

Examining Hammersonic International Metal Festival Re-visit Intention Through Hedonism, Social Identification, and Satisfaction

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Abstract- This study aims to determine the effect of satisfaction, hedonism, social identification, on re-visit intention. To test the hypothesis, quantitative research was conducted using a non-probability sampling technique. Online questionnaires were distributed to 136 people who have attended Hammersonic International Metal Festival. The data analysis technique used is SEM (Structural Equation Modeling) based on Smart PLS software. Based on the results of data analysis and processing, all independent variables are able to positively and significantly influence re-visit intention. Both direct and indirect effect showed positive effect on re-visit intention as dependent variable.

Index Terms- re-visit intention, hedonism, social identification, satisfaction, festival

I. INTRODUCTION

Festival are an action of human culture and are characterized as "a period of sacrosanct or profane, set apart by unique festivals" (Getz & Page, 2019). Festival are held in different areas, both inside and outside, even in virtual spaces, with different kinds and foundations of coordinators going from public area suppliers, non-benefit associations, and private associations (Davies, 2021). Festival are a high-risk movement because of the enormous number of individuals/members joining in, coordinators should zero in intensely on wellbeing and security guidelines as well as emergency and chance administration (Getz and Page, 2019). Most occasion facilitating organizations are not guaranteed against the pandemic, such countless festival have been compelled to drop or delay their 2020 versions (Szatan, 2020).

Hammersonic Official is in an issue of vulnerability because of the pandemic. The unsound recuperation of Corona virus cases has prompted vulnerability in government approaches with respect to limitations on open exercises. Corona virus had a more drawn out beginning phase and uncommonly affects individual emergencies reaction (Lenggogeni et al., 2021). Then again, RLE likewise needs to confront an enormous expense weight to at minimum limit the misfortunes that might be capable. Most significant is the vulnerability related with the crowd. The effect of the pandemic is exceptionally powerful on changes in crowd behavior and inclination. Sightseers travel penchant during Corona virus pandemic recuperation stage has impacted by pessimistic feelings (Lenggogeni, 2021). Contrasts in the way of behaving and picture development of sightseers towards an objective can be made sense of through their encounters (C.-C. Chen & Lin, 2012) and possibly moderate the general impact of various kinds of precursors on re-visit intention as communicated in goal to make a trip and readiness to help the objective (Tan & Wu, 2016).

Revisit Intention have been examined as a significant impact on satisfaction (Du et al., 2015). Consumer satisfaction, which alludes to a client's post-decision mental evaluation connected with a specific buy choice, has turned into the predominant client criticism metric in the help promoting writing (Lemon & Verhoef, 2016). The current review intends to assess the job that hedonism and social identification play in intervening the impacts of important ecological elements on participants' re-visit-intention. Pleasure and perkiness are addressed as a buyer returns in hedonism (Babin et al., 1994). Since occasions are experiential, elusive, and inwardly charged settings, the degree of hedonism saw by participants during a Festival experience might be a vital variable in making sense of their ways of behaving. The current concentrate additionally explores the potential interceding pretended by participants' social identification, or the feeling of association that a Festival's participants feel with different guests (Bagozzi & Dholakia, 2006).

Thusly, in view of these contemplations, this paper plans to dissect the fundamental indicators of festival participants' re-visit intention. It proposes a complete model which, recognizes the pretended by hedonism, satisfaction, and social identification in influencing festival participants' re-visit intention. The review centers around three targets:

- i. to distinguish the pretended by hedonism, satisfaction, and social identification, on participants' re-visit intention, the reliant variable of the model;
- ii. to dissect the job of satisfaction and social identification in interceding hedonism on re-visit intention;

II. LITERATURE REVIEW

2.1. Satisfaction

Consumer loyalty has been presented in many investigations since it is one of the most basic elements in the travel industry the scholarly community. Satisfaction is conceptualized as a result that outcomes from the examination among assumptions and saw execution (R. L. Oliver, 1981). Afterward, consumer loyalty is depicted as an outcome emerging from an individual's encounter including the other's ability to satisfy objectives or assumptions (R. Oliver, 1999).

According to Yoon & Uysal, (2005), fulfillment is viewed as perhaps the essential component impacting the travel industry objective determination, consumption, aim to return to and suggestion to other people. Earlier exploration delineated lest there are fundamental methodologies of satisfaction (del Bosque & San Mart'in, 2008) mental satisfaction (Eusébio & Vieira, 2013) and emotional satisfaction (Huang et al., 2015). Ongoing writing suggests that vacationer satisfaction research think about sightseers' passionate states in their encounters (J.-S. Lee et al., 2011).

2.2 Hedonism

During the 1980s, Hedonism received wide consideration in presenting research. In its development, hedonism is applied to interpret customer behavior from the point of view of social and mental brain science (Jantzen et al., 2012). Indulgence is characterized as the utilization of the joy and satisfaction obtained from pleasant encounters. In some cases hedonism is associated with passionate longing due to the fact that individuals usually like a pleasant life (Haylett et al., 2004).

Various experts attempted to check debauchery to get the thought and its application in advancing and the movement business. Holbrook & Hirschman, (1982) used a five-thing scale to check indulgence or liberal use. The scale included escape, friendship for experience, insight, silliness, and energy. Babin et al. (1994) used a seven-thing scale to evaluate guilty pleasure and investigated the impact of debauchery on cost in the US. The scale included: (1) exquisite tendency, (2) warmth for the experience, (3) rapture, (4) premium in buying, (5) experience, (6) premium for things/organizations, and (7) quick/enchanting technique for contributing energy during the purchase. Grappi & Montanari, (2011) applied extravagance to the movement business in an event study in Italy. The scale they used was fundamentally equivalent to the one used by Babin et al. (1994). The scale included exquisite tendency, escape, friendship for the endlessly experience.

2.3 Social identification

In friendly brain research, social identification signifies lest an individual distinguishes him/herself as an individual from a general public. A surge of unmistakable confirmation with an affiliation is treated as an extraordinary sort of social identification (Bhattacharya et al., 1995). People will generally use various factors to organize themselves as having a spot with a specific get-together. This characteristic, which is comprehensively settled in our public movement, is much of the time called social ID. To lay it out simply, social distinctive confirmation induces the sensation of having a spot with explicit get-togethers or affiliations (Ashforth & Mael, 1989).

Past examination recommends that the more a singular's relationship with a social substance (e.g., a gathering of buyers or associations) becomes self-characterizing for them, the more they endeavor to fashion solid connections among themselves and the element to foster the ideal personality (Einwiller et al., 2006). Accordingly, how much individuals relate to various gatherings might influence their ways of behaving (Bagozzi & Dholakia, 2006). Social personality hypothesis explains how people work on confidence and self-confirmation through arrangement, character and correlation (Tajfel & Turner, 2004).

2.4 Re-visit intention

Oliver Richard, (1997) characterized social expectations as an attested probability to take part in a specific way of behaving. Past advertising concentrates on use client assessments of administration quality and additionally satisfaction to uncover their post-buy conduct, which, thus, mirrors the customer's social aims. Clients' conduct aims ought to obviously show whether the shopper will remain with or leave the firm or administration, which incorporates activities, for example, offering positive remarks on the firm or administration (Cronin Jr et al., 2000; Wang et al., 2004), suggesting the firm or administration (Chen & Tsai, (2007), addressing a greater expense, or staying faithful to the organization or service (Yang & Peterson, 2004)

Altunel & Koçak, (2017) characterize social aim as a customer's inclination to act with a specific goal in mind toward items or administrations. Social aim, in purchaser conduct research, is at times called aim dependability (Le Chi & others, 2016), and signals an individual's anticipated way of behaving in the momentary future connected with consuming items or administrations. Whenever inspected after a buy, post-buy re-visit intentions are usually applied to measure a shopper's likelihood to repurchase and considered a sensibly precise indicator of their future purchasing conduct. Be that as it may, other examination (Mansour & Ariffin, 2017) have not restricted social expectation to repurchase, yet in addition by discernible ways of behaving, for example, aim to prescribe and aim to repurchase regardless of whether costs increment.



Figure 1. Research Framework

Based on the literature review in the previous section, so the researcher formulates hypotheses as follows:

- H1** : Hedonism has positive effect on satisfaction
- H2** : Hedonism has positive effect on social identification
- H3** : Hedonism has positive indirect effect on re-visit intention mediated by satisfaction
- H4** : Hedonism has positive indirect effect on re-visit intention mediated by social identification
- H5** : Satisfaction has positive effect on re-visit intention
- H6** : Social Identification has positive effect on re-visit intention

III. METHOD

This study means to inspect the variable influencing conduct aim through feeling, satisfaction, hedonism, social identification, and re-visit intention. This kind of examination is logical exploration in view of the characterization of its targets. The examination configuration utilizes quantitative strategies to quantify the effect of proposed factors. The time skyline in this study is a single shot or cross sectional since information is just gathered once during January in 2022. Information is gathered by finishing up web-based surveys by respondents, for this situation 136 individuals who had gone to the Hammersonic Festival in Indonesia as indicated by the example rules had previously answered the questionnaire.

Characteristic	Frequency %
Gender	
Man	8.8
Woman	91.2
Age	
17 - 27 years old	31.4
28 - 42 years old	67.2
43 - 60 years old	1.5
Occupation	
State-owned Company Employee	13.1
Private Employee	30.7
Student	19.7

Farmer	2.9
Civil Servant	13.9
Entrepreneur	19.7
Education Level	
Junior High School	4.4
Senior High School	13.1
Diploma	13.1
Undergraduate	62.8
Magister	5.8
Ph.D	.7
Monthly Income	
< Rp 4.000.000,-	35.8
Rp 4.000.000 < Rp 6.000.000,-	52.6
Rp 6.000.000 - Rp 8.000.000,-	11.7

Source: Primary Data (2022)

3.1 Measurement

The estimation scale utilized in this study is a Likert scale with a scale score of 1-5. 1 is unequivocally dissent, 2 is deviate, 3 is impartial, 4 is concur, and 5 is firmly concur.

Satisfaction was estimated by three things, "I'm fulfilled when I consider the cash and the time spent", "I'm happy with this celebration", "I'm happy with this celebration contrasted with different celebrations" (Sohn et al., 2016).

Hedonism saw by participants was estimated utilizing a four-thing, adjusted subset of PSV scale created by Babin et al. (1994): "Contrasted with different things, this experience was really charming", "I lived it up on the grounds that I genuinely experienced it as a getaway", "I partook in the experience for the wellbeing of its own", "I really felt enchanted".

Social identification variable was evaluated through four things to catch the degree to which a participant feels a feeling of association with other celebration participants (Bagozzi and Dholakia, 2006): "How connected would you say you are to the gathering of different participants of the celebration?", "How solid is your sensation of having a place with the gathering of other celebration participants?", "How comparative is your character to that of the typical celebration participant?", "How close do you feel to the standard celebration participant?".

Revisit Intention was estimated by three thing from Lee et al., (2008). "I will prescribe this celebration to my companions and neighbors", "I will commend this celebration to others", "I might want to visit this celebration again sometime later".

IV. RESULTS AND DISCUSSION

Two techniques for investigation will be introduced in this part. To begin with, the bootstrapping test was embraced to actually take a look at the dependability of the concentrated on develops. Second, to test the causal connections, a corroborative element investigation (CFA) was taken on utilizing the SEM strategy through SmartPLS rendition 3.

4.1 Reliability and validity of constructs

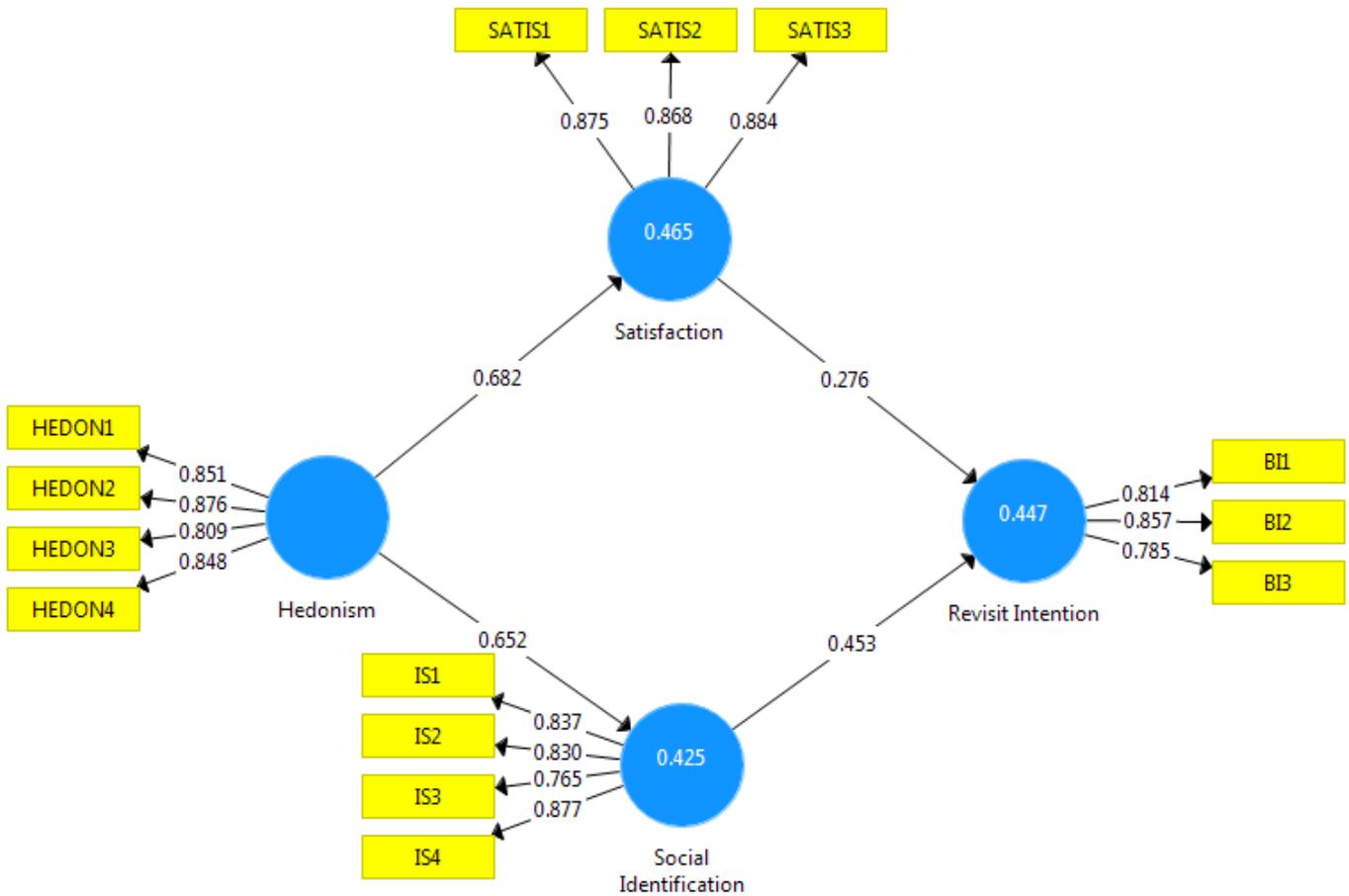
The following are the results of testing the convergent validity 1st Re-estimate instrument for as shown in table 2:

Table 2. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Re-visit intention	0.754	0.756	0.859	0.671
Hedonism	0.868	0.876	0.910	0.716
Satisfaction	0.848	0.848	0.908	0.767
Social Identification	0.847	0.858	0.897	0.686

Source: Results of SmartPLS data processing, Year 2022

Figure 2. Outer Loading



Source: Results of SmartPLS data processing, Year 2022

Table 3. Discriminant Validity

	Re-visit intention	Hedonism	Satisfaction	Social Identification
Re-visit intention	0.819			
Hedonism	0.722	0.846		
Satisfaction	0.575	0.682	0.876	
Social Identification	0.635	0.652	0.659	0.828

Source: Results of SmartPLS data processing, Year 2022

Based on table 2 above, it can be seen that the AVE value for each variable is > 0.5 . The expected AVE value exceeds the number > 0.5 . So it can be concluded that according to the AVE test the variables in this study are reliable. All variables have Cronbach's alpha values greater than 0.7. So it can be concluded that all reliability constructs are good. All variables have Composite Reliability values greater than 0.8 which means they are also in accordance with the criteria, so it can be concluded that all reliability constructs are very good and no reliability problems were found in the formed model.

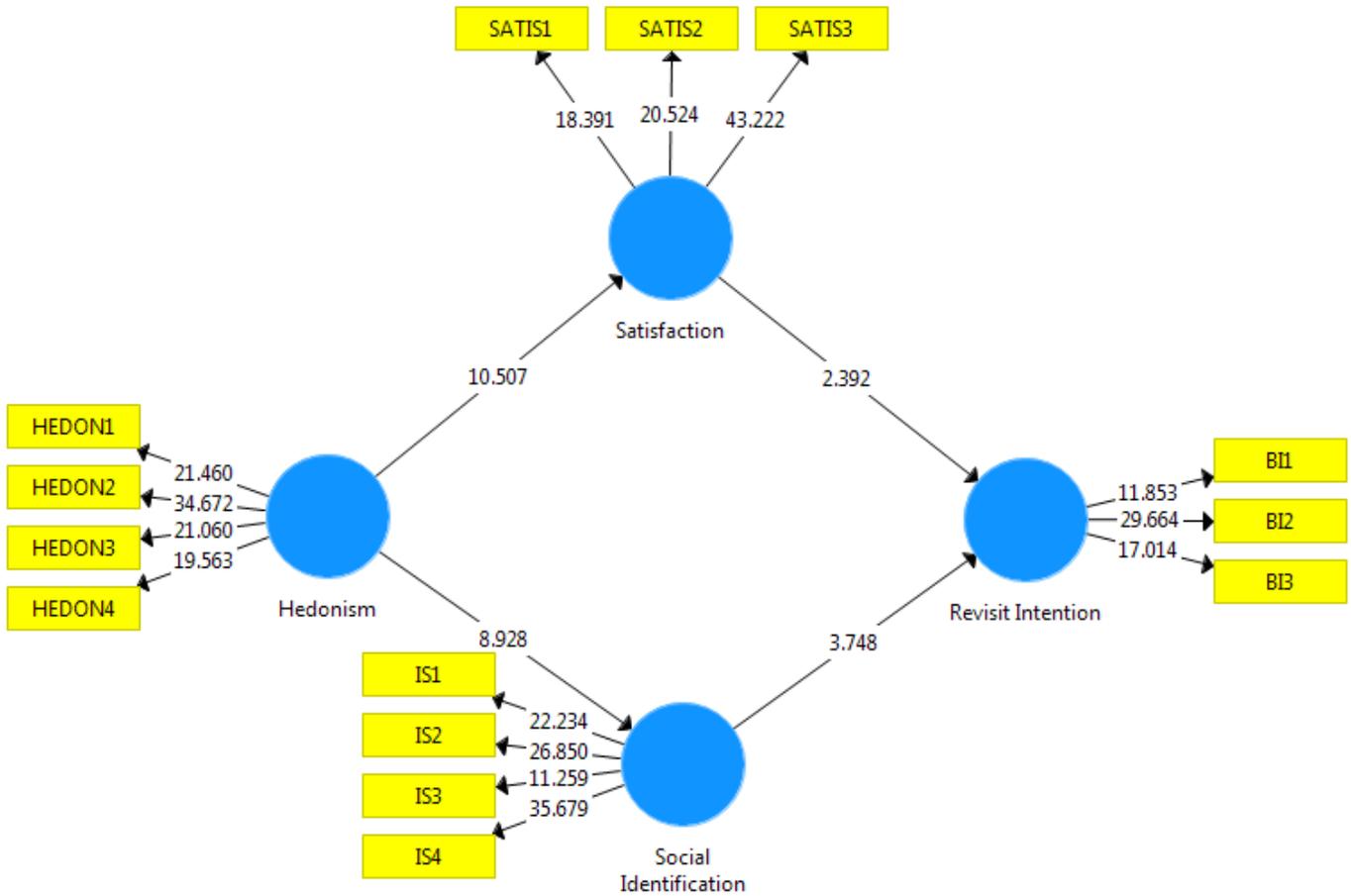
From table 3 above, it can be seen that the value of the square root of AVE is greater than the correlation of each other construct. It indicates that each concept of each construct or latent variable is different from other variables.

4.2 Hypotheses Testing

The empirical results (Table 4 and 5) showed that the hedonism has a positive and significant influence on satisfaction and social identification (t: 10.609, p: 0.000); (t: 8.273, p: 0.000). The satisfaction and social identification also have a positive and significant influence on re-visit intention (t: 2.415, p: 0.008); (t: 3.631, p: 0.000). Thus, H1, H2, H4, and H5 are supported. Hedonism has positive and significant indirect effect on re-visit intention (t: 2.808, p: 0.003); (t: 0.086, p: 0.015). This results support H3 and H4. Based on this research test, all hypotheses testing are supported.

Table 4 summarizes the results of the research hypotheses.

Figure 3. Path Coefficients and p-value



Source: Results of SmartPLS data processing, Year 2022

Table 4. Result Synthesis

Hypotheses	Structural Path	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypotheses Testing
H1	Hedonism -> Satisfaction	0.064	10.609	0.000	Supported
H2	Hedonism -> Social Identification	0.079	8.273	0.000	Supported
H5	Satisfaction -> Re-visit intention	0.114	2.415	0.008	Supported
H6	Social Identification -> Re-visit intention	0.125	3.631	0.000	Supported

Source: Results of SmartPLS data processing, Year 2022

Table 5. Total Specific Indirect Effect

Hypotheses	Structural Path	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypotheses Testing
Hedonism -> Social					
H3	Identification -> Re-visit intention	0.105	2.808	0.003	Supported
Hedonism -> Satisfaction -> Re-					
H4	visit intention	0.086	2.184	0.015	Supported

Source: Results of SmartPLS data processing, Year 2022

4.3 Discussion

This study was conducted to examine the significance effect of hedonism, satisfaction, and social identification on the behavioral intentions of Hammersonic International Metal Festival patrons. Hedonism was chosen as an independent variable to find out the experiences experienced by visitors while at the Hammersonic festival. Furthermore, the effect of hedonism on re-visit intention was tested by bringing up satisfaction and social identification as mediating variables.

Based on the results of hypothesis testing, it shows that the statistical results provide outcomes that support the 6 hypotheses that have been formulated. Hedonism has a positive influence on satisfaction. This indicates that the higher the hedonism value felt by the audience, the higher the satisfaction that the audience will get. In addition, hedonism also has a positive effect on social identification. This indicates that the high sense of pleasure experienced by the audience at the festival further encourages a sense of belonging and feeling part of the festival.

Satisfaction also shows a significant effect on re-visit intention. This evidence indicates that the higher the satisfaction felt by the audience, the greater the desire of the audience to say positive things, suggest or invite colleagues, and will revisit Hammersonic at a later time. The next variable that has a positive effect on re-visit intention is social identification. The stronger the social identification of Hammersonic, it will positively trigger the audience's desire to share positive things, suggest to others, and the desire to attend Hammersonic at another time.

The indirect relationship between the Hedonism variable and Re-visit intention mediated by satisfaction and social identification also shows a positive influence. The findings from the results of hypothesis testing in this study confirm and support the findings of previous studies conducted by Grappi & Montanari, (2011).

5. CONCLUSION AND IMPLICATIONS

This study aims to examine the factors that influence the Hammersonic International Festival patron's re-visit intention. Quantitative research was conducted to measure the significance of the relationship between variables. The variables that researchers use to measure re-visit intention are satisfaction, hedonism, and social identification. The measurement of variables in this study was carried out based on references from previous studies. Based on the questionnaire that has been distributed in the google form format, as many as 136 respondents have participated in this study. Of course the respondents that researchers need are respondents who have visited Hammersonic at least once. The results of the questionnaire were processed using the SEM method on the SmartPLS version 3 software.

Based on the results of data analysis and processing, all independent variables are able to positively and significantly influence re-visit intention. Both direct and indirect effect showed positive effect on re-visit intention as dependent variable. This research is a refresher and supports the findings of previous studies that tested hedonism, satisfaction, social identification, on re-visit intention on festival objects. (Grappi & Montanari, 2011; Y. K. Lee et al., 2008; Mason & Paggiaro, 2012; Selmi et al., 2021).

The higher the hedonism value felt by the audience, the higher the satisfaction that the audience will get and further encourages a sense of belonging and feeling part of the festival. This indicates that visitors feel happy and relaxed while in the festival so that they feel satisfied. The sense of being part of the festival is also able to be the key to provide a positive direction on the behavior of the audience in the future. The organizing committee must be able to maintain the quality of the components in the festival such as facilities, program content, atmosphere, food, hospitality staff, and others. This is to maintain the level of comfort felt by visitors and the pleasant impression felt by visitors. Not only focusing on program content, but also matters that touch and interact directly with the audience.

The balance of the quality of the content presented coupled with a very comfortable and pleasant atmosphere for the audience will be an advantage for the festival itself.

3.1 Limitation and Future Research

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: The number of samples in this study which can be said to be less able to represent the entire population of the Hammersonic festival attendees, 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.

For future research, similar research is still very interesting to do by adding festivalscape variable and by selecting different research objects from this study to enrich the results of research interpretation and confirm the findings of this research. An increase in the number of respondents is also needed to strengthen the quality of research results so that they are more reliable and represent phenomena that occur in the field.

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