

FACTORS AFFECTING INTEREST IN BUYING TICKETS FOR PURWAKARTA'S SOUND OF WIBU 2.0 EVENT

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ABSTRACT

The increasing number of Japanese culture enthusiasts from teenagers to adults who regularly attend Japanese cultural events in Purwakarta is the driving force for this study. There is still a gap between the community's need for Japanese cultural events in the area and the actual number of visitors, despite this growing enthusiasm. Furthermore, more research is required due to discrepancies in earlier studies' conclusions about the variables impacting purchase intention. Based on marketing and marketing mix theories, this study attempts to examine how price, location, and service quality affect purchase intention. Purposive sampling was used to select the 120 respondents for this quantitative study, who are Japanese culture enthusiasts in Purwakarta who have previously attended similar events. The data were collected using a Likert-scale questionnaire and analyzed using multiple linear regression. The findings demonstrate that service quality has a substantial positive impact on purchase intention, while price and location have a considerable negative impact. The results also demonstrate that price, location, and service quality have a significant impact on purchase intention ($F = 27.388$; $\text{Sig} < 0.001$). These results emphasize the necessity to evaluate ticket pricing strategies and event venue selection in addition to improvements and evaluations of service quality in order to boost buy intention for Japanese cultural event tickets.

Keywords: price; location; service quality; purchase intention; event

INTRODUCTION

Background of the problem

The event industry is one of many business sectors that have emerged as a result of Indonesia's creative industry. Cultural activities are a very well-liked category. Cultural activities from other countries are very well-known. There is a lot of curiosity in the various foreign cultures that are coming to Indonesia, especially Japanese culture. J-pop, or Japanese popular culture, is one of many different aspects of Japanese culture. One

of the factors taken into account when developing Japanese cultural events or Japanese culture is Japanese popular culture. According to Hariyadi et al., (2025) Japanese cultural festivals are gatherings that aim to draw attention from the general public by showcasing different aspects of Japanese culture.

The creative industry produces a variety of goods, including events. An event organizer (EO) is the person who expertly organizes, arranges, and carries out an event. From the planning phase

through the post-event phase, an event organizer offers organized and expert event management services (Prayogi et al., 2024). According to Murmerie and Widiawati, (2023) As event producers and designers, event organizers must enhance the efficacy of their marketing efforts by creating innovations and enhancements to draw in more attendees. In line with Melia and Widiawati (2025) said that in order to draw in new clients or audiences, event organizers must develop targeted marketing strategies several factors like pricing, location, and quality.

There are many different themes and scales of Japanese cultural events in Indonesia. These include festivals, matsuri, community activities and exhibitions. There are three organizational levels for Japanese cultural events: national, provincial, and regional. Japanese cultural events on a national scale are usually hosted in big, wide cities and frequently have festival themes. The Impact nation Japan Festival 2022, which takes place at Jakarta's Senayan Spark Mall, is one instance of a national-scale Japanese cultural event (Subagyo, 2023).

Japanese cultural events at the provincial level are typically hosted in the provinces' largest cities, and exhibition themes are frequently used. Comic

Paradise 4, which took place at Yogyakarta's Jogja Expo Centre in 2025, is one instance of a Japanese cultural event at the provincial level (Jogjaprovo.go.id, 2025). Events related to regional culture are usually held in particular locations. For fans who are unable to go to national and local venues, regional Japanese cultural events provide an alternative. Regional Japanese culture events, like the 2023 JPARK Matsuri Kendari event hosted in Kendari Regency, Southeast Sulawesi, often contain community and festival themes (Amalia et al., 2025).

Not every area has been able to host Japanese cultural events up to this point. Purwakarta is one of the areas this study focuses on. The Anime Lovers Purwakarta (ANILOTA) community is one that actively plans Japanese cultural activities. In Purwakarta, the ANILOTA community organizes events related to Japanese culture. The ANILOTA community has successfully planned a number of Japanese cultural events during the past three years. Nonetheless, there have been signs of a drop in interest in Purwakarta's Japanese cultural events over time. The event's distance from the city center, the ticket prices' incompatibility with the audience's financial means, and the Japanese cultural event committee's

perceived subpar service quality are some of the causes contributing to this downturn.

Below is historical data of Purwakarta Japanese cultural event held by the ANIOTA community in 2022-2024 period.

Table 1. Purwakarta Japanese Cultural Events History Data

Event Title	Event Location	Ticket Price	Number of visitors
Special Japan Culture (2022)	Mall STS Sadang	IDR 35.000	680
WPGP (2023)	Ramayana Sadang	IDR 55.000	420
Purwakarta Bukatsu Matsuri (2024)	Jatiluhur Valley Hotel & Resort	IDR 30.000	350

Source: ANIOTA Community

Table 1 shows that 680 people attended the inaugural event in 2022, which cost IDR 35,000 for admission. The number of attendees for the second event in 2023 dropped to 420, and the cost of tickets increased to IDR 55,000, far higher than at the first event. The number of attendees in the third event in 2024 continued to decline, with only 350 people paying IDR 30,000 for tickets. The third event was placed in the Jatiluhur Reservoir Area, which is far from Purwakarta's center. Visitors found it challenging to get to the third event's location as a result.

The first aspect influencing Japanese cultural event ticket purchase interest among visitors, most of whom are Japanese culture enthusiasts are price. Most people expect their tickets to be reasonably priced. This is demonstrated by the fact that a crucial idea in the analysis of pricing and customer purchase intention is the appropriateness of price to the advantages obtained and perceived by customers (Lubis et al., 2024). Price had positive with significant impact on Interest buying in a number of business sectors, including the sale of children's products in Banjarmasin, distro clothing products in Bandar Lampung, coffee beverage culinary in Binjai City, lifestyle product like shoes, and cosmetics product in Ciamis, according to the findings of earlier studies (Saputra, 2024; Budiana & Rahayu, 2024; Rini et al., 2023; Muid & Souisa, 2023; Mariam & Nopianti, 2022). Although the concept of this study is similar to that of earlier research on the impact of price on interest in purchasing tickets for the Black pink performance in Jakarta, the findings indicated that price had no significant effects on buying interest. The event size and the higher degree of fanaticism among attendees in comparison to this study were two factors

that contributed to the pricing effect (Dwi et al., 2024).

Location is the next factor affecting visitors and enthusiasts' interest in purchasing tickets for Japanese cultural events. Visitors are constantly concerned about the event's location since they take into account the distance from their home and the time it will take to get there. This is important because the location of an event can have a significant impact on its effectiveness (Onsardi & Fitri, 2023). Several previous studies related to the influence of location on purchasing interest have shown positive and significant results in various small to medium business sectors, such as coffee beverage businesses in Temanggung and boba beverage businesses in Sampit, collection shop businesses in Tasikmalaya, café business in Langowan and commercial businesses in Ambon (Adhistiani & Mulyono, 2025; Misran & Yani, 2024; Rizki et al., 2024; Pandelaki et al., 2023; Jamlean et al., 2022). This research is not in line with previous research regarding the influence of location in purchasing interest product of customers Jambi night market which showed insignificant results (Maharani & Musnaini, 2024)

Next factor is service quality factor influencing people's decisions to buy tickets for Japanese cultural events. Attendees frequently arrive at an event with high expectations. This is an important consideration for event planners. When it comes to the committee's interactions with guests and the outcome of an event, service quality is crucial (Arifin et al., 2023). Previous studies examining the influence of service quality on purchasing interest have shown positive and significant results in a number of businesses, including those that sell spicy noodles in Yogyakarta, ice cream snacks in Surabaya, coffee shops in Kediri, online marketplaces in Jakarta, and women's accessories in Makassar (Mulyono & Larasati, 2025; Teresa et al., 2024; Pratama et al., 2023; Caniago & Rustanto, 2022; Syamnarila et al., 2022). The findings of earlier research that looked at the impact of service quality on customers' interest in making purchases at the Prahasta shop in Purbalingga, which clarified that the impact was not significant, are inconsistent with this study (Priyanto, 2024).

Based on research gap, in order to reach more Japanese cultural enthusiasts and boost event attendance, organizers of Japanese cultural events in Purwakarta,

particularly the ANILOTA community, must comprehend the factors that influence the interest in purchasing Japanese cultural event tickets through the use of effective event marketing strategies. In addition to the ANILOTA community, other Japanese cultural event organizers in Purwakarta may find this study useful. However, its research scope is restricted to Purwakarta. The aim of study us analyze how price, location, and service quality affect the interest of Japanese cultural event attendees in Purwakarta, where there are currently few Japanese cultural events being organized.

LITERATUR REVIEW

This study's grand theory is marketing, with an emphasis on the marketing mix, one of its tools. Place, Price, Promotion, and Product are all marketing mix part. The 4P marketing mix model has been found to be insufficient to capture contemporary marketing as it has developed. In order to further enhance the 4P marketing mix model into the 7P, three new components have been introduced. People, processes, and programs are the three extra Ps in the 7P model (Kotler et al., 2018). Service quality is crucial component of the process aspect. A customer's evaluation of how effectively a

service satisfies customer expectations (Zeithaml et al., 2018).

Price

The exchange rate established for products or services as part of a contract between the buyer and the seller is known as the price. Only price determines income in the marketing mix; other aspects represent expenses. According Kotler et al., (2018) The following price indications may affect purchase intention is the cost is within the customer's budget, the cost is commensurate with the advantages received, the cost is comparable to that of comparable goods or services.

Location

Location is where it sells, displays, and provides goods and services. Because location is thought to be connected to market conditions, it has a significant impact on businesses. A company's quality is largely determined by its location. Location-based factors that affect consumers' interest in making purchases according to Tjiptono, (2019) as follow: Easy access to locations and easy visibility to find locations by customers.

Service Quality

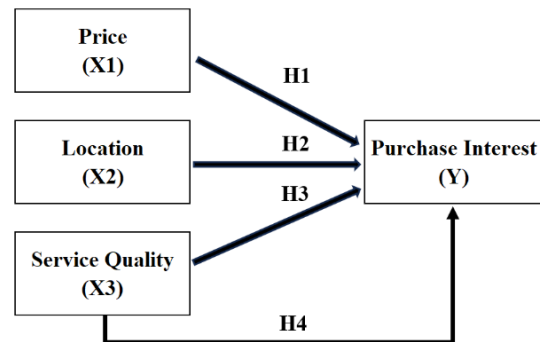
The provision of services to clients in accordance with preset standards with the

intention of guaranteeing client satisfaction following service delivery is known as service quality. A company's revenue is directly impacted by service quality, as seen by the number of clients that stick with products or services after receiving good service. Companies must think about the kind of customer service they will offer. Maintaining high-quality service calls for solid and reliable cooperation. According to Zeithaml et al., (2018) Service quality can be divided into five dimensions: tangibility, assurance, responsiveness, empathy, and reliability.

Purchase Intention

Purchase intention is one of consumer behavior that stems from the desire to buy a good or service to satisfy a need. A company's sales and marketing growth rate is directly impacted by the interest of its customers in completing a purchase. There four purchase interest indicators customer for deciding a buying according to Kotler et al., (2022) as follow: (1) Transactional interest is a person's inclination to buy a product right away in the near future; (2) Referential interest is the want of a person to suggest a specific product to those in their immediate vicinity; (3) A person who prefers one product over others and disregards other options is said to have preferential

interest; (4) An individual who actively



seeks out information about a product of interest and evaluates its benefits is exhibiting exploratory interest.

Conceptual Framework

Figure 1. Conceptual Framework

Based on figure 1, there are 3 independent variables and 1 dependent variable which form 4 hypotheses which will be explained as follows. The first hypothesis (H1) states that there positive with significant effect of price on intention to purchase event tickets. Second hypothesis (H2) states that there positive with significant effect on location on intention to purchase event tickets. Next third hypothesis (H3) states that there positive with significant effect of service quality on intention to purchase event tickets. And last fourth hypothesis (H4) states that there is a simultaneous effect of price, location, and service quality on intention to purchase event tickets.

RESEARCH METHOD

The research design used in this study is quantitative. Examining a population or sample according to specific criteria and assessing the developed hypotheses are the goals of quantitative research (Sinaga, 2022). This study uses a quantitative approach to determine how much price, location, and service quality affect people's interest in buying tickets for a Japanese cultural event in Purwakarta.

Japanese culture enthusiasts who have attended paid Japanese cultural events in Purwakarta make up the population under investigation. The population size for this study will be determined using historical data on the number of people who attended paid Japanese-themed events hosted by the ANILOTA community. The table below shows visitor data.

Table 2. Visitor Data for Japanese Cultural Events in Purwakarta

Event Title	Event Location	Total visitors
Special Japan Culture (2022)	Mall STS Sadang	680
WPGP (2023)	Ramayana Sadang	420
Purwakarta Bukatsu Matsuri (2024)	Jatiluhur Valley Hotel & Resort	350
Grand total visitor		1450

Source: ANILOTA Community

Table 2 indicates that 1,450 visitors attended three events in total. This figure will serve as a benchmark when utilizing the Slovin algorithm to determine the population.

Below calculation of sample size with Slovin formula:

$$n = \frac{1450}{1 + 1450 (0,1)^2}$$

$$n = \frac{1450}{15,5}$$

$$n = 93,54$$

Slovin formula calculation findings show the sample size value was 93.54, rounded to 100. The Slovin formula calculation's result of 100 is regarded as the minimum number of respondents required for this study, and the maximum number of respondents is modified to reflect the actual results.

A questionnaire was employed as a research tool in this study. The measurement scale used in this study was an ordinal scale, which makes it possible to determine rankings between levels even though it is impossible to determine the exact intervals between related levels. Purposive sampling, or sampling based on specific criteria, was selected as the method and non-probability sampling as the sample methodology (Machali, 2021).

Respondents in this study have the following characteristics: The ages

between of 16 and 35; have interested in Japanese cultural events; ever visit the Sound of Wibu 2.0 Purwakarta event; and ever visited similar events in Purwakarta. In this study, a variety of populations who had attended Japanese cultural events in Purwakarta were filtered using the purposive sample technique in order to calculate the required number of respondents.

Data analysis techniques, such as validity and reliability tests, were employed in this study. Additionally, tests for normality, multicollinearity, and heteroscedasticity classical assumption tests were employed. Additionally, the relationship between one dependent variable and two or more independent variables can be examined using multiple regression analysis. T-test (partial), F-test (simultaneous), and coefficient of determination (R^2) tests are used for hypothesis testing (Sujarweni, 2020).

RESULT AND DISCUSSION

The questionnaire was completed by 120 respondents in all during the study's data collection period. Because it was more than the Slovin formula's minimum of 100 responses, this figure was judged adequate, enabling the data analysis process to continue.

Table 3. Respondents Characteristics

Characteristics	Description	Amount	Percentage (%)
Gender	Male	84	70%
	Female	36	30%
	Total	120	100%
Age	16 - 20	41	34%
	21 - 25	49	41%
	26 - 30	25	21%
	31 - 35	5	4%
	Total	120	100%
Status	Students	49	41%
	Employees	38	32%
	Entrepreneurs	15	13%
	Other	18	15%
	Total	120	100%
Income range	< IDR 500.000	52	43%
	IDR 500.000 - 1.000.000	5	4%
	IDR 1.000.000 - 1.500.000	14	12%
	IDR 1.500.000 - 2.000.000	22	18%
	> IDR 2.000.000	27	23%
	Total	120	100%

Table 3 show Sound of Wibu 2.0 Purwakarta event visitor gender of majority of being male at 70% and female at 30%, which means that male visitors have a higher interest in Japanese cultural event. For the age of visitors, the majority are around 21-25 years old at 41% followed by visitors who are around 16-20 years old at 34% and continue with visitors aged 26-30 years at 21% and

respondents aged 31-35 years at 4%. Next is visitors' status obtained the results of the majority being students at 41%, followed by visitors with employee status at 32% and visitors with entrepreneur status at 13% and other status at 15%. The last is income ranges of visitor's show that the majority are known to have an income of less than IDR 500,000 with a percentage of 43% followed by visitors with an income of more than IDR 2,000,000 at 23% and visitors with an income of more than IDR 1,500,000 at 18%, Visitors with an income of more than IDR 1,000,000 at 12% and visitors with an income of more than IDR 500,000 at 4%.

Validity Test

The computed R-count and the degrees of freedom value given in the r-table are compared to determine the validity test. $(df) = n - 2$ (0.361; $n = 30$) with a significance threshold of 0.05 yields the degrees of freedom value (Sujarweni, 2020). There 23 item statements in the questionnaire with validity test result details presented in the table below.

Table 4. Validity Test Result

Variable	Statemen t item	R Coun t	R Tabl e	Resul t
Price	X1.1	0,824	0,361	Valid
	X1.2	0,886	0,361	
	X1.3	0,846	0,361	
Location	X2.1	0,818	0,361	Valid
	X2.2	0,797	0,361	
Service	X3.1	0,505	0,361	Valid
Quality	X3.2	0,720	0,361	
	X3.3	0,697	0,361	
	X3.4	0,766	0,361	
	X3.5	0,797	0,361	
	X3.6	0,760	0,361	
	X3.7	0,748	0,361	
	X3.8	0,799	0,361	
	X3.9	0,603	0,361	
	X3.10	0,653	0,361	
	X3.11	0,682	0,361	
	X3.12	0,602	0,361	
	X3.13	0,713	0,361	
	X3.14	0,747	0,361	
Purchas e	Y1	0,919	0,361	Valid
	Y2	0,801	0,361	
Intentio n	Y3	0,915	0,361	
	Y4	0,810	0,361	

Table 4 shows that all 23 item statements from Price, Location and Service Quality variables With Purchase intention as dependent variable have computed R values larger than the R table value (0,361), indicating that statements in this study are declared valid.

Reliability Test

Table 5. Reliability Test Result

Variable	Cronbach's Alpha	Standard Value	Result
Price	0,810	0,60	Reliable
Location	0,854	0,60	Reliable
Service Quality	0,966	0,60	Reliable
Purchase Intention	0,882	0,60	Reliable

Table 5 shows that every variable had scores higher than the normal Cronbach's alpha value of 0.60, indicating that every variable was deemed reliable (Sujarweni, 2020). The variables of Price (0.810), Location (0.854), Service Quality (0.966), and Purchase Intention (0.882) were all shown to be significant. Every variable was deemed dependable and suitable for data analysis.

Normality Test

Table 6. Normality Test Result

Model Regression Kolmogorov Smirnov	
Asymp. Sig (2-Tailed)	0.154
Monte Carlo. Sig (2-Tailed)	0.105

Table 6 shows that the normality test results on the Asymp. Sig. (2-tailed) value of 0.154 are higher than Monte Carlo Sig findings and significance level of 0.05. The data is normally distributed since the (2-tailed) value of 0.105 is higher than the significance value of 0.05.

Multicollinearity Test

Table 7. Multicollinearity Test Result

Collinearity Statistics		
Variable	Tolerance	VIF
Price	0.489	2.044
Location	0.793	1.261
Service Quality	0.420	2.382

Table 7 shows that there are no signs of multicollinearity because the VIF values for the pricing variable (2.044), location variable (1.261), and service quality variable (2.382) are less than 10.00 values. in order for the three variables to be free of multicollinearity symptoms and suitable for data analysis. The multicollinearity test verifies that the independent variables do not have a significant linear relationship (Machali, 2021)

Heteroscedasticity Test

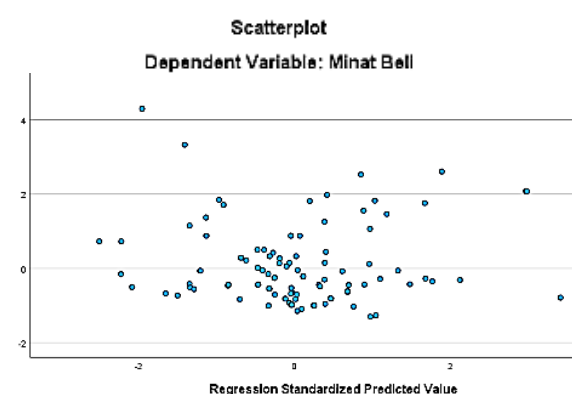


Figure 2. Scatterplot Heteroscedasticity Test Result

Figure 2 shows the scatterplot graphic pattern in the heteroscedasticity test of the

regression model in this study indicates that, despite some points being concentrated close to the zero-axis area, the data points are randomly distributed. The graphic pattern's findings suggest that the regression model exhibits no heteroscedasticity symptoms. To find possible bias in regression models, heteroscedasticity tests are performed. Scatterplot analysis is one method for

identifying indications of heteroscedasticity (Machali, 2021).

Multiple Linear Regression Test

Multiple linear regression analysis is used to quantify the simultaneous influence factors of Price, Location and Service Quality as multiple independent variable on Purchase Intention as dependent variable (Agustin, 2023).

Table 8. Multiple Linear Regression Test

Variable	Parameter Coefficient Value
Price	-0.274
Location	-0.578
Service Quality	0.146

Table 8 shows price coefficient value of -0.274 explains why purchasing interest is negatively impacted. It means purchasing interest will drop by 0.274 for every unit increase in price. The location coefficient value of -0.578 explains why purchasing interest is negatively impacted. Purchasing interest will drop by 0.578 for every unit increase in the location variable. The positive impact on purchase interest can be explained by the service quality coefficient value of 0.146. Positive impact means purchasing interest will rise by 0.146 for improvement in service quality.

Partial Test (T-Test)

This test quantifies how much each independent variable contributes to the explanation of variation in the dependent variable. The purpose of this test is to confirm that factors like price, location, and service quality have an impact on purchase intention. A sig. value below the significance level of 0.05 determines the test results (Sujarweni, 2020).

Table 9. Partial T-Test Result

Variable	t Count	Sig.
Price	-3,839	< 0,001
Location	-6,451	< 0,001
Service Quality	8,119	< 0,001

Table 9 show the price variable has a negative and substantial impact on Purchase Intention, with a t-value of - 3.839 and a significance level of <0.001 which means that H1 is rejected because there is no positive influence but there is significant influence on the event tickets

purchase intention. At a significance threshold of <0.001 , the Location variable yielded a t-value of -6.451, indicating a negative and significant impact on Purchase Intention which shows that H2 is rejected because there is no positive influence but there is significant influence on the event tickets purchase intention. Purchase intention is positively and significantly impacted by the Service Quality variable, which has a t-value of 8.119 with a significance level of <0.001 which means H3 is Accepted because there is positive and significant influence on the event tickets purchase intention.

Stimulant Test (F-Test)

The significance of the simultaneous influence of independent factors on the dependent variable is evaluated using the F-test. The p-value determines findings. at a 5% or 0.05 significance level. Every independent variable simultaneously affects the dependent variable if the p-value is less than 0.05 (Sujarweni, 2020).

Table 10. Simulant F-Test Result

F Count	Sig.
27.338	< 0.001

Table 10 shows that the f-count value is 27.338 and the significance value is less than 0.001. A significance value of less than 0.001 results in a smaller outcome

than the sig. value of 0.05, indicating a simultaneous substantial impact of the independent variables on the dependent variable. The result F-test which means that H4 was accepted so that the variables of price, location, and service quality have a stimulating influence on intention to purchase event tickets Sound of Wibu 2.0 Purwakarta.

Coefficient of Determination (R^2)

The aim of the coefficient of determination test is to assess how well an independent variable explains a dependent variable (Sujarweni, 2020).

Table 11. Coefficient of Determination Result

R Square	Adjusted R Square
0.414	0.399

Table 11 shows the dependent variable (buy interest) may be explained by the test results on the independent variables (price, location, and service quality) by 0.399 or 39.9%, with additional factors outside of this study influencing 60.1% value.

The Influence of Price on Purchase Intention

The analysis's findings show that interest purchase is negatively impacted by price. It is evident from the t-test value

of -3.839 and the significance value <0.001 , which is less than 0.05, that price significantly affects purchasing interest. The negative impact of pricing is understood to mean that when a product or service is more expensive, customers are less likely to be interested in making a purchase since they have to forfeit amount of money. A significant influence is a result that is consistent with the findings of earlier research, whereas a negative influence is not consistent with the findings of earlier research. This study explains outcomes that are not totally consistent with earlier research. The positive and strong impact of pricing on purchasing interest is explained by the findings of earlier research on store that sell children's products, distro apparel, shoes under the Aero Street brand, coffee shops, and cosmetics product (Saputra, 2024; Budiana & Rahayu, 2024; Rini et al., 2023; Muid & Souisa, 2023; Mariam & Nopianti, 2022). The results of this study are not totally consistent with those of earlier research since the objects of this study are single-use items like tickets intended for event audiences, whereas the objects sold in earlier studies were tangible goods that valued functionality and consumables. As a result, Hypothesis

H1 on how pricing affects interest in buying event tickets is rejected.

The Influence of Location on Purchase Intention

The analysis's findings show test results show a significance value of less than 0.001 and a t-value of -6.451. The location has a negative and significant impact on purchase interest, as indicated by the test's significance value being less than 0.05. The location variable's negative affect can be explained by the fact that interest in buying event tickets decreases with increasing distance from the venue. The study's findings show that interest in buying event tickets is significantly impacted negatively by location. A negative effect is consistent with earlier research, but a significant effect is consistent with earlier research. Previous research has shown that location has a favorable and considerable impact on purchasing interest. Examples of these studies include Yogyakarta's spicy noodle sales locations, Sampit boba drink sales locations and Langowan café business locations. (Adhistiani & Mulyono, 2025; Misran & Yani, 2024; Pandelaki et al., 2023). The duration of the venues' use is the reason the findings of this study are not totally in line with those of earlier research. The event venues in this study

were short-term, meaning they were only utilized during the event, whereas the business locations in earlier studies were long-term. As a result, Hypothesis H2 on how location affected interest in buying event tickets is rejected.

The Influence of Service Quality on Purchase Interest

The analysis's findings show t-test result of 8.119 with a significance value of less than 0.001 indicates that service quality has a positive and substantial influence on purchasing interest. These findings suggest that consumers' interest in buying event tickets is strongly and significantly influenced by the quality of the services they receive. The findings of earlier research on the sale of spicy noodles in Yogyakarta, ice cream snacks in Surabaya, coffee drinks in Kediri, online buying and selling businesses in Jakarta, and women's accessories in knick-knack stores in Makassar city are consistent with this study and demonstrate that service quality has a positive and significant impact on purchasing interest (Mulyono & Larasati, 2025; Teressa et al., 2024; Pratama et al., 2023; Caniago & Rustanto, 2022; Syamnarila et al., 2022). Prior research has shown that high-quality service can boost consumers' intentions to make purchases. As a result, Hypothesis

H3 on how service quality affects the intention to buy event tickets is accepted.

The Influence of Price, Location, and Service Quality on Purchase Interest

The analysis's result findings about purchasing interest are significantly impacted when price, location, and service quality are tested simultaneously. The significance value is less than the 0.05 level of significance, as indicated by the F-test result of 27.338 with a significance value of <0.001 . All the study's independent factors simultaneously became precise determinants in determining the degree of interest in buying event tickets, according to the test results. Additionally, the model is able to explain nearly two-fifths of the variation in the interest in buying tickets for the Sound of Wibu 2.0 Purwakarta event, with the remaining 60.1% being influenced by factors outside the study, according to the results of the determination coefficient test (R^2), which has a value of 39.9%. Hypothesis H4 on the simultaneous impact of pricing, location, and service quality on the purchase interest event tickets is accepted.

CONCLUSION

This study comes to the conclusion that purchase intention for Sound of Wibu

2.0 event tickets in Purwakarta is significantly influenced by price, location, and service quality based on statistical testing and multiple linear regression analysis results. While difficult-to-reach event sites have a negative impact on attendees' willingness to purchase tickets, higher ticket prices tend to decrease audience purchase intention. On the other hand, purchasing intention rises when event planners give superior service. As a result, the ANIOTA community and event planners are urged to better understand their target audience's characteristics, set ticket prices that are commensurate with the benefits provided, choose accessible venues, and consistently enhance service quality based on the audience's age and social background. However, because this study only looks at three independent variables price, location, and service quality and is restricted to a single Japanese cultural event in Purwakarta, the results' generalizability is limited. Although they were not taken into account in the investigation, other elements including promotion, event content, and social influence might also have an impact on purchase intention. In order to provide a more thorough knowledge of consumer behavior in purchasing cultural events tickets, future research is advised to

broaden the scope of study across various event types and geographies, incorporate additional factors, and apply longitudinal research designs.

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