

***The Influence Of E-WOM And Brand Identity On The Decision To Visit Joyland Music Festival In Jakarta***

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***Abstract***

*Joyland Festival is a music festival that was established in 2012 and continues to experience development and innovation that makes Joyland Festival relevant to this day. This is evidenced by the increasing number of spectators every year. The purpose of this study was to determine, analyze, and prove the Influence of E-WOM and Brand Identity on the Decision to Visit the Joyland Music Festival in Jakarta. The population used was visitors to the Joyland Festival in Jabodetabek. This study used quantitative research with a sampling technique using non-probability sampling with a purposive sampling method and using 100 respondents. The data analysis used was descriptive and inferential data analysis techniques using SmartPLS 3.0 software. The results of this study indicate that (1) E-WOM has a significant effect with a coefficient of 0.382 on the Decision to Visit the Joyland Music Festival in Jakarta, (2) Brand identity has a significant effect with a coefficient of 0.402 on the Decision to Visit the Joyland Music Festival in Jakarta. The adjusted R-square value shows that electronic word of mouth and brand identity together are able to explain the decision to visit up to 59.1%, the remaining 40.9% is explained by other independent variables that are not included in this study.*

***Keywords : E-WOM, Brand Identity, Visiting Decision, Joyland Festival***

# **Pengaruh *E-WOM* Dan *Brand Identity* Terhadap Keputusan Berkunjung Ke Festival Musik Joyland Di Jakarta**

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## **Abstrak**

Joyland Festival adalah festival musik yang didirikan sejak tahun 2012 dan terus mengalami perkembangan serta inovasi yang membuat Joyland Festival terus relevan sampai saat ini. Hal ini dibuktikan dengan meningkatnya jumlah penonton setiap tahunnya. Tujuan penelitian ini dilakukan dalam upaya untuk mengetahui, menganalisis, dan membuktikan pengaruh *E-WOM* dan *Brand identity* terhadap Keputusan Berkunjung ke Festival Musik Joyland di Jakarta. Populasi yang digunakan adalah pengunjung Joyland Festival yang berada di Jabodetabek. Penelitian ini menggunakan penelitian kuantitatif dengan dengan teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling* dan menggunakan sebanyak 100 responden. Analisis data yang digunakan adalah teknik analisis data deskriptif dan inferensial menggunakan software SmartPLS 3.0. Hasil dari penelitian ini menunjukkan bahwa (1) *E-WOM* berpengaruh signifikan dengan koefisien 0.382 terhadap Keputusan Berkunjung ke Festival Musik Joyland di Jakarta, (2) *Brand identity* berpengaruh signifikan dengan koefisien 0.402 terhadap terhadap Keputusan Berkunjung ke Festival Musik Joyland di Jakarta. Adapun nilai *adjust R-square* menunjukkan secara bersama-sama *electronic word of mouth* dan *brand identity* mampu menjelaskan Keputusan berkunjung hingga 59,1%, sisanya senilai 40,9% dijelaskan variabel independent lain yang tidak disertakan di penelitian ini.

**Kata Kunci:** *E-WOM*, *Brand Identity*, Keputusan Berkunjung, Joyland Festival