


The Influence of Promoter Reputation, Ticketing System, Price, and Celebrity on Repurchase Intention of Concert Tickets by Mecimapro

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Article Info	ABSTRACT
<p>Keywords: Promoter Reputation, Ticketing System, Price, Celebrity, Repurchase Intention.</p>	<p>This study aims to analyze the influence of Promoter Reputation, Ticketing System, Price, and Celebrity on Repurchase Intention for concert tickets organized by Mecimapro. A quantitative approach was used, distributing questionnaires to 110 respondents who had purchased tickets from Mecimapro. Data analysis was conducted using the SEM-PLS method. The findings reveal that promoter reputation (T-Statistic = 4.428, P-Value = 0.000) and price (T-Statistic = 5.741, P-Value = 0.000) significantly influence repurchase intention. In contrast, the ticketing system (T-Statistic = 0.644, P-Value = 0.521) and celebrity (T-Statistic = 1.845, P-Value = 0.068) do not have a significant impact. This study underscores the importance of promoter reputation and ticket pricing as primary factors in building customer loyalty. Promoters are advised to focus on improving service quality and adopting competitive pricing strategies to enhance repurchase intention</p>
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INTRODUCTION

In recent years, interest in international music concerts in Indonesia has experienced a significant increase. This can be seen from the growing number of international concerts held by various promoters in Indonesia. The recovery of the entertainment industry following the COVID-19 pandemic has been one of the main reasons for the surge in concerts in Indonesia, especially during 2023–2024. The substantial increase in the number of music concerts, both featuring local and international artists, has become an intriguing phenomenon in the entertainment industry. Events such as We The Fest, Java Jazz Festival, Suga BTS, NCT, Coldplay, and the upcoming Bruno Mars concert reflect the high enthusiasm and public interest in concerts. Local bands like Dewa 19 and Sheila on 7 also enliven the Indonesian concert scene (Bayu, 2024).

According to a study report (Beyond Borders: A Study of Indonesian Concert-Goers' Behaviour, 2024) released by Populix, it clearly reveals the enthusiasm of the Indonesian public for music festivals and concerts both in Indonesia and abroad. The study analyzed responses from participants spread across Indonesia, predominantly from residents of Java Island, covering various demographic groups. As many as 77% of respondents expressed

interest in the music market. The study report also explained that respondents showed a significant interest in K-pop concerts. One of the leading promoters that plays an important role in bringing international concerts to Indonesia is Mecimapro. Mecimapro is one of the concert promotion companies established in 2015 under the umbrella of PT. Melania Citra Permata, with Fransiska Melani as the founder and project director.

Amid the bustling music and concert industry in Indonesia, Mecimapro has become one of the prominent promoters that has successfully organized concerts. However, Mecimapro does not only hold concerts, but also presents exclusive events such as fan meetings, exhibitions, and album fan signings with outstanding guest stars, actively attracting music lovers, especially K-pop fans. Big names such as EXO, NCT 127, Super Junior, Twice, and others have enlivened the music concert scene in Indonesia (Mecimapro, 2024). With the growing number of concerts held in recent years, this indicates that there are extensive opportunities for businesses and event organizers (promoters) to captivate music fans by providing an engaging concert experience and increasing repurchase intention.

According to Adinata in (Hasniati et al., 2021), repurchase intention refers to the situation where customers or consumers make repeat purchases of services or products from the same brand that they have previously purchased. According to Anggraeni in (Rizka & Farida, 2024a), it can be concluded that repeat purchases indicate that the experiences consumers have gone through can become an important factor that needs to be considered to maintain reputation, improve quality, and sustain the market share for the company (promoter). However, based on sociological data from Brand 24 using keywords (repurchase intention, Mecimapro, Disappointed, Ticket, Concert, Not sold out), there has been an increase in negative sentiment toward Mecimapro across media platforms such as Instagram, TikTok, X, and websites from September to December, indicating a decline in consumer desire. The data shows that Mecimapro receives an average of approximately 2,000 negative mentions per month. This raises serious concerns, as repurchase intention is one of the crucial factors for business sustainability, particularly in the entertainment industry, which heavily relies on consumer loyalty and directly impacts the company's reputation.



Source: Brand 24, 2024

Figure 1. Sociological Data on Brand Sentiment of Mecimapro

The decline in repurchase intention reflects a deeper crisis in Mecimapro's relationship with its customers. In this case, such issues have the potential to reduce the loyal customer

base and future revenue, given that the cost of acquiring new customers is much higher than retaining existing ones. Moreover, this decline also indicates an impact on one of the indicators of repurchase intention, namely consumers' exploratory interest. When trust in the promoter declines, consumers tend to become more open to exploring other alternatives. Therefore, Mecimapro, as a company, needs to improve and restore its reputation as a promoter by building trust to increase repurchase intention.

This phenomenon is supported by evidence from recent years, as Mecimapro has frequently been involved in controversies with audiences of the events it has organized. In 2022, Mecimapro faced harsh criticism over technical issues during the Seventeen: Be The Sun concert in Jakarta, related to allegations of poor ticketing systems, bot misuse, and counterfeit ticket accusations (Citra, 2024). As a result of these allegations and criticisms, the hashtag #BANNEDMECIMA became a trending tag, reaching up to 27,500 tweets as an expression of fans' disappointment with the promoter.



Source: IDN Times

Figure 2. Hashtag #BANNEDMECIMA

Mecimapro's latest controversy involves the Day 6: Forever Young concert. The issue arose because fans felt that the ticket purchase policy was unfair. Tickets in the Pink Soundcheck category, which were supposed to be exclusively available to Mecima Membership holders, were once again sold publicly to non-members. This has become a frequently discussed issue among fans, which could potentially affect Mecimapro's reputation and public perception.

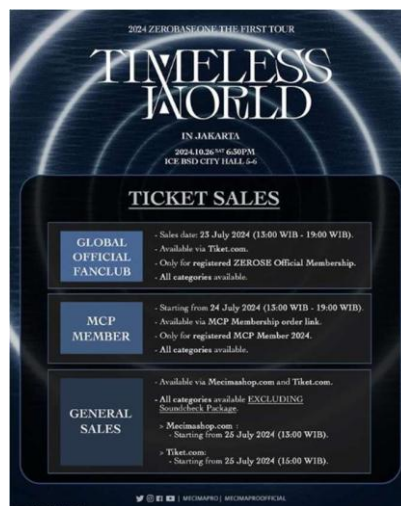
According to Lureiro in (Widjajanta et al., 2020), brand reputation (promoter) is one of the company's efforts to achieve trust and brand equity in the competition for brand preference, and it serves as an important aspect of strategic brand management. According to Aaker in (Pandiangan et al., 2021), brand equity refers to the assets and liabilities associated with a brand name and symbol. In music concerts held in Indonesia, particularly for K-pop concerts, the reputation of the promoter is highly considered. This is because fans generally take into account the quality and their past experiences of attending K-pop concerts, and they share their experiences related to the promoter of the concert.

According to (Hasniati et al., 2021), the quality of customer experience is one of the key factors in building customer loyalty toward a brand. Superior and positive experiences can shape consumer assessments and perspectives toward the brand. If the promoter has a

positive track record and delivers quality events and comfort for fans, it will enhance fan trust and enthusiasm.

The ticketing system is one of the crucial elements in the concert process. A user-friendly ticketing system becomes an important factor for repurchase intention. According to Widarmanti in (Wijiastuti et al., 2024), an easy-to-use ticketing system provides users with a comfortable and enjoyable experience, which is associated with perceived enjoyment and can increase the likelihood of repurchase.

One of the official ticket sales platforms for Mecimapro concerts is Mecimashop and Tiket.com. In the concert ticket purchasing process, there are several methods commonly used by Mecimapro, including Mecima Membership, Global Official Fanclub, and General Sale. The platforms and purchasing methods implemented by Mecima influence the chances of ticket purchases and concert benefits. Mecima designates specific days for ticket sales through these various methods.



Source: Instagram @mecimapro
Figure 3. Ticket Sales Information – ZeroBaseOne

Membership is one of the innovations offered to music fans, and even to fans of specific artists. In Mecimapro's concert ticket purchasing method, membership is divided into two types: Mecima Membership and Global Official Fanclub. Mecima Membership is a facility provided by Mecimapro for subscribed members, offering direct benefits in enjoying concert performances. To become a Mecima member, registration is required along with compliance with regulations and a fee of IDR 700,000, valid for one year. Mecima Membership offers early ticket purchase access through a special link (when available) for all events organized by Mecimapro. Moreover, if an event provides ticket categories with numbered seats, Mecima members will receive assigned seat numbers and queue numbers in designated member areas. Members may also receive exclusive benefits that are not provided or sold outside of Mecimapro (Registration MCP Membership, 2023).

Similar to Mecima Membership, the Global Official Fanclub is a subscription feature offering exclusive artist content provided by the agency and distributed through the official

agency site or through official artist platforms such as Weverse. Generally, the benefits of artist membership include exclusive content, official merchandise, and albums (Aditya, 2021). A major advantage for membership holders in ticket purchasing is the provision of a unique referral code shared via the official site, granting the opportunity to purchase tickets prior to the general sale period set by the promoter.

Aside from the ticketing system, price is also an important consideration for fans. According to Philip Kotler, as cited in (Maranisya & Putri, 2022), price is the total amount of money that must be paid for a service/product or an exchange value given by consumers to the seller to serve as business profit. The ticket prices offered by Mecimapro are highly varied, with a range of benefits as selling points.

According to Mecimapro's official website, ticket prices for international artist concerts, particularly those promoted by Mecima, generally range from IDR 1.5 million to IDR 2.5 million for regular categories, while VIP categories or meet-and-greet tickets are priced starting at IDR 2.5 million. Each ticket category offers a variety of benefits, including photocards, hi-bye/send-off sessions, soundchecks, and even group photos (Mecimapro, 2024). Ticket prices and benefits depend on the artist's popularity, agency regulations, and venue capacity.

Concert ticket prices are influenced by the popularity and reputation of the performing artists. K-pop artists or international celebrities with large fan bases enable promoters like Mecimapro to set higher prices, as fans are willing to pay more for the experience of seeing their idols live. According to Baldin (2021), artists and celebrities create influence through their work and social media presence. In concerts, they can shape audience perception and drive ticket purchases. Mitchell & Karttunen (1992) explain that fans' emotional attachment to artists makes them willing to pay premium prices. Promoters bringing in global artists can charge higher ticket prices, potentially increasing repurchase intention.

Considering these phenomena, the author is interested in studying "The Influence of Promoter Reputation, Ticketing System, Price, and Celebrity on Concert Ticket Repurchase Intention by Mecimapro". This topic is important as it can help promoters improve marketing strategies to boost repeat purchases and sustain business in the entertainment industry. This aligns with Widjajanta et al. (2020), who highlight the impact of brand reputation on repurchase intention; Rizka & Farida (2024b), who emphasize user experience in ticketing systems; and Safitri et al. (2022) as well as Riani et al. (2022), who found that price and celebrity significantly influence repurchase intention.

METHODS

This research adopts a quantitative approach, which aims to provide a structured description and test the established hypotheses. According to Sugiyono (2021), the quantitative method emphasizes the collection of numerical data that is then analyzed statistically to validate the research hypotheses. This approach was chosen because the researcher seeks to obtain objective insight into the relationship between promoter reputation, ticketing system, price, and celebrity on the repurchase intention of Mecimapro concert tickets.

This study utilizes a survey method, employing a questionnaire distributed online as the primary data collection tool. The questionnaire was designed using Google Forms and

disseminated through social media platforms such as WhatsApp, Instagram, and Telegram. According to Kriyantono (2020), questionnaires are highly effective tools for obtaining valid and reliable data in quantitative research.

The population of this study consists of consumers who have previously purchased concert tickets organized by the promoter Mecimapro. The population was selected based on the research objective to specifically assess consumer experiences with this particular promoter. To select the sample, the researcher employed non-probability sampling with a purposive sampling technique to ensure that only relevant respondents were involved (Bandur & Prof. Dr. Prabowo, 2021).

The criteria for selecting respondents were based on several considerations, including awareness of Mecimapro as a promoter, having previously purchased Mecimapro concert tickets, experience using online ticketing systems, interest in music or entertainment events, and having attended at least one concert. These criteria were established to ensure that the data collected truly reflects the actual consumer experience. The sample size was determined using the Cochran formula with a significance level of 10%. The calculation resulted in a minimum sample size of 68 respondents. This calculation is based on the approach explained by Noor (2012), who noted that a two-tailed test allows hypothesis testing in both directions, making the 10% significance level appropriate for this study.

The research instrument used in this study was a closed-ended questionnaire utilizing a Likert scale. This scale was chosen for its ability to measure respondents' attitudes, perceptions, and opinions toward the variables studied. According to Bandur & Prof. Dr. Prabowo (2021), the Likert scale is effective in assessing the degree of agreement from respondents toward various statements, ranging from strongly disagree to strongly agree.

The variables examined in this study consist of four independent variables and one dependent variable. The independent variables include promoter reputation, ticketing system, price, and celebrity, while the dependent variable is repurchase intention. Each variable has been operationalized using relevant indicators as proposed by previous scholars (Fombrun & van Riel, 1997; Delone & McLean, 2003; Monroe, 2012; Ohanian, 2013).

The data analysis in this research was conducted using SmartPLS version 3.0 with the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. This method was selected because it allows the researcher to analyze complex relationships between variables while simultaneously assessing the validity and reliability of the measurement instruments. Hair et al. (2017) argue that PLS-SEM is particularly effective for exploratory research and for testing causal relationships between variables.

The data analysis process in this study involves testing the measurement model (outer model) and the structural model (inner model). The outer model test assesses the validity and reliability of constructs through convergent validity, discriminant validity, composite reliability, and Cronbach's alpha. Ghazali (2016) notes that convergent validity is acceptable if the Average Variance Extracted (AVE) exceeds 0.50 and the outer loading values are above 0.70. In the inner model test, the researcher examined the R-square value to determine the explanatory power of the independent variables on the dependent variable, and the F-square value to assess the effect size of each path in the model. According to Hair et al. (2017), a

higher R-square value indicates that the model has strong explanatory power over the dependent variable. In addition, hypothesis testing was conducted using the bootstrapping procedure in SmartPLS. This technique allows the researcher to test the statistical significance of the paths between variables. Hypotheses were accepted if the t-statistic exceeded 1.96 at a 5% significance level or if the p-value was below 0.05, indicating statistical significance.

Through this series of methodological steps, the researcher aims to contribute meaningful insights into how promoter reputation, ticketing systems, pricing, and celebrity factors influence consumers' intention to repurchase concert tickets from Mecimapro. Ultimately, the findings of this research are expected to offer both academic and practical implications for promoters in formulating future business strategies.

RESULTS AND DISCUSSION

Analysis of Respondent Identity

Based on the data collected, the majority of respondents in this study fall within the age range of 20 to 25 years old. This indicates that the respondents are predominantly from the younger generation, who tend to have a high level of interest in music concerts, particularly K-pop concerts and other international shows promoted by Mecimapro. This age group indeed represents one of the main market segments in the entertainment industry, especially in the context of concert organization. In terms of gender, the respondents in this study are predominantly female. This dominance reflects the typical audience profile of concerts promoted by Mecimapro, where female concertgoers show high enthusiasm for attending events, especially those featuring popular K-pop or international artists. This phenomenon illustrates how gender can influence interest in entertainment events.

Based on domicile, most respondents reside in the Java region, particularly in the Greater Jakarta area (Jabodetabek). This region is recognized as the hub for major concerts in Indonesia, including those promoted by Mecimapro. The respondents' residence in this area provides easier access to concert venues, thereby increasing their participation in various music events held there. Furthermore, in terms of concert ticket purchasing frequency, the analysis shows that most respondents have purchased tickets more than once. This reflects a significant level of interest among respondents in concerts organized by Mecimapro, and also indicates a tendency for repeat purchases if the concerts align with their preferences.

Analysis of Respondent Behavior

Regarding their experience with ticketing systems, respondents in this study are generally accustomed to using online ticketing platforms. Platforms such as Mecimashop and Tiket.com are the primary choices for purchasing Mecimapro concert tickets. The ease of access and transaction speed offered by these platforms make the ticket purchasing process more convenient for consumers. Most respondents in this study also have experience as members of programs such as Mecima Membership or the Global Official Fanclub. These memberships provide them with additional benefits when purchasing tickets, such as early access or exclusive seating, thereby encouraging them to remain loyal followers of concerts organized by Mecimapro.

The analysis also reveals that respondents have a very high interest in music, especially K-pop. Their passion for this genre of music is one of the main drivers behind their decision to purchase concert tickets. They are willing to allocate both time and financial resources to watch their favorite artists perform live at Mecimapro concerts. Previous experiences of attending concerts organized by Mecimapro also serve as a significant motivating factor for respondents in this study. Most of them indicated that positive experiences at past concerts have increased their desire to purchase tickets again in the future, particularly if the events feature their favorite artists. Most of the respondents in this study are individuals who are already familiar with the promoter Mecimapro. This familiarity facilitates the ticket purchasing process and helps them understand the systems implemented by the promoter. Such familiarity also contributes to greater convenience in transactions and enhances trust in the event organizer.

Descriptive Analysis of Research Variables

The descriptive analysis of the research variables is conducted to provide an overall picture of the respondents' perceptions toward all variables examined in this study. This analysis aims to understand the extent of respondents' evaluations regarding each indicator representing the variables of promoter reputation, ticketing system, price, celebrity, and repurchase intention. Through this analysis, the researcher can comprehend data tendencies and the nature of respondents' answers before proceeding to the inferential analysis using SEM-PLS.

The first variable analyzed is promoter reputation. Based on the data processing results, it is evident that most respondents expressed positive opinions about Mecimapro's reputation. Respondents tend to agree that this promoter is credible, reliable in organizing concerts, and capable of building consumer trust. These positive assessments indicate that the reputation Mecimapro has established is fairly strong in the eyes of its consumers, despite some criticisms or controversies that have occurred in practice. Next, regarding the ticketing system variable, respondents provided diverse opinions. The majority of respondents felt that the ticketing system employed by Mecimapro, whether through Mecimashop or Tiket.com, was accessible and facilitated the ticket purchasing process. However, a number of respondents indicated that there were still shortcomings in terms of transaction speed and the transparency of information during ticket purchases. This shows that although the ticketing system is functioning adequately, improvements are still necessary to provide an optimal experience for consumers.

The following variable is price. The descriptive analysis revealed that most respondents perceived the concert ticket prices offered by Mecimapro to be reasonable. Respondents understand that ticket prices are influenced by various factors such as the popularity of the artist, the facilities provided, and the exclusivity of the event. Additionally, they considered the ticket prices to be proportional to the benefits received, such as access to soundcheck sessions, the opportunity to obtain exclusive photocards, and other advantages that enhance the value of their ticket purchase. For the celebrity variable, the analysis shows that the presence of well-known celebrities or artists in concerts promoted by Mecimapro greatly influenced respondents' purchasing decisions. Respondents stated that the popularity,

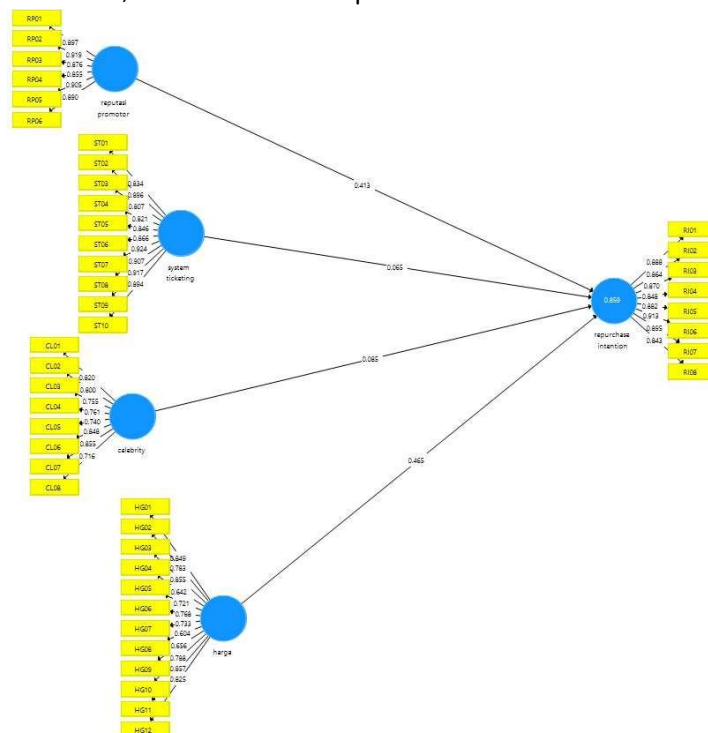
appeal, and achievements of the performing artists were primary considerations in their decision to buy tickets. This finding reinforces the significance of the celebrity factor as a major driver in attracting consumer interest to attend concerts.

Finally, concerning the repurchase intention variable, the descriptive analysis indicates a positive tendency among respondents. Most respondents expressed a high willingness to repurchase Mecimapro concert tickets in the future. They felt satisfied with their overall experience, including the event organization, interactions with the promoter, and the benefits they received during the concerts. This willingness to repurchase highlights the potential for consumer loyalty that the promoter can continue to cultivate.

Evaluation of Measurement Model (Outer Model)

Outer Model

According to Ghozali (2016), the purpose of evaluating the outer model is to assess the validity and reliability of the model by examining convergent validity and discriminant validity, as well as measuring reliability through composite reliability and Cronbach's alpha on the indicator blocks. Meanwhile, Chin (2015) explains that an indicator is considered valid if its loading factor exceeds 0.70, and it is still acceptable if the value falls between 0.50 and 0.60.



Source: Output Processed with SmartPLS 3.0

Figure 4. Results of SmartPLS 3.0 Algorithm

Based on the Figure, 44 indicators are considered valid with outer loading values above 0.7, while the remaining 3 indicators have values of 0.6, which are still acceptable according to Chin as they fall within the 0.5 to 0.6 range. Therefore, all indicators are deemed reliable and suitable for further analysis.

The next test is discriminant validity, which aims to compare the correlations between variables with the AVE (Average Variance Extracted) values. A model is considered to have good discriminant validity if the AVE of each variable is greater than the correlations between variables. These values are obtained from the SmartPLS output through the Fornell-Larcker Criterion.

Table 1. Discriminant Validity Test (Fornell-Larcker Criterion)

	Celebrity	Price	Repurchase Intention	Promoter Reputation	System Ticketing
Celebrity	0,788				
Price	0,477	0,761			
Repurchase Intention	0,426	0,888	0,876		
Promoter Reputation	0,248	0,803	0,864	0,891	
System Ticketing	0,254	0,783	0,810	0,870	0,872

Source: Processing Output with smartPLS 3.0

Based on Table 1, it can be concluded that the square root of the Average Variance Extracted (AVE) for each construct is greater than the correlations between constructs in the model. This indicates that the constructs in the estimated model meet the criteria for discriminant validity.

Table 2. Average Variance Extracted (AVE) Test Results

	Average Variance Extracted (AVE)
Celebrity	0,621
Price	0,579
Repurchase Intention	0,767
Promoter Reputation	0,794
System Ticketing	0,761

Based on the results of the Average Variance Extracted (AVE) test presented in the table above, it can be concluded that the AVE values are greater than 0.50, thus meeting the established criteria and indicating that the constructs possess sufficient reliability for further testing.

Table 3. Model Collinearity Test with VIF Value Table

	VIF	VIF
CL01	2,661	RI03 3,869
CL02	2,514	RI04 3,775
CL03	2,212	RI05 4,268
CL04	2,971	RI06 5,103
CL05	2,723	RI07 4,376
CL06	2,807	RI08 3,086

	VIF		VIF
CL07	2,856	RP01	4,235
CL08	1,744	RP02	4,671
HG01	3,506	RP03	3,257
HG02	2,820	RP04	2,954
HG03	3,764	RP05	4,258
HG04	2,151	RP06	3,571
HG05	3,070	ST01	2,974
HG06	3,168	ST02	4,908
HG07	2,960	ST03	3,354
HG08	2,441	ST04	3,121
HG09	2,365	ST05	4,080
HG10	3,040	ST06	4,392
HG11	7,177	ST07	6,489
HG12	4,797	ST08	5,394
RI01	4,276	ST09	5,235
RI02	4,081	ST10	4,166

Source: Processing Output with smartPLS 3.0

The test results indicate that 3 out of 41 items have values exceeding 5, suggesting the presence of multicollinearity. According to Ab Hamid et al. (2017), this implies collinearity among latent constructs, likely because several items measure the same aspect. Nevertheless, the researcher decided to retain these three items, as Hair et al. (2017) state that indicators with high VIF values can be kept if they hold strong theoretical relevance. In this case, careful interpretation is applied to mitigate the impact of multicollinearity.

Table 4. Composite Reliability & Cronbach's Alpha Test Results

	Cronbach's Alpha	Composite Reliability
Celebrity	0,914	0,929
Price	0,933	0,942
Repurchase Intention	0,956	0,963
Promoter Reputation	0,948	0,958
System Ticketing	0,965	0,969

Source: Processing Output with smartPLS 3.0

Based on the test conducted using SmartPLS, the results of the Cronbach's alpha and composite reliability tests indicate satisfactory outcomes, as all latent variables are deemed reliable with Cronbach's Alpha and Composite Reliability values of ≥ 0.70 . Therefore, it can be concluded that the questionnaire used as the research instrument in this study is considered reliable and consistent.

Structural Model Testing (Inner Model)

After testing the outer model and confirming that it meets the required criteria, the next step is to evaluate the inner model or structural model. This model is developed from

theoretical concepts to analyze the relationships between exogenous and endogenous variables as outlined. The inner model testing is carried out through the following stages.

Table 5. Fit Summary

	Saturated Model	Estimated Model
SRMR	0,077	0,077
d_ULS	5,883	5,883
d_G	4,079	4,079
Chi- Square	1970,603	1970,603
NFI	0,684	0,684

Source: Processing Output with smartPLS 3.0

According to Ghozali (2016), testing the structural model requires procedures such as Bootstrapping and Blindfolding using SmartPLS. In this test, the NFI value is 0.684, which falls below the threshold of 0.9, indicating that the model does not meet the fit criteria based on NFI. However, the SRMR value is 0.077, which is below the limit of 0.10, indicating that the model is considered fit based on this measure. Therefore, it can be concluded that the model fits the data.

Table 6. R – Square Value Test Results

	R Square	R Square Adjusted
Repurchase Intention	0,859	0,853

Source: Processing Output with smartPLS 3.0

The test results show an R-Square value of 0.859, indicating that the "Repurchase Intention" variable in this study can be explained by the exogenous variables in the model by 85.9%. This means that the majority of the variability in repurchase intention is well explained by the model, while the remaining 14.1% is influenced by other factors outside the scope of this research. Additionally, the adjusted R-Square value of 0.853 confirms that the model remains consistent, even after accounting for the number of variables included in the study.

Table 7. F-Square Value Test Results

	Repurchase Intention
Celebrity	0,037
Price	0,385
Repurchase Intention	0,241
Promoter Reputation	0,007

Source: Processing Output with smartPLS 3.0

Based on Cohen's theory, the F-Square test results in this study show varying levels of influence on Repurchase Intention. First, the Promoter Reputation variable has an F^2 value of 0.241, which is categorized as a medium effect since the value is ≥ 0.15 . Second, the Ticketing System variable shows an F^2 value of 0.007, indicating a weak effect as it falls below the ≥ 0.02 threshold. Third, the Price variable records an F^2 value of 0.385, which represents a strong effect since the value exceeds ≥ 0.35 , highlighting that price is a dominant factor in

driving repurchase intention. Finally, the Celebrity variable has an F^2 value of 0.037, which is also categorized as a weak effect as it meets the threshold of ≥ 0.02 .

Table 8. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Celebrity -> Repurchase Intention	0,085	0,083	0,046	1,845	0,068
Price -> Repurchase Intention	0,465	0,466	0,081	5,741	0,000
Promoter Reputation -> Repurchase Intention	0,413	0,408	0,093	4,428	0,000
Ticketing System -> Repurchase Intention	0,065	0,069	0,101	0,644	0,521

Source: Processing Output with smartPLS 3.0

Based on the hypothesis testing using the bootstrapping method within the structural model, several important findings were obtained. The Promoter Reputation variable showed a positive influence on Repurchase Intention, with an original sample value of 0.413, a T-Statistic of 4.428, and a P-Value of 0.000. These results indicate a highly significant statistical effect, suggesting that a strong promoter reputation helps build a positive impression and emotional satisfaction among consumers, thereby encouraging repeat purchases in the future. Meanwhile, the Ticketing System variable recorded an original sample value of 0.065, a T-Statistic of 0.644, and a P-Value of 0.521. These findings reveal that the ticketing system does not have a significant impact on repurchase intention. Although some consumers may have complaints regarding the system, such concerns are not substantial enough to influence their perceptions or decisions about making repeat purchases.

The Price variable demonstrated a very significant influence on Repurchase Intention, with an original sample value of 0.465, a T-Statistic of 5.741, and a P-Value of 0.000. This confirms that price is a crucial factor in shaping repurchase intention, as consumers perceive the price offered to be aligned with the benefits they receive, both materially and emotionally,

which enhances their overall satisfaction. Finally, the Celebrity variable showed an insignificant effect on Repurchase Intention, with an original sample value of 0.085, a T-Statistic of 1.845, and a P-Value of 0.068. In the context of repeat purchases, consumers appear to be more influenced by prior experiences, such as satisfaction with the promoter's reputation and ticket pricing, rather than the celebrity factor. This indicates that service quality and the overall experience play a more dominant role in consumers' decisions to purchase concert tickets again.

Discussion

The analysis results indicate that promoter reputation has a significant influence on repurchase intention. With an original sample value of 0.413, a T-statistic of 4.428, and a P-Value of 0.000, this finding confirms that promoter reputation statistically has a strong impact on increasing customers' willingness to repurchase concert tickets. As explained by Walsh and Beatty (2007), promoter reputation functions as a credibility indicator that helps reduce customer uncertainty. A positive reputation strengthens customers' perceptions of the promoter's reliability and service quality, while also enhancing emotional bonds and trust in the promoter. Furthermore, Fombrun and van Riel (1997) emphasized that, in the entertainment industry, reputation can be viewed as a signal of quality, indicating that the promoter is capable of organizing high-standard events that meet customer expectations. This is consistent with the Expectancy Disconfirmation Theory, which states that positive experiences that meet or exceed expectations will increase customer satisfaction, ultimately fostering loyalty and repeat purchases. These findings are further supported by Wijarnoko et al. (2023), who found that a strong reputation helps build positive perceptions of service reliability and fosters long-term customer loyalty.

In contrast, for the ticketing system variable, the test results show that it does not have a significant influence on repurchase intention. With an original sample value of 0.065, a T-statistic of 0.644, and a P-Value of 0.521, the findings suggest that customers' experiences with the ticketing system are not the main factor influencing their decision to repurchase. While the ticketing system is important for facilitating purchases, customers tend to prioritize other factors, such as promoter reputation and ticket pricing. This is in line with the findings of Parasuraman et al. (2006), who explained that technical service quality, such as the ticketing system, acts only as a supporting factor in building customer loyalty. Even if minor technical issues occur, customers generally view them as part of the normal process, as long as their overall concert experience remains satisfying. Oliver (1999) also noted that repurchase decisions are more influenced by emotional satisfaction rather than technical aspects like ticketing systems. Moreover, based on the UTAUT theory, as explained by Handayani and Sudiana (2017), facilitating conditions such as ticketing systems do not necessarily serve as the main driver for repeat purchases, but rather as complementary factors that enhance the overall customer experience.

Regarding the price variable, the study confirms that price has a significant impact on repurchase intention. With an original sample value of 0.465, a T-statistic of 5.741, and a P-Value of 0.000, it can be concluded that customers' perceptions of price play an important role in shaping their intention to repurchase. Customers tend to compare the ticket price with

the benefits or experiences gained from the event. As stated by K. B. (1990), when customers perceive that the price is in line with the benefits received, it will increase their satisfaction and loyalty. In this context, if Mecimapro's ticket prices are considered more competitive compared to other promoters offering similar or better event quality, customers are more likely to repurchase. This is supported by Febrianti et al. (2023), who demonstrated that customers' perception of fair pricing aligned with service quality significantly enhances satisfaction and repurchase intention.

Meanwhile, the influence of the celebrity variable on repurchase intention was found to be insignificant. With an original sample value of 0.085, a T-statistic of 1.845, and a P-Value of 0.068, the results indicate that celebrity presence is not the main factor driving customers to repurchase concert tickets. Celebrities may attract attention during the initial purchase through their appeal and popularity, but this influence tends to diminish in the context of repeat purchases. Zeithaml et al. (1996) highlighted that, in repeat purchases, customers focus more on satisfaction from prior experiences rather than merely who is performing at the event. Oliver (1999) also emphasized that customer loyalty is shaped more by emotional satisfaction derived from service quality and personal experiences, rather than celebrity presence alone. Furthermore, Romli and Sisilia (2023) found that celebrities tend to have a stronger influence on first-time purchase decisions rather than on repeat purchases. This suggests that while celebrities may serve as an additional attraction, other factors such as promoter reputation, service quality, and ticket pricing remain the primary considerations in repurchase decisions.

Overall, the model testing in this study, conducted using PLS-SEM, demonstrates that the variables of promoter reputation, ticketing system, price, and celebrity collectively influence repurchase intention. With an adjusted R-Square value of 0.835, this result indicates that the model explains 83.5% of the variation in repurchase intention. Sarstedt et al. (2014) and Hair et al. (2017) explain that adjusted R-Square provides a more accurate measure in evaluating model strength, as it accounts for the number of predictors in the model, leading to a more realistic estimation. Chin (1998) also supports that the adjusted R-Square value reflects the model's strong capacity to explain the influence of the independent variables on repurchase intention. Therefore, these findings demonstrate the success in selecting relevant variables and confirm that the model used in this study is appropriate for predicting customer repurchase intention for Mecimapro concert tickets.

CONCLUSION

Based on the findings of this study regarding the influence of promoter reputation, ticketing system, price, and celebrity on the repurchase intention of Mecimapro concert tickets, it can be concluded that promoter reputation emerges as a key factor in building customer trust. Beyond technical aspects, reputation plays a vital role in fostering emotional connections that strengthen consumer loyalty. Meanwhile, although the ticketing system facilitates transactions, customers tend to prioritize their overall emotional experience over technical considerations. Price also proves to be a highly decisive element, not merely as a numerical figure but as a reflection of the perceived value that customers associate with the benefits

gained from the event. When customers feel that the price is balanced with the quality provided, they are more likely to repurchase. On the other hand, while celebrity presence effectively attracts initial purchases, it is not strong enough to drive repeat purchases, as customers tend to focus more on their previous experiences when making follow-up decisions. These results offer strategic insights for Mecimapro to focus on enhancing their reputation, delivering high-quality concert experiences, and offering competitive pricing strategies. For the entertainment industry, these findings underscore the importance of building loyalty through customer satisfaction. Moreover, for future researchers, this study opens up opportunities to explore emotional and technical factors more deeply, using broader methodologies and involving more diverse respondents to enrich the understanding of repurchase behavior in concert ticket sales.

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