

The Influence of E-WOM, Price, and Location on the Purchase Decision of Tickets for the 12th Anniversary of JKT 48

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Abstract: With the popularity of JKT48, many fans are waiting for the next events. One of the things organized by JKT48 is the JKT48 anniversary concert, the success of a concert is not spared from promotional factors such as EWOM, ticket prices, and also where the location is held. This study intends to examine whether there is an influence of ewom, price, and location on the decision to buy tickets for the 12th anniversary concert of JKT48. This study uses a quantitative research method using a data collection technique that is disseminated by purposive sampling which contains statements as a research tool. The sample used in this study is a sample obtained from a questionnaire that has been given to the target audience. There are 96 JKT48 fans who have bought tickets for JKT48's 12th anniversary concert. The data analysis technique used in this study is using SPSS version 29 multiple linear regression analysis. From this study, results were obtained that showed that ewom, price, and location had a significant effect on the decision to purchase tickets for the 12th anniversary concert of JKT48 and the independent variables of ewom, price, and location had a significant effect simultaneously on the decision to purchase tickets for the 12th anniversary concert of JKT48.

Keywords: E-WOM, Price, Location, and Purchase Decision

INTRODUCTION

Music is a sound that is received by a person that varies depending on their history, place, culture, and tastes. The original definition of music itself also varies, including: music is a work of art with all its components, music is a sound or impression captured by the listener's senses, music is any sound that is produced intentionally by a person or by a group of individuals and presented as music. From these definitions, music is all sounds produced by humans deliberately that are presented as music [Ardipal, 2020]. The development of pop music in Indonesia has greatly increased with many branches, including pop songs with Japanese culture and style that entered Indonesia or known as J-Pop [Vidyattam, 2013, 14]. The popularity of J-Pop or Japanese Pop Music is increasingly supported by the concept of idol groups or idol groups. In Japanese culture, Idol (idol, a-i-do-ru) is an "all-rounded" media persona in their teens to their 20s. They sing, dance, act in dramas, and model in commercials or magazines [Sari et al., 2023], one of the most popular idol groups in Indonesia, JKT48. Established in 2011, until now JKT48 still maintains its popularity and remains productive. As a sister group, JKT48 adapted the concept and held the same events as AKB48. JKT48 also has their own theater located on the 4th floor of Jakarta Mall FX Sudirman, and performs regularly there [Arista, 2019], with the popularity of JKT48, many fans are waiting for the events held by JKT48, one of which is the JKT48 anniversary concert, the 12th JKT48 anniversary concert is a concert held on December 17, 2023 in Surabaya, at this 12th concert JKT48 carries a concert concept with the theme of flowers called a flowerfull concert. Flowerfull is the main theme because JKT48 aims to show that JKT48 teens grows from small

flower buds that have managed to grow and bloom into beautiful, colorful flowers that have many attractions and various characteristics such as flowers. The success of a concert is not spared from various factors that can affect the purchase decision such as ewom, price, and location.

Electronic word of mouth (E-wom) offers a variety of ways to share information, but Word of mouth (Wom) and E-wom are different. The difference lies in the different speed of message distribution, having more stable and scalable communication, and the availability of information that is always present in E-wom. This vast information is stored in internet databases, which allows customers to access it without limits. E-wom occurs with the source and receiver of information who usually do not know each other, in contrast to Wom, which involves direct communication between two people who are face-to-face [Listyawati et al., 2023]. E-wom is defined as a means by which consumers who know or don't know each other share information about the goods or services they have consumed. E-wom is a review or review made by consumers who are current, potential, or have previously purchased products from a company. The information is provided online to individuals and organizations [Mayroza Wiska et al., 2022]

Price is a value used by customers to buy a product or service in a transaction between the seller and the buyer with the aim of benefiting from the use of a product or service. Price is also defined as the nominal amount of money that must be paid by the buyer to get goods and services or value that can be exchanged or transacted. In a company's competitive strategy, pricing is crucial. The set goals should not conflict with the way the company positions itself compared to the competition [Jannah, 2023]. Price is an important factor that influences buyers' decisions. Price means the amount of money given by a company to a buyer or customer for goods or services sold or delivered. In essence, the selling price needs to contain all reasonable costs and profits. In addition, the price also includes a certain amount of money and goods or services available to the buyer to get a wide variety of goods and services offered by the seller where the purchase decision is greatly influenced by the price [Marlius & Darma, 2023].

Business location is one of the causes that can determine the success of a company's business. Choosing the right location can help attract customers, increase sales, and build a positive brand image. A business location is described as a place where a business runs or conducts activities to produce economically important goods and services [Akbar & Nurcholis, 2020].

METHOD

Independent Variable

The independent variable (X) is a variable that can affect the bound variable or the dependent variable (Y). In this study, there are three independent variables or independent variables (X), namely the e-wom variable, the price variable, and the location variable.

Bound Variables

The bound variable (Y) is a variable that can be influenced by the independent variable (X). In this study, the bound variable or dependent variable (Y) is the decision to buy tickets for the 12th anniversary concert of JKT48.

Research Design

The research design used is a quantitative research method. Quantitative research is a research method that collects and analyzes data using numbers and measurements. The purpose of using this method is to

provide an overview, explanation, and analysis of the relationship between variables through the use of statistical analysis [Ardiansyah et al., 2023].

Research Population

Population can be interpreted as a generalization area in which there is an object or subject with a certain number and attributes that have been determined by the researcher to be studied and then a conclusion is drawn [Suggestion 2014:148]. The population used by this study is JKT48 fans who have bought tickets for JKT48's 12th anniversary concert.

Sample

A sample is the quantity of the number and also the characteristics possessed by a population in a study [Suggestion, 2014:149]. To get a sample in this study, the author used the lemeshow formula, this is because the number of the population used is not yet known [Suggestion, 2019]. The number of samples needed in this study is JKT48 fans as many as 96 respondents who were selected by puposive sampling.

Data Collection Techniques

In this study, a questionnaire containing statements for research tools was used. The researcher gave a questionnaire to respondents who met the criteria through social media using Google Form. A questionnaire or also called a questionnaire is a tool used to measure an event or occurrence consisting of a collection of questions that are used to obtain information about the research conducted [Amalia et al 2022].

Variable Measurement Scale

To measure the variables in this study, the Likert scale is used. Where is the likert scale defined by Sugiyono (2018)] , is a scale used to measure the attitudes, opinions, and perceptions of a person or group of people about a social phenomenon. They can measure their attitudes by determining whether they agree or disagree with a particular topic, object, or event. Furthermore, the starting point of the descriptor is used to create an instrument consisting of statements or questions that the respondent must answer. To measure the answers of the research respondents, the filling of the questionnaire was measured by a Likert scale based on the following criteria:

1. strongly disagree = 1
2. Disagree = 2
3. Lack of Approval = 3
4. Agree = 4
5. Strongly Agree = 5

Test Instrument

1. Validity Test

A validity test is a way to find out the validity of a measuring tool. The tool to measure emotional maturity in this study is a questionnaire. When the questionnaire is valid, the statement can explain the variables being measured. The validity test is carried out in two steps. The first step is to relate the result of the statement (or item) to the number of indicators. The second step relates the indicator score of each item to the overall construction score. Validity test is one of the procedures used to evaluate the content of an instrument, and the purpose of the validity test is to measure how accurate an instrument is when used in a research [Suggestion 2017]. Validity testing determines the correlation between the scores obtained from the questionnaire for each question. The measure used is valid if the score of each existing statement item is sig-

nificantly correlated with the total score at a certain alpha level, for example at a significance level of 5%. To be able to determine whether the statement to be used is valid or not, you can see the following provisions:

1. If $>$ then it is declared valid. $r_{hitung} r_{tabel}$
2. If $<$ then it is declared invalid. $r_{hitung} r_{tabel}$

2. Reliability Test

Reliability test defines a tool used to describe how well a questionnaire functions as a measure of construct or variable. If the results of the respondents' choice of questionnaire questions are consistent or do not change from time to time, the questionnaire can be considered reliable or reliable. Because the instrument is good, the reliability test shows the understanding of an instrument that can be trusted and can be used as a data collection tool. To calculate reliability, you can use Cornbach's Alpha formula [Ghozali 2016:47]. The following conditions can be used to determine whether the variable used is reliable:

1. If the Cronbach Alpha value > 0.60 , the variable used can be declared reliable.
2. If the Cronbach Alpha value < 0.60 , the variable used can be declared unreliable.

Data Analysis Techniques

1. Multiple Linear Regression Analysis

Multiple linear analysis is used to analyze the influence of an independent variable on its bound variable. In this study, the independent variables include electronic word of mouth, price, and location. While the bound variable is the purchase decision. The regression model in the form of linear logs is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Information:

Y = Purchase Decision

a = Kostanta

X_1 = Electronic word of mouth

X_2 = Price

X_3 = Location

b = Regression coefficient

e = Error

Classical Assumption Test

1. Normality Test

According to Ghozali (2016:154) explained that the normality test can be used for the purpose of testing whether in a regression model, the values of the perturbrating and residual variables are distributed normally or near normal where the t-test assumes that the residual values follow the normal distribution. If this assumption is violated, then the statistical test that has been carried out becomes valid for a relatively small number of samples. The following are the criteria for normality testing:

1. If at a probability of $>$ of 0.05 then the distribution of the population is normal.
2. If the probability is $<$ of 0.05 then the population is not normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to determine whether there is a relationship between independent variables in the regression model. According to Basyith et.al (2018) explained that multicollinearity is a condition in which independent variables in the regression equation model are interconnected with each other. The VIF (Variance Inflation Factor) value can be used to justify the symptoms of multicollinearity. If the VIF value is > 10 (If the tolerance value < 0.01), then multicollinearity occurs between independent variables. Likewise, if the VIF value is < 10 , then there is no multicollinearity between independent variables.

3. Heterokedasticity Test

If the residual variant is not the same for each observation in the regression model, it is called heteroscedasticity. The test method is the Gglejser Test. To test, the free variable is divided by the absolute residual value. The value of the predicted bound variable is called residual, and its absolute value, or the positive value of all, is called absolute. Heteroscedasticity does not occur when the value of a significance between the independent variable and the residual absolute has a value of > 0.05 , on the contrary, heteroscedasticity occurs if the significance value is < 0.05 .

Statistical Test

1. Prep Test (T Test)

Basically, the t-test is used to show how far the influence of one explanatory variable on the variation of the bound variable [Ghozali, 2016:97]. This perial test is carried out to test a hypothesis or the influence of a partial (maing-each independent variable) on the bound variable. The t-test can be used to test the significance of each independent variable to the dependent variable. In deciding whether H_0 is accepted or rejected, a significance level of 5% can be set so that the criteria for the decision are as follows: (a) if a significant value $t < 0.05$ then the hypothesis is accepted (significant regression coefficient). The results show that the independent variable has a significant influence on the dependent variable. And vice versa (b) If the significant value $t > 0.05$, the hypothesis is rejected (significant regression coefficient). These results can prove that the independent variable does not have a significant influence on the dependent variable.

2. Simultaneous Test (Test F)

The simultaneous test F is used to determine the feasibility of the multiple linear regression model for the dependent variable. The F test is often used to determine whether each independent or independent variable introduced into the model has a concurrent influence on the bound or dependent variable [Ghozali, 2016]. The F test has a function to test the validity of the multiple linear regression model to measure e-wom, price and location whether or not it is feasible to be used as a research model. The test criteria used in the F test with a significant level of $\alpha = 5\%$ are as follows: (a) If the value of F (in the Sig.) column $<$ the level of significance 0.05 indicates that the regression model test is suitable for further analysis. (b) If the value of F (in the Sig.) column $>$ the level of significance 0.05 indicates that the regression model test is not suitable for further analysis.

3. Coefficient of Determination (R2)

According to Mariansyah & Syarif, 2020 The determination coefficient R^2 can explain how well the regression equation model is constructed, where the quality of the model is determined by how well the contribution of each independent variable is able to explain the dependent variable. The value of the determination coefficient of R^2 ranges from 0 (zero) and 1 (one), so it can be interpreted that when the value of R^2 is close to 0, it can be said that the contribution of each independent variable is weaker in explaining the dependent variable.

RESULTS AND DISCUSSION

Test Instrument

Validity Test Results

To determine the validity of the data, the validity test is carried out by comparing the values and values. If the attached has a significance level of 5% or 0.05, and the degree of freedom (df) = n-2, where n is the number of samples, so df = 96-2, then it is 0.2066. However, the calculation can be seen in the results of the item-total correction correlation. If it is greater than , then the statement item can be declared valid.

Ewom Variable (X1)			
Statement Items	r_{hitung}	r_{tabel}	Information
X1.1	0,790	0,2066	Valid
X1.2	0,718	0,2066	Valid
X1.3	0,531	0,2066	Valid
X1.4	0,667	0,2066	Valid
Price Variable (X2)			
Statement Items	r_{hitung}	r_{tabel}	Information
X2.1	0,683	0,2066	Valid
X2.2	0,802	0,2066	Valid
X2.3	0,735	0,2066	Valid
X2.4	0,730	0,2066	Valid
Location Variable (X3)			
Statement Items	r_{hitung}	r_{tabel}	Information
X3.1	0,767	0,2066	Valid
X3.2	0,749	0,2066	Valid
X3.3	0,725	0,2066	Valid
X3.4	0,677	0,2066	Valid
Purchase Decision Variable (Y)			
Statement Items	r_{hitung}	r_{tabel}	Information
Y1	0,723	0,2066	Valid
Y2	0,578	0,2066	Valid
Y3	0,748	0,2066	Valid
Y4	0,664	0,2066	Valid

From the description of the table above, it shows that variable X, namely ewom, price, location, and also variable Y, namely the purchase decision, is considered valid because the value of all variables is greater than .

Reliability Test Results

The Reliability Test in this study is used to determine whether an instrument is said to be reliable or not if the value of Cronbach's Alpha > 0.60, then it can be said to be reliable and vice versa. The following is a table of reliability test results:

Ewom Variable (X1)	
Statistical Reliability	
Cronbach's Alpha	N of Item
0,604	4
Price Variable (X2)	
Statistical Reliability	
Cronbach's Alpha	N of Item
0,715	4
Location Variable (X3)	

Statistical Reliability	
<i>Cronbach's Alpha</i> 0,702	<i>N of Item</i> 4
Purchase Decision Variable (Y)	
Statistical Reliability	
<i>Cronbach's Alpha</i> 0,611	<i>N of Item</i> 4

From the results of the table above, it shows that *Cronbach's Alpha* for all variables > 0.60 so it can be concluded that all variables are reliable.

Statistical Test Results

Test F or Simultaneous Test

In this study, the test criteria used in the F test with a significant level of $\alpha = 5\%$ are as follows: (a) If the value of F (in the Sig.) column < *the level of significant* 0.05 indicates that the regression model test is suitable for further analysis. (b) If the value of F (in the Sig.) column > level of significance 0.05 indicates that the regression model test is not suitable for further analysis.

ANOVA ^a						
Model		Sun Of Squere	df	Mean Squere	F	Mr
1	Regression	70.774	3	23.591	49.396	<0,01 ^b
	Residual	43.464	92	.472		
	Total	114.238	95			

From the description of the table above, it is explained that the value of the calculated F is 23.519 > the value of the table F is 2.70 which states that the three independent variables (X) have a simultaneous influence on the bound variable (Y) significantly which is stated with a significant value of <0.01 less than 0.05 means significant.

T Test or Buffer Test

The t-test can be used to test the significance of each independent variable to the dependent variable. In deciding whether H_0 is accepted or rejected, a significance level of 5% can be set so that the criteria for the decision are as follows: (a) If the value at significant $t < 0.05$ then the hypothesis is accepted (significant regression coefficient). The results show that the independent variable has a significant influence on the dependent variable. (b) If the value at significant $t > 0.05$ then the hypothesis is rejected (significant regression coefficient). The results show that the independent variable does not have a significant influence on the dependent variable. Considering the t-test result table:

		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Mr
Model						
1	(Constant)	6.038	.817		7.398	<,001
	EWOM (X1)	.398	.047	.577	8.386	<,001
	PRICE (X2)	.304	.044	.599	6.880	<,001
	LOCATION (X3)	-.123	.049	-.209	-.2487	.015

Based on table 4.20 above, the value of the persil test results (t) shows that:

1. Based on the t-test, it is shown that the sig value for the influence of *ewom* (X1) on the purchase decision (Y) is <0.001 less than 0.05, which can be interpreted that H0 is rejected and H1 is accepted, which means that *ewom* (X1) has a significant effect on the purchase decision (Y).
2. Based on the t-test, it is shown that the sig value for the influence of price (X1) on the purchase decision (Y) is <0.001 less than 0.05, it can be interpreted that H0 is rejected and H1 is accepted, which means that the price (X1) has a significant effect on the purchase decision (Y).
3. Based on the t-test showing that the value of the sig for the influence of location (X1) on the purchase decision (Y) is 0.015 less than 0.05, it can be concluded that H0 is rejected and H1 is accepted, which means that the price (X1) has a significant effect on the purchase decision (Y).

The Influence of Electronic Word of Mouth on the Decision to Buy Tickets for the 12th Anniversary Concert of JKT48

From the results of the hypothesis test above, the significant value of the *ewom* variable <0.001 is smaller than 0.05 and the value is $8,386 > 1,661$. So it can be concluded that H0 was rejected and H1 was accepted, which means that *ewom* has a significant positive influence on the decision to buy tickets for the 12th anniversary concert of JKT48. With a relationship like this, it means that the better the *ewom*, the better the consumer purchase decision will be. $t_{hitung} > t_{tabel}$

Explanation *ewom* according to Kotler & Keller (2016) It is a form of communication, both positive and negative, that can influence purchase decisions made by consumers or customers who have the ability, honest consumers and former customers of a product or service related to a good or service sold by the company through internet media. So it can be concluded that the better the assessment of a product or service on the internet, the higher the level of consumer purchase decisions.

The results of this study are supported by previous research where according to the results of the study Ningrum (2024) *ewom* significantly affect the decision to buy cinema tickets on the TIX ID application, and also research conducted by Fahlevy & Personal (2024) showed a significant influence on the decision to purchase tickets for the movie "Oppenheimer". One *Brand* which already has a good rating by buyers and has been well known by the public at large has been proven to be able to influence the decision to buy concert tickets *anniversary* to the 12th of JKT48. It is hoped that JKT48 management will maintain its brand image by providing quality services and products in accordance with consumer needs and tastes in order to maintain the decision to make consumer purchases.

The Effect of Price on the Decision to Buy Tickets for the 12th Anniversary Concert JKT48

From the results of the hypothesis test above, the significant value of the price variable <0.001 is smaller than 0.05 and the value is $6,880 > 1,661$. So it can be concluded that H0 was rejected and H2 was accepted, which means that the price has a significant positive influence on the decision to buy tickets for the 12th anniversary concert of JKT48. With a relationship like this, it means that the better the price, the better the purchase decision of consumers. $t_{hitung} > t_{tabel}$

According to Kotler and Amstrong (2012:345) Price can be briefly defined as the amount of money paid for a product or service or, more broadly, as the amount of value that consumers provide for the benefit of owning and using a product or service that allows a company to generate a reasonable profit by paying for

the customer value it creates. The better the price provided by the seller the more consumers will make a purchase decision.

The results of this study are supported by previous research where according to the results of the study Riskyady & Sulistyowati (2021) shows that price has a positive and significant influence on the decision to buy tickets for Persebaya football matches in loket.com, and the results of research conducted by Dwi et al (2024) showed the same result that price had a significant effect on the decision to buy concert tickets *BlackPink*. Therefore, both JKT48 management in providing prices and the level of buyers to make decisions to buy concert tickets *anniversary* to the 12th JKT48 will also increase.

The Influence of Location on the Decision to Buy Tickets *for the 12th Anniversary Concert of JKT48*

From the results of the hypothesis test above, the significant value of the price variable <0.001 is smaller than 0.05 and the value of t_{hitung} as much as $-2.487 > t_{tabel} -1.661$, on indicating the presence of a negative sign, then there must be a negative sign $t_{hitung} t_{tabel}$ (Maharany et al., 2023). So it can be concluded that H_0 is rejected and H_3 is accepted, which means that the price has a significant negative influence on the decision to buy concert tickets *anniversary* to the 12th of JKT48. Pada nilai koefisien regresi sebesar angka -0,123 maka dapat disimpulkan setiap kenaikan lokasi sebesar 1 satuan akan mempengaruhi penurunan keputusan pembelian sebesar -0,123 satuan dengan asumsi hal lain yang bersifat konstan, menurut Jonathan Sarwono (2017) Nilai negatif mempunyai makna hasilnya bertolak belakang, sebagai contoh jika nilai X tinggi, maka nilai Y menjadi rendah dan berlaku sebaliknya jika nilai X rendah maka nilai Y tinggi. Hal ini menunjukkan bahwa lokasi memiliki pengaruh negative signifikan bagi konsumen untuk memutuskan membeli tiket konser anniversary ke 12 JKT48. Tempat konser ini kurang strategis karena bukan berada di pusat kota Surabaya sehingga perlu memakan waktu perjalanan yang cukup lama dari stasiun atau terminal besar di Surabaya. Dengan demikian keputusan pembelian tiket konser anniversary ke 12 JKT48 dipengaruhi secara negatif signifikan oleh lokasi.

According to Ginny Knitted (2016:92) A location is where a company carries out its operations or carries out activities related to the production of goods and services, focusing on its economic aspects. By choosing a good business location, it will have a significant impact on consumer purchasing decisions.

The results of this study are supported by previous research where according to the results of the study Mamlukah & Wahyuningtyas (2020) which shows that location has a significant effect on the purchase decision. Therefore, the management of JKT48 must choose a more strategic location for the next concert.

The influence of *E-wom*, price, and location on the decision to buy tickets for the 12th anniversary concert of JKT48

From the F test table above, it shows that the value of the calculated F is $23.519 >$ the F value of the table is 2.70 which states that the three independent variables (X) have a simultaneous influence on the dependent variable (Y) significantly which is stated with a significant value of <0.01 less than 0.05 means significant. This is in accordance with the fourth hypothesis, namely that ewom, price, and location have a significant simultaneous effect on the decision to purchase tickets for the 12th anniversary concert of JKT48, so the third hypothesis is declared accepted.

This hail is also supported by research conducted October & Hanafia (2022) which shows *ewom*, location and price have a simultaneous effect on purchasing decisions at Jevera coffee shops. Therefore, the management must provide positive service so that it is judged well by buyers, and JKT48 management must also provide attractive prices and the right location to improve consumer purchase decisions.

CONCLUSION

Based on the findings of data analysis and discussion of the above research on the influence of *ewom*, price and location on the decision to purchase tickets for the 12th anniversary concert of JKT48, the following conclusions were obtained:

1. *Electronic word of mouth* has a significant influence on the decision to buy tickets for the 12th anniversary concert of JKT48. It can be interpreted that *ewom* is able to directly influence the decision to buy tickets for the 12th anniversary concert of JKT48. This proves that the first hypothesis is accepted and statistically proven.
2. Price has a significant influence on the decision to buy tickets for the 12th anniversary concert of JKT48. It can be interpreted that the price is able to directly affect the decision to buy tickets for the 12th anniversary concert of JKT48. This proves that the second hypothesis is accepted and statistically proven.
3. Location has a significant influence on the decision to buy tickets for the 12th anniversary concert of JKT48. It can be interpreted that the location is able to directly affect the decision to buy tickets for the 12th anniversary concert of JKT48. This proves that the third hypothesis is accepted and statistically proven.

Electronic word of mouth, price, and location have a significant simultaneous influence on the decision to buy tickets for the 12th anniversary concert of JKT48. It can be interpreted that *electronic word of mouth*, price, and location are able to simultaneously influence the decision to buy tickets for the 12th anniversary concert of JKT48. This proves that the second hypothesis is accepted and statistically proven.

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