will be. However, this means that the hypothesis in this study is rejected.

h. The facility variable has a positive effect to the positive emotion variable. This indicates that the better the facilities provided by the Hammersonic festival, the higher the effect on the patron's positive emotion. It means that the hypothesis in this study is accepted. In addition, The facility variable has an indirect positive effect on the satisfaction variable.

i. The souvenir variable has a positive effect to the negative emotion variable. This shows that the higher the quality of the souvenirs provided by the Hammersonic Festival, the more positive the patron's negative emotion will be. However, this means that the hypothesis in this study is rejected.

j. The souvenir variable has a positive effect to the positive emotion variable. This indicates that the higher the quality of the souvenirs provided by the Hammersonic Festival, the higher the effect on the patron's positive emotion. It means that the hypothesis in this study is accepted. In addition, The souvenir variable has an indirect positive effect on the satisfaction variable.

- k. The negative emotion variable has a positive effect on the satisfaction variable negatively. This indicates that the lower the negative emotion felt by the audience, the more positive the patron's satisfaction will be. This means that the hypothesis in this study is accepted.
- l. The positive emotion variable has a positive effect on the satisfaction variable. This indicates that the higher the positive emotion felt by visitors, the more positive the patron's satisfaction will be. It means that the hypothesis in this study is accepted.
- m. The Risk Perception variable has a positive effect on re-patronizing intention. This shows that the higher the value of risk perception will have a positive impact on repatronizing intention. It means that the hypothesis in this study is accepted.
- n. The Risk Perception variable has a positive effect to sensation seeking variable. This shows that the higher the value of risk perception will have a positive impact on the patron's sensation seeking. It means that the hypothesis in this study is accepted.
- o. The satisfaction variable has no positive effect on the re-patronizing intention variable. This shows that the high value of satisfaction is not able to have a positive effect on re-patronizing intention. It means that the hypothesis in this study is rejected.
- p. The sensation seeking variable has a positive effect to re-patronizing intention variable. This shows that the higher the sensation seeking value, the positive



impact on re-patronizing intention. It means that the hypothesis in this study is accepted.

- q. The risk perception variable has an indirect positive effect to the re-patronizing intention variable. This shows that the higher the value of the mediating variable that mediates between risk perception and re-patronizing intention, in this case sensation seeking, the higher risk perception affects re-patronizing intention. It means that the hypothesis in this study is accepted.

5.2 Research Implications

The results of the research and data processing on 256 respondents that the researchers obtained indicate an interesting fact about the quality of the festival or can be called the festivalscape at the Hammersonic International Metal Festival. The researcher underlines an interesting point in the findings of this study, namely that high patron's satisfaction does not indicate or have no effect on re-patronizing intention. This is in stark contrast to previous research which stated that satisfaction is a node to get a positive direction from loyalty, behavior intention, re-visit intention, or re-patronizing intention. For this reason, the researchers tried to describe and explain the results of data processing in this study.

Hammersonic is the number one metal event in Asia-Pacific held in Indonesia. As a festival that is always attended by more than 10,000 visitors, it turns out that there are several notes that need special attention from Hammersonic organizers to further improve the quality of the Festival. Of the 5 festivalscape

components that the researchers used to describe the quality of the festival in this study, it indicated some impressions from the respondents that could be used as material for improvement and evaluation for Hammersonic organizers.

Of the 5 components of the festival scape, there are 2 components that do not have a significant influence on the emotions of visitors, namely convenience and staff. At this grand event, it turns out that the existence of an adequate rest area and rest room is a special note for visitors, considering that Hammersonic has a fairly long event duration, so that an adequate resting location is a necessity for visitors. In addition, the friendliness of the crew or event staff also did not give a positive impression to visitors. Respondents' impression of staff responsiveness and friendliness shows a neutral scale. This means that there is no special impression on the staff and convenience components.

Program components, facilities, and souvenirs are components that can reflect the patron's emotion and satisfaction. It is undeniable that the program, facilities, and souvenirs are the mainstay of Hammersonic for the respondents. But unfortunately the high satisfaction felt by visitors does not lead to re-patronizing intention.

The researcher tries to elaborate on other factors outside of the variables in the questionnaire to provide a logical reason why in this study satisfaction does not lead to re-patronizing intention.

1. Hammersonic is an exclusive event for metal music fans with quite expensive ticket prices. Hammersonic ticket prices are in the range of Rp 500.000 to Rp 2.000.000, This is certainly a separate consideration for respondents because

the costs incurred are not only tickets, but transportation, accommodation, and food while at the location. 196 respondents or about 76.6% of respondents budgeted less than Rp 1.500.000 for their needs while at Hammersonic. Meanwhile, based on monthly income, 126 respondents or 49.2% of respondents earn in the range of Rp. 4,000,000 to Rp. 6,000,000. Furthermore, 97 respondents or about 37.9% of respondents earn less than Rp. 4,000,000.-. So that the expenditure of about 33.33% of the respondents' monthly income becomes a budget that must be considered for the respondents.

2. Based on the respondent's patronizing motive contained in the characteristic respondent section, 100% of respondents consider guest stars as a strong motive to attend Hammersonic.

Referring to these 2 things, 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. Of course this needs to be measured by further comprehensive research so that the researcher's assumptions are scientifically proven.

Respondents' awareness of the risk is quite high. The researchers gave 7 risk elements to respondents to find out respondents' perceptions of certain risks that might occur while on a trip, while at the Festival, or outside the festival. The high level of patron's risk perception did not affect their intention to return to visit Hammersonic. The COVID-19 pandemic factor also did not become an obstacle for them to remain willing to attend Hammersonic during the COVID-19 recovery or

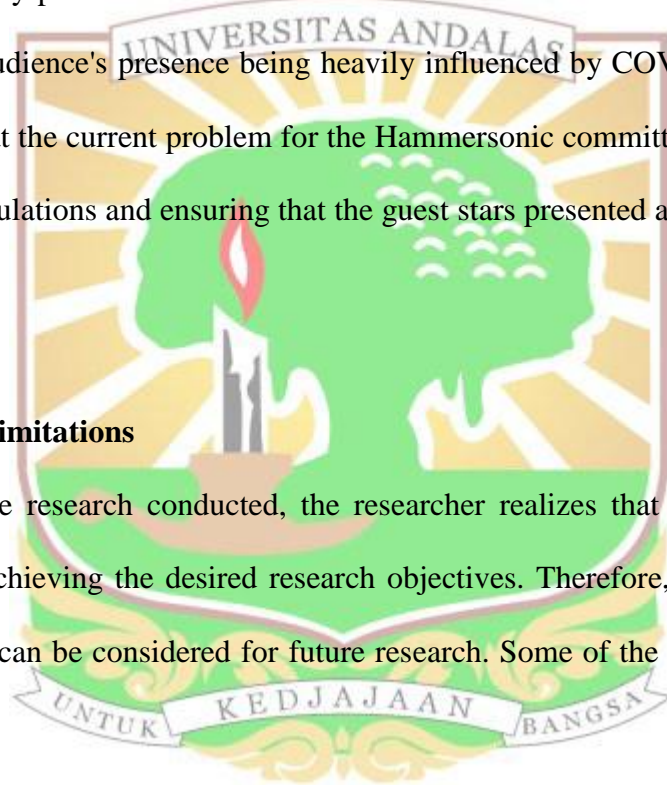
during the new normal. Of course, this is part of sensation seeking in encouraging them to continue attending concerts amidst their worries and awareness of the risks that might occur. Based on these results, the positive direction of re-patronizing intention can be more projected when measured by sensation seeking in this study.

100% of the total respondents are willing to attend Hammersonic in the new normal / recovery period. This confirms to the Hammersonic committee that doubts regarding the audience's presence being heavily influenced by COVID-19 have been resolved. So that the current problem for the Hammersonic committee is dealing with government regulations and ensuring that the guest stars presented are strong magnets for visitors.

5.3 Research Limitations

From the research conducted, the researcher realizes that this research has limitations in achieving the desired research objectives. Therefore, this limitation is made so that it can be considered for future research. Some of the limitations in this study include:

1. The number of samples in this study which can be said to be less able to represent the entire population of the Hammersonic festival for each event is approximately 10,000 visitors. 256 respondents only amounted to approximately 2.56% of the estimated number of visitors. So that the conclusions and decisions that researchers take are less able to represent the actual situation in the field.



2. This study only considers the effect of the Festivalscape, emotion, satisfaction, risk perception, and re-patronizing intention variables to measure the phenomenon. The researcher realizes that there are other variables related to re-patronizing intention or behavior intention that can be used by other researchers to be able to project more measurable results.
3. In this study there are still some test results that are not perfect. This can be caused by bad data, samples that do not meet the criteria to represent the accuracy of the actual results or researchers' errors when processing data.

5.4 Recommendation

Based on the conclusions and limitations of this study, there are several suggestions that need to be considered for Hammersonic Festival organizers and further research, namely:

5.4.1 Event Practitioners

- a. The quality of a program and facility is indeed the key that describes the performance of an event, but more than that, the organizers must also pay attention to the details of visitors' needs such as rest areas and rest rooms while they are in the location. Satisfaction with the program is indeed the key, but the convenience of visitors must also be a special concern to create more satisfaction and loyalty.
- b. Several events that have been held by Official Hammersonic must of course be material for evaluating and making decisions in the future. What genre of

Guest Star will eventually become a strong magnet for visitors to come or come back to Hammersonic? Given the limited budget of visitors, they tend to be more selective in attending Hammersonic by considering who the guest stars are brought in by the Hammersonic Committee.

5.4.2 Further Research

- a. Similar research needs to be carried out on other events with different characteristics of respondents to confirm the results and findings in this study.
- b. Testing the assumptions of researchers in this study about the guest star factor in influencing re-patronizing intention in an event with a fairly high ticket price needs to be done in the form of research. It also aims to confirm whether high satisfaction can lead to re-patronizing intention if the guest star factor favored by visitors is presented as a measurement variable in the study.
- c. Increasing the number of samples or respondents is also important to get results that are able to represent the actual situation in the field.

