The Influence of Event Marketing and Product Quality on The Decision to Visit The Event The Sounds Project 2022

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Abstract
There are various types of events currently being held. One of them is music events, which at this time are very much liked by various groups. One of the most discussed music platforms is The Sounds Project. At first, The Sounds Project organized music events among Jakarta-Depok circles which aimed to make a music platform that could attract the interest of young people so that they could be more creative without limits with the creativity of the ideas they had. This study aims to determine data analysis from Event marketing and Product Quality on Decisions to Visit The Sounds Project 2022 Event. Sampling in this study used primary data by distributing questionnaires to 100 respondents. Then the analysis technique used in this study is the tests that are in SPSS 29. The results of this study can be seen that the Event marketing variable does not have a partial effect on the Decision to Visit the The Sounds Project 2022 Event, the Product Quality variable affects the Visit Decision at The Sounds Project 2022 Event, as well as the Event marketing and Product Quality variables together have a positive effect on the Decision to Visit the 2022 The Sounds Project Event.

Keywords: Tourism Industry, Event, Event marketing, Product Quality and Visiting Decision.

INTRODUCTION

Tourism is currently related to various things and is closely related to service businesses in meeting the needs of tourists when carrying out tourism activities. Advances in technology and knowledge are also very helpful in increasing the current tourism
industry. One of them is the event industry, because in tourism activities a lot of events are held which are used as tourist attractions. The growing development of tourism events in Indonesia can provide benefits for the Indonesian economy and become a vehicle for enhancing the positive image of a tourism destination in Indonesia. Event can be interpreted as an activity held to hold a meeting with the same purpose to get information or to carry out a certain celebration. Events held in Indonesia are of various types, with the holding of these festivals being a venue for people’s promotion and creativity.

In organizing an event, compactness is needed so that it can run as desired, so Event Management is needed in it so that the event held has a clear structure. Event management is a professional activity of gathering and bringing together a group of people for the purpose of celebration, education, marketing and reunions, and is responsible for conducting research, designing activities, planning and implementing coordination and supervising the realization of the presence of an activity (Goldblatt, 2013). In organizing an event has the potential as a tourist attraction. Music events are one of the most widely held events in Indonesia. Promotions carried out through event activities help businesses or brands interact directly with consumers, so event marketing is needed in holding an event. The existence of event marketing is also closely related to the tourism industry, where at this time it can be seen that many companies are flocking to organize events to enhance the company’s positive image. Therefore event marketing is one of the main points in the success of holding an event.

In an event product quality is also one of the main points that need attention. According to Windarti and Ibrahim (2017), that product quality is the suitability of the needs and desires of each product into product specifications, product quality is a condition related to products, human services, and the environment to meet consumer expectations. As at this time many music events are held in various regions, because music events can attract a lot of interest from visitors to come. One of the music events that many audiences like today is The Sounds Project 2022. The Sounds Project 2022 is included in Vol. 5 which can deliver the event lively which attracts many audiences and fulfills the expectations of the visitors who come. The Sounds Project itself has been around for 7 years, starting in 2015. In 2015, The Sounds Project started as a group of young people who initially wanted to create a
campus-community-based music platform that could be accepted by the community. The Sounds Project started with consistently giving performances of dozens of music programs in the Jakarta and Depok areas, so that little by little The Sounds Project became widely known. The Sounds Project Vol. 1 was able to attract the attention of the general public and after The Sounds Project successfully held its shows, The Sounds Project began to consistently organize it in the following years and took part in many small gigs.

And in the end, The Sounds Project held another music concert for Vol. 5 with a location that can accommodate a larger audience capacity than in previous years, namely at the Allianz Ecopark Ancol on 27-28 August 2022, initially The Sounds Project Vol. 5 was planned to be held in early 2020, but due to the Covid-19 virus, at that time it had to be postponed. And now The Sounds Project is able to become a national scale festival with many audiences arriving. Sourced from Tribun Seleb (2022), that visitors who came to The Sounds Project 2022 were 58,000 people. So that this can be a concrete manifestation that The Sounds Project 2022 attracts a lot of visitor interest. Because 3 years earlier this event was postponed. The decision to visit consumers is also caused by several factors, namely location, adequate facilities, excellent service provided, and tourist attractions owned.

The decision to visit is a consumer process for making choices based on certain considerations. From the explanation above, it can be concluded that the event industry is also one of the tourism sectors and the event industry is the same as other industries. With so many event managers looking for ways to revive the event industry in the midst of a pandemic. From there, the latest innovations emerged, one of which was The Sounds Project 2022 event. The Sounds Project 2022 also increased and revived music events in Indonesia after the Covid-19 pandemic. And it can also be seen that event marketing and product quality play an important role in organizing music events on visiting decisions. Therefore, researchers are interested in conducting research entitled: "The Influence of Event Marketing and Product Quality on the Decision to Visit The Sounds Project 2022 Event". There are several formulations of the problem, namely as follows:

1. Does event marketing affect the decision to visit The Sounds Project 2022 event?
2. Does product quality affect the decision to visit The Sounds Project 2022 event?
3. Do event marketing and product quality together influence the decision to visit The Sounds Project 2022 event?

Apart from that, by conducting this research, the researcher has several objectives to study a phenomenon that can have an impact on a large audience. The research objectives to be achieved are as follows:

1. To find out the effect of event marketing on the decision to visit The Sounds Project 2022 event.
2. To find out the effect of product quality on the decision to visit The Sounds Project 2022 event.
3. To find out the influence between event marketing and product quality on the decision to visit The Sounds Project 2022 event

LITERATURE REVIEW

2.1 Event

According to Noor (2013: 8) in (Nugroho, Susanne, Hanny, 2016) an event is defined as an activity held to commemorate important things throughout human life either individually or in groups related to customs, culture, traditions and religion which are held at any given time.

Currently in Indonesia there are many educational institutions that study the event industry, apart from through the education sector the development of the event industry is also starting to develop on the international stage through professional associations related to events.

With the development of the event world, it has attracted a lot of attention from the public, as well as many career opportunities that lead to the event field. According to Abdullah (2009), based on the size and scale of the event it is divided into three types, namely:

a. Mega Events

Events that refer to the criteria of being followed by international, regional visitors of at least five countries, visitors in the total number based on the total duration (length) of activities of more than one million visitors, greater investment, greater profits,
greater impact on the community's economy and covered by media widely. Events that fall into this very large category include the Olympics, world cup, and international MTQ.

b. Medium Events

Events with medium-sized activities visited by between one hundred thousand people and up to one million visitors, have a national impact.

c. Mini Events

Events with activities attended by less than one hundred thousand visitors and are local in nature.

2.2 Event Marketing

According to Setiawati and Meitasari, 2020, the definition of event marketing is a type of promotion in which a company or brand is associated with an event or activity that has a theme with the aim of creating experiences for consumers and promotion of a product or service.

The starting point for effective event marketing is to determine the target market and explain the goals to be achieved from the event, so as to provide a good experience for consumers (Wood & Masterman, 2008) in (Setiawati and Meitasari, 2020).

So that with event marketing it is hoped that it can provide extraordinary results that can provide consumer satisfaction. As well as providing a positive image for companies or brands that participate fairly in the events held.

Hondiyanto and Hotman cite Kose's opinion in (Santoso et al., 2018) event marketing is a form of promotion that is carried out and designed to attract attention so as to be able to create a distinct impression and experience for consumers. There is a 5P concept in promoting an event, which is useful for influencing consumer interest. Therefore marketing, the marketing mix is carefully managed and controlled in order to produce the desired response.
2.3 Product Quality

Product quality in a marketing activity is very influential on the attractiveness of buyers who will attract consumers to buy and be interested in the existence of these products.

According to Afnina and Hastuti (2018), product quality is an effort to meet or exceed customer expectations where quality includes products, services, people, processes, and the environment, quality is a condition that is always changing (for example what is considered current quality may be considered lacking). quality in the future).

As for some things related to product quality that can be explained (Lupiyoadi, 2008: 84), namely as follows:

a. Reliability

   In addition, the product has the ability to provide convenience to consumers in using it. Consumers tend to choose products that are durable or not easily damaged. For consumers, the value of this reliability will save maintenance costs, so they don't experience problems within a certain period of time.

b. Performance

   An attractive product form will increase consumer purchasing power to use the product. Appearance for consumers is the impression generated by the product. The better the appearance of the product, consumers will make their own considerations to buy it. However, the appearance of the product is not only visible from the physical factor, but also from the contents contained in the product.

c. Aesthetics

   Artistic value relates to the appearance or form of the product. Products whose shape or appearance merely imitates certain other products receive less attention from potential consumers.

d. Serviceability
Product quality in providing services is an important part, especially for certain products that require fast, precise service with satisfying results. This capability is also a matter of reliability.

2.4 Visit Decision

The decision to visit is a process when visitors purchase products in a tourist area, therefore sometimes the decision to visit can also be interpreted as a purchase decision. According to Rizky (2017: 21), purchasing decisions are attitudes that are owned by each individual to make a decision to purchase the product offered by the seller.

The recommendations that are formed will be used and used as guidelines in decision making (Fahmi, 2016: 56), in (Aulia and Yulianti, 2019).

According to Syahrudin (2010) in (Syahrul and Saputra, 2018) in the decision to visit there are factors that influence interest in visiting, which include:

a. Marketing mix factor
   Marketing mix is a set of controlled marketing variables that companies combine to produce the desired response in the target market (Dipta Rafa, et al, 2019)

b. Service factor
   An activity to provide consumer satisfaction and comfort in accordance with the needs of consumers themselves

c. Psychological factors
   Psychology is a field of science that studies a person's character, mental functions, and mental processes through scientific procedures

d. Facility completeness factor
   Adequate facilities and infrastructure to facilitate a business activity. According to Kotler P (2016), facilities are anything that is physical equipment and is provided by service sellers to support consumer convenience.

e. Safety factor
   Efforts to avoid the occurrence of hazards that can interfere with personal comfort
f. Income factor
   Revenue is an increase or increase in assets and a decrease or decrease in company liabilities which are the result of operating activities or the procurement of goods and services to the public or consumers in particular (Hartanto, 2019: 102)

g. Social factor
   An action that has a goal to be achieved. Basically social is the nature of a person, the meaning of social also has a very broad meaning

h. Cultural factors
   Organizational culture is a set of values that are agreed upon and adhered to by all members of the organization that are dynamic and capable of increasing organizational productivity (Sudaryono, 2017). Culture also has several elements (Ganyang, 2018), namely: values, attitudes, behavior, identity, distinction.

ANALYSIS FRAMEWORK

Based on the theory described above, the analytical framework obtained in this study is the influence of event marketing and product quality on visiting decisions, namely as follow
**Figure 1. Analysis Framework**

- **Event marketing**
  - (X1)
  - Konten acara
  - Tempat dan waktu
  - Nilai manfaat
  - Antusias pengunjung

- **Kualitas Produk**
  - (X2)
  - Penampilan Event
  - Kinerja Team
  - Desain Venue
  - Kehandalan Event

- **Keputusan Berkunjung**
  - (Y)
  - Kualitas
  - Pelayanan
  - Lokasi
  - Tarif tiket
  - Daya Tarik
  - Rekomendasi konsumen lain

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*(Kristiutami)*
HYPOTHESIS

Based on the formulation of the problems that have been done before, the hypotheses referred to in this study are:

1. H0: Event marketing has a negative and insignificant effect on the decision to visit The Sounds Project 2022 event.
   H1: Event marketing has a positive and significant effect on the decision to visit The Sounds Project 2022 event

2. H0: Product quality has a negative and not significant effect on the decision to visit The Sounds Project 2022 event
   H2: Product quality has a positive and significant impact on the decision to visit The Sounds Project 2022 event

3. H0: Event marketing and product quality have a negative and insignificant effect on the decision to visit The Sounds Project 2022 event
   H3: Event marketing and product quality have a positive and significant effect on the decision to visit The Sounds Project 2022 event

METHOD

The research method used in this study uses a quantitative data approach. According to Sugiyono (2018), that quantitative is an empirical march method (concrete data), measured using statistics as a test tool for a calculation related to the problem being investigated with data in numerical format. With the existence of quantitative data, the goal is to estimate an event through data collection that focuses on numerical. It was concluded that the data collection was the result of filling out the respondents’ questionnaires in the form of numbers.

And for this research strategy the researcher used a descriptive analysis method, which was carried out to find out the existence of independent variables without any attachment to other variables (Sugiyono, 2017:35). Sugiyono (2017: 147), explains that descriptive statistical analysis also includes analysis techniques by calculating the minimum value, maximum value, average value and standard deviation.
Population and Sample

a. Population

Population is a group of living things in the same area and has certain characteristics. According to Silaen (2018: 87), the population is the entire object or individual who has certain characteristics (traits) to be studied. The population in the study was only carried out on a finite population, because there are an infinite number of certain characteristics of a population.

So it is concluded that the population has certain characteristics that have been defined, in this study the population is the visitors at The Sounds Project 2022 event, namely 58,000 people.

b. Sample

The sample is part of the population taken in certain ways to measure or observe its characteristics (Silaen, 2018: 87). There are two kinds of sampling techniques, namely Probability Sampling and Nonprobability Sampling. This study used a probability sampling technique with a simple random sampling technique. Probability Sampling is a sampling technique by providing equal opportunities.

Simple random sampling is a method of withdrawing from a population or universe in a certain way so that each member of the population has the same opportunity to be selected or drawn (Kerlinger, 2006: 188).

In order to calculate the required sample, the formula proposed by Slovin must be determined. It can be seen that the number of visitors to The Sounds Project 2022 event was 58,000 people (Pamungkas, 2022). So by proposing using the slovin formula, the sample of respondents in this study needs to be adjusted to as many as 100 people from all visitors to The Sounds Project 2022 event, for the desired error rate of around 10%.

Data collection techniques in this study researchers used a questionnaire with a Likert scale. The Likert scale is a scale used to measure one’s attitudes, opinions, and perceptions of social phenomena. In the Likert scale there are levels of measurement, namely levels 1 to 5 which mean the level of measurement of each question item in the
questionnaire. After getting answers from the respondents, the data collection was analyzed using the SPSS Statistical Program For Social Science application version 29.0.

In this study using quantitative research where, quantitative research has validity and reliability research instruments. According to Sugiyono (2015), in an instrument that has tested its validity and reliability, if it is not used properly in data collection, the data can be declared invalid. These testers and measurements demonstrate the accuracy of the data collected.

1. Validity Test

The validity test is to measure how valid the measuring instrument is in using its function. The notion of validity is an instrument that can measure what needs to be measured (Sugiyono, 2018: 121). In the validity test there are assessment criteria in it, namely as follows:

   a. If rcount < rtable, then the questionnaire item is declared invalid
   b. If rcount > rtable, then the questionnaire items are declared valid

2. Reliability Test

According to Saptutyningsih and Setyaningrum (2019: 166), it is said that reliability is the stability of repetitive measurement results from time to time. The reliability test was carried out to measure the variables used through the questions and statements used. A tool to measure the reliability test by looking at the Cornbach alpha value.

3. Multiple Linear Regression Analysis Test

According to Gozali (2018), multiple linear regression analysis was carried out to get an overview of an independent variable which includes CSR, liquidity, capital intensity, and inventory intensity which can have an impact on the dependent variable. Multiple linear regression analysis is data analysis used to analyze the interrelationships between variables and estimate the influence of each independent variable.
4. Classical Assumption Test

a) Normality Test

The normality test aims to test whether in the regression model, the confounding variables or residuals have a normal distribution, to find out whether the residuals are normally distributed or not, namely by using the Normality Probability Plot graph test analysis, the normal probability plot is to find out the cumulative distribution of the actual data with the distribution normal data.

b) Multicollinearity Test

The existence of a multicollinearity test is useful to find out whether there is a high correlation between the independent variables between the multiple linear regression models. To determine whether there is a multilinear regression model, namely as follows:

1. If the tolerance value is > 0.10 then VIF < 10.00 so that it can be seen that there is no multicollinear interference in the study
2. If the tolerance value is < 0.10 then VIF > 10.00 so that it can be seen that there is multicollinear interference in the study

c) Heteroscedasticity Test

According to Celik (2017), each residual variance will be the same for both small and large independent variables. To determine the existence of heteroscedasticity using the Glejser test. In making decisions on the heteroscedasticity test, the provisions have been determined, namely as follows:

1. If tcount > ttable and significant value > 0.05, then it is concluded that there is no heteroscedasticity
2. If thcount < ttable and significant value < 0.05, then it is concluded that there is heteroscedasticity
d) Autocorrelation test

The autocorrelation test has the goal of testing the linear regression model whether or not there is a correlation between the confounding errors in period t and the interfering errors in the previous t-1 period (Ghozali, 2018). There are criteria for detecting autocorrelation by using Durbin Watson values, which are as follows:

a. When 0, d, dL, then there is a positive autocorrelation
b. When 4 – dL < d < 4, then there is a negative autocorrelation
c. When the value of du < d < 4-du then there is no correlation

5. Model Feasibility Test

b) T Test (Partial)

This test can determine the independent variables, Event marketing (X1), Product Quality (X2) can individually influence the dependent variable Visit Decision (Y). The criteria for determining the decision used in the t test are as follows:

a. If the significance level is < 0.05 or Tcount > Ttable, then H0 is rejected and H1 can be accepted, so that it is stated that there is a partial influence of the independent variable on the dependent variable
b. If the significance level is > 0.05 or Tcount < Ttable, then H0 can be accepted H1 is rejected, so that it is stated that there is no partial effect of the independent variable on the dependent variable

c) Test F (Simultaneous)

According to Ghozali (2018: 98), the F test has the objective of showing whether an independent variable entered will have a simultaneous and significant effect on the dependent variable or not. Criteria for decision making in accordance with existing provisions, as follows:
a. There is a significant effect if the probability value (Sig. F) < (0.05) or Fcount > Ftable
b. There is no significant effect if the probability value (Sig. F) > (0.05) or Fcount < Ftable

d) The coefficient of determination (R2)

The goal with the coefficient of determination is to evaluate how well the regression model can explain changes in the dependent variable (Priyanto, 2016). There are criteria for determining decisions that have been determined, as follows:

a. If the value of R2 is close to 1, then the independent variable contains almost all the information needed to estimate the dependent variable
b. If the value of R2 decreases, the ability of the independent variable to estimate the dependent variable is increasingly limited

FINDING AND DISCUSSION

A. The Sounds Project 2022

The Sounds Project 2022 event is currently used as a music platform that is popular with young people. And also successfully held the event on volume 5 which was used as a trend setter at other music events. The Sounds Project itself was established in 2015, which was initially established as a campus-community-based music platform and filled small or internal campus events then consistently The Sounds Project continued to organize music events and expanded as a music collective so that it could become like now known and loved by the public. It’s been almost six years and entering its seventh year The Sounds Project has become a national scale music platform.

In previous years, The Sounds Project also went through trial-error periods when holding their music events, with the consistency that has been experienced,
The Sounds Project is able to present many local and international bands at its events. The Sounds Project also has a principle, namely "Where The Dreamers Go" which means that it will continue to be a place for young people to hone their creativity, to become the best version of themselves through real work by holding music festivals with the perfect concept (The Sounds Project, 2017).

Figure 1. The Sounds Project 2022 event logo

B. Characteristics of Respondents

Table 1. Characteristics of Respondents

<table>
<thead>
<tr>
<th>Keterangan</th>
<th>Jumlah Responden</th>
<th>Presentase</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Jenis Kelamin</strong></td>
<td></td>
<td></td>
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<tr>
<td>Laki – laki</td>
<td>39</td>
<td>39%</td>
</tr>
<tr>
<td>Perempuan</td>
<td>61</td>
<td>61%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>100%</td>
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<tr>
<td><strong>Usia</strong></td>
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<tr>
<td>17-20 tahun</td>
<td>34</td>
<td>34%</td>
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<tr>
<td>21-25 tahun</td>
<td>62</td>
<td>62%</td>
</tr>
<tr>
<td>26-30 tahun</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>&gt;31 tahun</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Pekerjaan</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pelajar/Mahasiswa</td>
<td>80</td>
<td>80%</td>
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<tr>
<td>Wiraswasta</td>
<td>4</td>
<td>4%</td>
</tr>
</tbody>
</table>
Based on Table 1 Characteristics of Respondents, the results of distributing the questionnaires are as follows:

1. the number of respondents with male gender is 39% or 39 respondents. While the female sex as much as 61% or 61 respondents. So it can be concluded that visitors to The Sounds Project 2022 Event are more dominantly female.

2. Most of the visitors to The Sounds Project 2022 Event are 17-20 years old (34%), 21-25 years (62%), 26-30 years (2%), <31 years (2%). Based on the age factor, the visitors at The Sounds Project 2022 event were dominated by visitors aged 21-25 years.

3. visitors to The Sounds Project 2022 Event have jobs as Students (80%), Entrepreneurs (4%), Government Employees (1%), Private Employees (9%), and others (6%). So it can be concluded that the dominant visitors at Event The Sounds Project 2022 are Students.

C. Descriptive Analysis

Table 2. Descriptive Analysis Results

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
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<tbody>
<tr>
<td>X1</td>
<td>100</td>
<td>3</td>
<td>5</td>
<td>4.39</td>
<td>.584</td>
</tr>
<tr>
<td>X1</td>
<td>100</td>
<td>3</td>
<td>5</td>
<td>4.55</td>
<td>.575</td>
</tr>
<tr>
<td>X1</td>
<td>100</td>
<td>3</td>
<td>5</td>
<td>4.66</td>
<td>.555</td>
</tr>
<tr>
<td>X1</td>
<td>100</td>
<td>3</td>
<td>5</td>
<td>4.59</td>
<td>.605</td>
</tr>
<tr>
<td>X1</td>
<td>100</td>
<td>3</td>
<td>5</td>
<td>4.61</td>
<td>.549</td>
</tr>
<tr>
<td>Event marketing</td>
<td>100</td>
<td>16</td>
<td>25</td>
<td>22.80</td>
<td>1.815</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>100</td>
<td></td>
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<td>Source: SPSS 29, processed in 2023</td>
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</table>

It can be concluded that the results of the data analysis above are in table 2, namely as follows:

In this study, all the independent variables, namely Event Marketing and Product Quality, can show that the average is at a value of 4, which means that all respondents to the Event The Sounds Project 2022 agree with the questions posed by the researchers, and also
on the dependent variable in this study, namely Decision Visiting also has an average score of 4 which means that all respondents to the 2022 Event The Sounds Project agreed to the questions posed by the researchers. Event marketing variables, the largest statement score is X1.3 (4.66) and the smallest is X1.1 (4.39). And also the Event marketing Variable (X1) has a standard deviation value of 1.815 which is smaller than the mean value of 22.80. The product quality variable with the highest statement score is X2.4 (4.72) and the smallest is X2.7 (4.48). And also the Product Quality variable (X2) has a standard deviation value of 2,694 which is smaller than the mean value of 36.75. As well as the visiting decision variable, the largest statement score is Y.6 (4.64) and the smallest is Y.1 and Y.4 (4.49). And also the Visit Decision variable (Y) has a standard deviation value of 2,734 which is smaller than the mean value of 32.00.

D. Validity Test

Table 3. Validity Test Results

<table>
<thead>
<tr>
<th>No</th>
<th>Variabel</th>
<th>r Hitung</th>
<th>r Table</th>
<th>Kod</th>
<th>Ket</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Event marketing</td>
<td>0.455</td>
<td>0.19</td>
<td>X1.1</td>
<td>Vali</td>
</tr>
<tr>
<td></td>
<td>(X1)</td>
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<td>5</td>
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<tr>
<td>2.</td>
<td></td>
<td>0.677</td>
<td>0.19</td>
<td>X1.2</td>
<td>Vali</td>
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<td></td>
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</tr>
<tr>
<td>3.</td>
<td></td>
<td>0.695</td>
<td>0.19</td>
<td>X1.3</td>
<td>Vali</td>
</tr>
<tr>
<td></td>
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<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td>0.762</td>
<td>0.19</td>
<td>X1.4</td>
<td>Vali</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td></td>
<td>0.570</td>
<td>0.19</td>
<td>X1.5</td>
<td>Vali</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No.</td>
<td>Kualitas Produk ($X_2$)</td>
<td>0.326</td>
<td>0.19</td>
<td>X2.1</td>
<td>Vali</td>
</tr>
<tr>
<td>-----</td>
<td>------------------------</td>
<td>-------</td>
<td>------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>7.</td>
<td></td>
<td>0.539</td>
<td>0.19</td>
<td>5</td>
<td>Vali</td>
</tr>
<tr>
<td>8.</td>
<td></td>
<td>0.653</td>
<td>0.19</td>
<td>5</td>
<td>Vali</td>
</tr>
<tr>
<td>9.</td>
<td></td>
<td>0.649</td>
<td>0.19</td>
<td>5</td>
<td>Vali</td>
</tr>
<tr>
<td>10.</td>
<td></td>
<td>0.505</td>
<td>0.19</td>
<td>5</td>
<td>Vali</td>
</tr>
<tr>
<td>11.</td>
<td></td>
<td>0.719</td>
<td>0.19</td>
<td>5</td>
<td>Vali</td>
</tr>
<tr>
<td>12.</td>
<td></td>
<td>0.600</td>
<td>0.19</td>
<td>5</td>
<td>Vali</td>
</tr>
<tr>
<td>13.</td>
<td></td>
<td>0.606</td>
<td>0.19</td>
<td>5</td>
<td>Vali</td>
</tr>
<tr>
<td>14.</td>
<td>Keputusan Berkunjungan ($Y$)</td>
<td>0.647</td>
<td>0.19</td>
<td>5</td>
<td>Vali</td>
</tr>
<tr>
<td>15.</td>
<td></td>
<td>0.693</td>
<td>0.19</td>
<td>5</td>
<td>Vali</td>
</tr>
<tr>
<td>16.</td>
<td></td>
<td>0.786</td>
<td>0.19</td>
<td>5</td>
<td>Vali</td>
</tr>
<tr>
<td>17.</td>
<td></td>
<td>0.730</td>
<td>0.19</td>
<td>5</td>
<td>Vali</td>
</tr>
</tbody>
</table>
Based on table 3, all items of independent variables and dependent variables with scores of \( r_{count} > r_{Table} \), so that they have been declared valid. The \( r_{Table} \) value can be obtained by calculating the degrees of freedom of the data, which is 100. Furthermore, based on data processing using SPSS software version 29, it can be seen that all \( r \)-count values are at a significance level of 0.5 (5%). then the \( r_{Table} \) value for \( n = 100 \) with a sinification level of 0.5 is 0.195.

### E. Reliability Test

**Table 4. Reliability Test Results**

<table>
<thead>
<tr>
<th>Variabel</th>
<th>Cronbach’ s Alpha</th>
<th>Batas Cronbach’ 2</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event marketing (X1)</td>
<td>0.625</td>
<td>&gt; 0.60</td>
<td>Reliabel</td>
</tr>
<tr>
<td>Kualitas Produk (X2)</td>
<td>0.711</td>
<td>&gt; 0.60</td>
<td>Reliabel</td>
</tr>
</tbody>
</table>
The results of the test in table 4 above, can show that the variable Event marketing, Product Quality and Visiting Decisions have a value of Cornbach Alpha ($\alpha$) > 0.60. So that it can be stated that the Independent variable and the Dependent Variable from the questionnaire items are reliable.

F. Multiple Linear Regression Analysis Test

Table 5. Multiple Linear Regression Analysis Test Results

<table>
<thead>
<tr>
<th>Coefficients$^a$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
</tr>
<tr>
<td>Event marketing</td>
</tr>
<tr>
<td>Kualitas Produk</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Keputusan Berkunjung

Source: SPSS 29, processed in 2023

Based on table 5 above, it can be concluded that:

\[ Y = 4.774 + 0.157(X_1) + 0.643(X_2) \]

It was explained that the constant value was 4.774, namely the Visit Decision Variable. Then, the regression coefficient value for the Event Marketing Variable is 0.157 and the
Product Quality Variable is 0.643. So that in the table above, the highest regression coefficient value is in the Product Quality Variable.

G. Normality Test

Table 6. Normality Test Results

![Normality Test Graph]

Source: SPSS 29, processed in 2023

It can be concluded in the normality test histogram graph with the probability plot test that the spread of data can follow the diagonal line, so the data can be stated to be normally distributed.
H. Multicollinearity Test

Table 7. Multicollinearity Test Results

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>4.774</td>
<td>2.866</td>
<td>1.665</td>
</tr>
<tr>
<td></td>
<td>Event marketing</td>
<td>.157</td>
<td>.141</td>
<td>.104</td>
</tr>
<tr>
<td></td>
<td>Kualitas Produk</td>
<td>.643</td>
<td>.095</td>
<td>.634</td>
</tr>
</tbody>
</table>

*Source: SPSS 29, processed in 2023*

Table 7 shows the VIF value of the Event Marketing variable and Product Quality of 1.688. Because the VIF values of the two independent variables were > 10.00, there was no symptom of multicollinearity between the variables. And because the tolerance value of the event marketing variable and product quality is 0.593, the tolerance value of the two independent variables is <0.100, it can be concluded that the assumption of multicollinearity has been met.
I. **Heteroscedasticity Test**

*Table 8. Heteroscedasticity Test Results*

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>6.867</td>
<td>1.815</td>
<td>3.782</td>
<td>&lt;.001</td>
</tr>
<tr>
<td>Event marketing</td>
<td>-.143</td>
<td>.089</td>
<td>-.201</td>
<td>-1.599</td>
</tr>
<tr>
<td>Kualitas Produk</td>
<td>-.059</td>
<td>.060</td>
<td>-.124</td>
<td>-.983</td>
</tr>
</tbody>
</table>

a. Dependent Variable: ABS_RES

Source: SPSS 29, processed in 2023

It can be concluded from table 8, it can be seen that the independent variable has a significant value (Sig) greater than 0.05, namely 0.133 (event marketing variable) and 0.328 (product quality variable). So the result is that the heteroscedasticity test regression model has been fulfilled and the independent variable on the dependent variable does not show heteroscedasticity symptoms.

J. **Autocorrelation Test**

*Table 9. Autocorrelation Test Results*

<table>
<thead>
<tr>
<th>Model Summary</th>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>.705a</td>
<td>.497</td>
<td>.487</td>
<td>1.95818</td>
<td>2.151</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Kualitas Produk, Event marketing
b. Dependent Variable: Keputusan Berkunjung

*Source: SPSS 29, processed, 2023*

So it can be concluded from table 9 above, the characteristics so that autocorrelation symptoms do not occur are DU<DW<4-DU. Then, based on the data above, it is known that n = 100 and K (independent variable) = 2, then the value of DU = 1.7152, DW = 2.151. so 4-DU = 2.2848. Becomes 1.7152<2.151<2.2848.

It can be concluded that the data above does not have autocorrelation, because the DU value is lower than the DW value, and the DW value is lower than the 4-DU value.

K. T Test (Partial)

*Table 10. T test results*

<table>
<thead>
<tr>
<th>Coefficientsa</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>4.774</td>
<td>2.866</td>
<td>1.665</td>
</tr>
<tr>
<td></td>
<td>Event marketing</td>
<td>.157</td>
<td>.141</td>
<td>.104</td>
</tr>
<tr>
<td></td>
<td>Kualitas Produk</td>
<td>.643</td>
<td>.095</td>
<td>.634</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Keputusan Berkunjung

*Source: SPSS 29, processed in 2023*

It is concluded in table 10 above, that the Event marketing variable has a Tcount value of 1.114 and a significant value of 0.268, which can be seen that the Ttable value is 1.660 which is calculated from the t-test table where it is 0.05 and df = 100, the results obtained by the formula df = n-2 ((100)-2).

so it can be concluded that Tcount <Ttable and the significant value is > 0.05. Then the event marketing variable is declared H0 accepted and H1 rejected, which means that there is no partial influence on the Visit Decision variable at The Sounds Project 2022 Event.
And also the Product Quality variable has a Tcount value of 6.781 and a significant value of 0.001 which can be concluded $T_{count} > T_{table}$ that $H_0$ is rejected and $H_2$ is accepted, which means that there is an influence on the Visit Decision variable.

L. Test F (Simultaneous)

**Table 11. F test results**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>2</td>
<td>184.028</td>
<td>47.993</td>
<td>&lt;.001</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>97</td>
<td>3.834</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>740.000</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<sup>a. Dependent Variable: Keputusan Berkunjung</sup>
<sup>b. Predictors: (Constant), Kualitas Produk, Event marketing</sup>

*Sumber: SPSS 29, diolah 2023*

It can be seen from table 11 above, it is known that the Sig. is 0.001 which means it is smaller than 0.05 and also the $F_{count}$ value is 47.993 which can be seen by the $F_{table}$ value of 3.09 which is calculated from the f-test table where it is 0.05 and df = 100, the results obtained by the formula df = n - 2 ((100)-2).

It can be concluded that, the value of $F_{count} > F_{table}$. So that it can be stated that event marketing and product quality together have a positive and significant effect on the decision to visit The Sounds Project 2022 event.
M. Determination Coefficient Test (R2)

Table 12. Determination Coefficient Test Results

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.705¹</td>
<td>.497</td>
<td>.487</td>
<td>1.95818</td>
</tr>
</tbody>
</table>

¹. Predictors: (Constant), Kualitas Produk, Event marketing

It can be seen in table 12 above, the R2 value shows 0.487 or 48.7%. So it can be concluded that the Event marketing and Product Quality variables as independent variables have an influence of 48.7% on the Visit Decision variable as the dependent variable, and the remaining 51.3% is influenced by other variables outside the study which are not included in the linear regression model.

CONCLUSION

The decision to visit an event is influenced by several things that exist in organizing the event. With a properly structured event marketing strategy and also paying attention to the quality of the event product, it can attract the attention of visitors to come. So that it can reach the appropriate target market by attracting the attention of visitors to come and make event marketing and product quality an influence to come to the event. Based on the results of the research that has been discussed, it can be concluded as follows:

1. Event marketing does not have a significant effect on the decision to visit The Sounds Project 2022 event.
2. Product Quality has a positive and significant effect on the Decision to Visit The Sounds Project 2022 Event.
3. Event marketing and product quality can simultaneously produce positive data and are also significant for the decision to visit the The Sounds Project 2022 event.
4. Product quality is the most influential factor on visiting decisions to attract visitors to come.
REFERENCES


