

RINGKASAN

Perkembangan industri musik di Kota Purwokerto dapat dibidang cukup baik. Akan tetapi tidak sedikit event musik yang diadakan belum mendapatkan hasil yang kurang baik. Berdasarkan hasil penelitian pendahuluan yang dilakukan oleh peneliti menunjukkan, harga dan sitem penjualan tiket menjadi faktor yang krusial dalam mempengaruhi minat beli ulang. Metode penelitian yang digunakan adalah kuantitatif pendekatan survey. Subjek penelitian ini adalah follower Instagram livemusic.purwokerto sebanyak 130 responden. Metode pengumpulan data yang dipakai yakni dengan kuesioner. Data dalam penelitian ini dianalisis memakai pendekatan *Structural Equation Modeling-Partial Least Square*. Berdasarkan hasil penelitian menunjukkan bahwa persepsi harga berpengaruh positif terhadap kepuasan pelanggan. Kedua, e-service quality berpengaruh terhadap kepuasan pelanggan. Ketiga, persepsi Harga berpengaruh positif terhadap minat beli ulang. Keempat, e-service quality berpengaruh positif terhadap minat pembelian. Kelima, kepuasan pelanggan berpengaruh positif pada minat pembelian. Keenam, kepuasan pelanggan mampu memediasi pengaruh persepsi harga terhadap minat beli ulang. Ketujuh, kepuasan pelanggan tidak mampu memediasi pengaruh e-service quality terhadap minat beli ulang. Berdasarkan hal ini, peneliti memberikan implikasi yakni instagram livemusic.purwokerto harus meningkatkan aspek harga dan kualitas dengan menjaga kualitas pelayanan dan menambahkan inovasi sesuai tren yang ada untuk menarik dan mempertahankan pelanggan. Guna meningkatkan minat beli tiket, livemusic.purwokerto dapat menciptakan layanan tiket dengan skala yang lebih luas dan menjamin transaksi online yang lebih aman agar dapat memberi kenyamanan dan keamanan kepada penggunanya.

Kata Kunci: E-Service quality, minat beli ulang, persepsi harga

SUMMARY

The development of the music industry in Purwokerto City can be said to be quite good. However, quite a few music events that have been held have not had good results. Based on the results of preliminary research conducted by researchers, it shows that price and ticket sales system are crucial factors in influencing repurchase interest. The research method used is a quantitative survey approach. The subjects of this research were 130 livemusic.purwokerto Instagram followers. The data collection method used was a questionnaire. The data in this study were analyzed using the Structural Equation Modeling-Partial Least Square approach. Based on the research results, it shows that price perception has a positive effect on customer satisfaction. Second, e-service quality influences customer satisfaction. Third, price perception has a positive effect on repurchase intention. Fourth, e-service quality has a positive effect on purchase intention. Fifth, customer satisfaction has a positive effect on purchase intention. Sixth, customer satisfaction is able to mediate the influence of price perception on repurchase intention. Seventh, customer satisfaction is unable to mediate the influence of e-service quality on repurchase intention. Based on this, researchers provide the implication that Instagram livemusic.purwokerto must improve price and quality aspects by maintaining service quality and adding innovation according to existing trends to attract and retain customers. In order to increase interest in buying tickets, livemusic.purwokerto can create ticket services on a wider scale and guarantee safer online transactions in order to provide comfort and security to its users.

Keywords: E-Service quality, repurchase intention, price perception