

Analisis Faktor-Faktor Penggunaan Platform Online Pembelian Tiket Event = Analyzing Use Factors of Event Ticket Purchase Online Platform

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Abstrak

Pandemi COVID-19 yang sudah mulai menurun membuat berbagai kegiatan masyarakat kembali hadir. Salah satu kegiatan yang mulai bangkit kembali adalah perhelatan event. Akibat pandemi COVID-19 pergeseran perilaku konsumen terjadi, termasuk perilaku masyarakat dalam membeli tiket event, di mana saat ini para event organizer lebih banyak menjual tiket event hanya secara daring melalui platform tiket event (PTE). Namun, nyatanya beberapa orang mengalami beberapa kendala saat melakukan pembelian tiket event melalui PTE. Berangkat dari isu tersebut, penelitian ini ingin mempelajari faktor-faktor yang memengaruhi seseorang untuk melakukan pembelian tiket event melalui PTE yang nantinya diharapkan dapat memberi wawasan terkait platform tiket event dan memberi masukan untuk praktisi platform tiket event. Untuk meneliti hal ini, penulis menggunakan teori DeLone and McLean IS Success Model dan Event Quality Components. Data dalam penelitian ini dikumpulkan secara kuantitatif melalui kuesioner daring yang diisi oleh 461 responden valid dan kualitatif melalui wawancara sebanyak tiga puluh satu narasumber. Data kuantitatif diolah dengan CB-SEM, sedangkan data kualitatif diolah menggunakan content analysis. Hasil penelitian menunjukkan bahwa information quality, service quality, dan service quality berpengaruh terhadap kepuasan pengguna di mana kepuasan pengguna berpengaruh terhadap pembelian tiket event pada PTE. Selain itu, information quality juga berpengaruh terhadap tiga komponen event quality, yaitu ticketing, program content, dan facility di mana ketiganya menggambarkan bahwa kualitas informasi pada PTE memengaruhi kualitas sebuah event. Hasil penelitian ini diharapkan dapat dijadikan referensi bagi praktisi PTE dalam memberikan kualitas PTE terbaik untuk penggunaannya dan juga untuk peneliti selanjutnya dengan konteks serupa.

.....The COVID-19 pandemic, which has started to decline, is bringing back various community activities. One of the activities making a comeback is the hosting of events. Due to the impact of the COVID-19 pandemic, there has been a shift in consumer behavior, including how people purchase event tickets. Currently, many event organizers predominantly sell tickets online through Event Ticketing Platforms (ETP). However, some individuals face challenges when buying event tickets through ETP. Starting from this issue, this research aims to study the factors that influence individuals to purchase event tickets through PTE, with the hope of providing insights into event ticket platforms and offering input for practitioners in the event ticket platform industry. To investigate this, the author employs the DeLone and McLean IS Success Model and Event Quality Components theory. Data for this research were collected quantitatively through an online questionnaire filled out by 461 valid respondents and qualitatively through interviews with thirty-one participants. Quantitative data were processed using CB-SEM, while qualitative data were analyzed using content analysis. The research findings indicate that information quality, service quality, and service quality influence user satisfaction, where user satisfaction affects the purchase of event tickets through ETP. Additionally, information quality also influences three event quality components: ticketing, program content, and facilities. These findings suggest that the quality of information on ETP affects the

overall quality of an event. This research is expected to serve as a reference for ETP practitioners to provide the best quality for their users. It also offers insights for future researchers in similar contexts.