

The Influence of We the Fest Event Satisfaction on the Decision to Visit Jakarta

Rina Kurniawati^{*}1, Ade Tariska²

¹Program Magister Terapan Perencanaan & Pengembangan Pariwisata, Politeknik Sahid

²Program Studi Diploma 4 Usaha Perjalanan Wisata, Politeknik Sahid

Email: rin.kurniawati@gmail.com

Abstract

This study examines the influence of visitor satisfaction on the decision to visit Jakarta, using an international music festival We the Fest (WTF) as a case study. WTF is an annual large-scale event that combines music performances, arts, fashion, and culinary experiences, organized by Ismaya Live in Jakarta. The research employed a quantitative method with purposive sampling involving 96 respondents from outside Jakarta who had attended WTF at least once. Data were analyzed using Correlation and Regression Analysis utilizing SPSS v25. The results indicate a significant influence of event satisfaction on the decision to visit Jakarta, with a t_{count} value of $8.521 > t_{table}$ (1.986) and a significance value of $0.000 < 0.05$. The coefficient of determination (R^2) of 0.436 suggests that 43.6% of the variance in visiting decisions is influenced by satisfaction with WTF, while the remaining 56.4% is affected by other factors not examined in this study. These findings have important implications for event organizers and urban tourism managers, particularly in enhancing the quality of visitor experiences to encourage repeat visits and strengthen Jakarta's image as a tourism destination.

Keywords: Visitor Satisfaction; Event Tourism; Visiting Decision; We the Fest; Jakarta.

A. INTRODUCTION

The tourism industry plays a critical role in global economic development, contributing substantially to GDP, employment, and cultural exchange. Within this sector, event tourism has emerged as a vital niche, attracting travelers who seek unique cultural, entertainment, and leisure experiences (Getz, 2013). Events such as festivals, sports competitions, exhibitions, and concerts are recognized as significant drivers of tourist mobility and economic impact (Mair & Whitford, 2013). Events can serve as strategic tools that enhance a destination's image, stimulate investment, improve visitor well-being, and encourage interest in other attractions within the area (Simanjuntak et al, 2018).

Jakarta, as Indonesia's capital city, is not only a political and business hub but also a dynamic tourism destination offering diverse attractions, ranging from cultural heritage and modern entertainment to international-scale events. According to the Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf, 2023), the event industry in Indonesia involved more than 3,000 organizers in 2023, generating an estimated economic impact of IDR 162 trillion. Among these events, music festivals occupy a prominent position, especially for millennial and Gen Z audiences.

Large-scale events can generate significant economic, social, and cultural benefits for host cities, including increased tourist arrivals, media exposure, and community engagement (Connell & Page, 2010). However, events also pose challenges such as environmental impacts, congestion, and high operational costs (Mair & Whitford, 2013). In event settings, visitor satisfaction is influenced by factors such as:

1. Environment (venue cleanliness, comfort, atmosphere)
2. Personal Service (staff friendliness, efficiency)
3. Accessibility & Convenience (ticket purchase, entry process)

*Rina Kurniawati

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4. Program Quality (artist line-up, schedule clarity)
5. Perceived Value (price fairness relative to experience)

It is argued that high satisfaction can enhance positive word-of-mouth, loyalty, and willingness to visit (Lee, Lee, & Wicks, 2004). The empirical study conducted by Huang et al (2024) showed that positive event experiences lead to satisfaction and this satisfaction influences visitors well being and intention to revisit to similar or related events.

The decision-making process for visiting a destination involves multiple stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-visit evaluation (Middleton et al., 2009). Event attendance can act as both a primary motivator and a complementary activity influencing destination choice (Getz, 2013). Factors affecting the decision include: Event-related attributes (program, facilities, uniqueness), destination-related attributes (attractions, accessibility, safety), and social influences (peer recommendations, social media).

Previous studies have found significant links between event satisfaction and decisions to visit. For example, Simanjuntak et al. (2018) showed that tourism events in Banyuwangi significantly influenced domestic tourists' visiting decisions. Similarly, Fajar et al. (2021) found that cultural event attributes in Palembang positively impacted visitor decisions, although not all attributes had equal significance. In addition, Saputra & Kusumah (2024) found that positive experiences will likely to develop trust and encourage visitor behaviors to attend similar events. This study builds on such research but focuses specifically on an international-scale music festival in Jakarta.

We the Fest (WTF) stands out as one of Southeast Asia's most anticipated music festivals. Organized annually by Ismaya Live since 2014, the event integrates live music performances by renowned domestic and international artists with fashion showcases, culinary experiences, art installations, and interactive activities. The festival has attracted tens of thousands of attendees each year, including international tourists, thus contributing to Jakarta's tourism economy.

However, despite the festival's popularity, it is crucial to examine whether visitor satisfaction with WTF translates into actual decisions to visit Jakarta as a tourism destination. In event tourism literature, satisfaction is often linked to loyalty and revisit intention (Yoon & Uysal, 2005), but the specific influence on destination choice—particularly for visitors from outside the host city—remains underexplored in the Indonesian context.

The central problem addressed in this study is whether satisfaction with an event such as WTF has a significant and measurable impact on the decision to visit Jakarta. The research questions are:

1. Does visitor satisfaction with WTF significantly influence the decision to visit Jakarta?
2. To what extent does event satisfaction explain the variance in visiting decisions?

The findings of this study will have theoretical implications for event tourism research and practical implications for event organizers and city tourism managers, offering evidence-based strategies to enhance visitor experiences and stimulate tourism flows.

B. RESEARCH METHOD

This research employed a quantitative design within a positivist paradigm, focusing on measuring and analyzing the relationship between visitor satisfaction and the decision to visit Jakarta. The unit of analysis comprised individuals—specifically, visitors from outside Jakarta who had attended WTF at least once. The focus on external visitors is based on the assumption that their decision to attend WTF is more likely to involve travel-related decision-making, thereby influencing Jakarta's tourism performance. Two variables were studied: Visitor Satisfaction (independent) and Visiting Decision (dependent).

Independent Variable (X): Visitor Satisfaction

Measured through five dimensions adapted from Perwitosari and Sari (2024):

1. Environment (venue cleanliness, comfort)
2. Personal Services (friendliness, helpfulness of staff)

3. Accessibility (ease of purchasing tickets, smooth entry)
4. Tangible Products (clarity of event schedule and information)
5. Perceived Value (fairness of ticket price relative to benefits)

Dependent Variable (Y): Decision to Visit Jakarta

Defined as the decision to travel to Jakarta, influenced or motivated by WTF, including factors such as destination facilities, accessibility, and attractions beyond the event itself.

All variables were measured using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

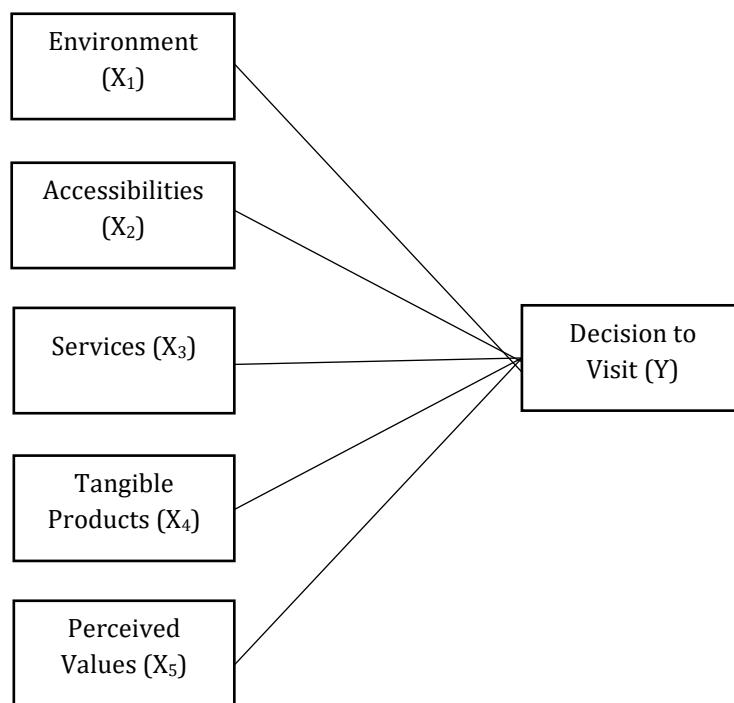


Figure 1
Conceptual Framework

The target population consisted of visitors from outside Jakarta who had attended WTF. The sampling technique used was purposive sampling, which allows selection of respondents who meet specific criteria relevant to the research objectives (Etikan et al., 2016). The sample size of 96 respondents was determined using the Rao Purba formula with a margin of error of 10% at a 95% confidence level (Asra, 2019).

Primary data were collected through an online questionnaire distributed via social media platforms (Instagram, X, WhatsApp) and online communities related to music events. The questionnaire contained demographic questions, items measuring satisfaction, and items measuring visiting decisions. Secondary data were obtained from official WTF publications, government tourism statistics, scholarly articles, and books related to event tourism, satisfaction measurement, and visitor behavior. Data analysis included validity and reliability tests, normality testing, Pearson correlation, and regression, conducted using SPSS v25.

C. RESULTS AND DISCUSSION

Demographic Profile of Respondents

The demographic characteristics of the 96 respondents reveal a predominantly young and professionally active population. A majority (59.4%) are aged between 17 and 25 years, followed by 34.4% in the 25–33 age range. Only a small fraction (6.3%) are aged above 33 years, with 2.1% over 41 years old. In terms of occupation, half of the respondents (50%) are employed in the private sector, while 32.3% are students. Entrepreneurs account for 11.5%, and both state employees and housewives represent 3.1% each. Income distribution indicates that 45.8% of respondents earn more than Rp 5,000,000 per month, and 30.2% fall within the Rp 3,000,000–Rp 5,000,000 range. A smaller segment earns less than Rp 3,000,000, with 13.5% earning between Rp 1,000,000–Rp 3,000,000 and 10.4% earning below Rp 1,000,000. All respondents reside outside Jakarta, suggesting a non-metropolitan sample. Regarding visit frequency, the majority (78.1%) have visited the location 1–2 times, while 20.8% have visited 3–4 times. Only 1% reported 5–6 visits, and none have visited more than six times.

Table 1
Demographic Profile of Respondents

Demographic	Classification	Percentage
Age	17 – 25 years old	59,4%
	25 – 33 years old	34,4%
	33 – 41 years old	4,2%
	> 41 years old	2,1%
Occupation	College Student / Student	32,3%
	Private Employee	50%
	State Employee	3,1%
	Entrepreneur	11,5%
	Housewife	3,1%
Income	Less than Rp 1.000.000	10,4%
	Rp 1.000.000 – Rp 3.000.000	13,5%
	Rp 3.000.000 – Rp 5.000.000	30,2%
	More than Rp 5.000.000	45,8%
Domicile	Outside Jakarta	100%
	1 – 2 kali	78,1%
Number of Visit	3 – 4 kali	20,8%
	5 – 6 kali	1%
	7 – 8 kali	0
	Total	100%

Descriptive Statistics on Visitor Satisfaction and Decision to Visit

The analysis of visitor satisfaction at the We the Fest event reveals an overall positive response, with a mean score of 4.18 across five evaluated dimensions: environment, personal services, accessibility, tangible products, and perceived value. This means that visitors are highly favorable with the event showing strong experiential values. Tangible Products received the highest average score (4.37), indicating that attendees found the information regarding ticket purchases and event schedules to be clear and accessible. Personal Services had the lowest average

score (4.06), though still within a favorable range, suggesting that while staff performance was generally appreciated, there may be opportunities to enhance service efficiency. These findings suggest that the clarity of event-related information and the overall experience are key contributors to visitor satisfaction. Conversely, pricing perceptions and facility completeness present areas for strategic improvement in future event planning.

Table 2
Descriptive Statistics on Visitor Satisfaction

No	QUESTIONS	Mean Score
	ENVIRONMENT	4.15
1.	In my opinion, the atmosphere of the We the Fest event venue is clean and comfortable	4.13
2.	In my opinion, there are many transportation options that can make it easier for visitors to get to the We the Fest event	4.17
	PERSONAL SERVICES	4.06
3.	I found the We the Fest team's service to be fast and helpful	4.04
4.	In my opinion, the We the Fest team helps smoothly and efficiently in the check-in and check-out process	4.09
	ACCESSIBILITIES	4.16
5.	In my opinion, buying We the Fest tickets is very easy	4.32
6.	In my opinion, the facilities available at We the Fest are complete	4.00
	TANGIBLE PRODUCTS	4.37
7.	In my opinion, the information regarding the ticket purchase process is clear and easy to understand	4.34
8.	In my opinion, the information regarding the schedule of the We the Fest series is clear and easy to understand	4.40
	PERCEIVED VALUE	4.18
9.	In my opinion, the ticket price for We the Fest is in accordance with the event held	3.91
10.	I think coming or watching the We the Fest event provides a new experience	4.46
	Total Average	4.18

The decision to visit Jakarta in relation to the We the Fest event received a moderate average score of 3.98. The highest-rated indicator was the intention to return for future events (4.23), suggesting strong potential for repeat visit. The event also generated general interest in visiting Jakarta (4.08), though interest in exploring other city attractions such as museums and malls was lower (3.74). Perceptions of amenities (3.98) and accessibility (3.85) contributed modestly to the decision to attend. This suggests amenities and accessibilities seem to support the event, but not the primary driver for visitation.

Table 3
Descriptive Statistics Decision to Visit

No	DECISION TO VISIT	Mean
1.	The We the Fest event made me interested in visiting Jakarta	4.08
2.	The We the Fest event made me interested in visiting other destinations (museums, malls, parks, and others) in Jakarta	3.74
3.	I decided to come to We the Fest because of the availability of complete amenities in Jakarta	3.98
4.	I decided to come to We the Fest because of the availability of complete accessibility in Jakarta	3.85
5.	Most likely I will visit Jakarta again to watch the We the Fest event	4.23

Total Average	3.98
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Validity, Normality and Reliability Test

Validity testing was conducted by comparing the calculated correlation coefficient (r-count) with the critical value (r-table). For a sample size of 96 respondents ($df = n - 2 = 94$) at a significance level of 0.05, the r-table value is 0.2006. The r-count values for all questionnaire items under variables X (event satisfaction) and Y (decision to visit) were greater than the r-table value, indicating that all items in the questionnaire are valid.

Normality testing in this study was based on the *Kolmogorov-Smirnov* test, where a p-value greater than 0.05 indicates that the data are normally distributed, and a p-value less than 0.05 suggests non-normal distribution (Veal, 2017). The obtained p-value is 0.006, which is greater than 0.05. Therefore, it can be concluded that the data in this study are normally distributed.

Reliability testing in this study was conducted using the Cronbach's Alpha coefficient, with a minimum threshold of 0.60 to indicate a reliable instrument (Ghozali, 2016). The results show that the questionnaire for the event satisfaction variable (X) achieved a Cronbach's Alpha of 0.867, while the decision to visit variable (Y) scored 0.891, indicating that both instruments are reliable.

Correlation and Regression Analysis

The correlation coefficient (r) was found to be 0.660, indicating a positive numerical value. This suggests that the relationship between the satisfaction variable (X) and the decision to visit variable (Y) is positive and in the same direction. In terms of the strength of the relationship, a value of 0.660 falls within the "strong" category, leading to the conclusion that in this study, there is a strong relationship between satisfaction (X) and the decision to visit (Y).

Table 4
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660 ^a	.436	.430	3.00023

The coefficient of determination (R^2) is calculated as $r^2 = 0.660^2 = 0.436$. Based on the table above, the value of R, representing the correlation coefficient, is 0.660. Squaring this value yields a coefficient of determination of 0.436. This indicates that the satisfaction variable (X) has an influence on the decision to visit variable (Y) of $0.436 \times 100\% = 43.6\%$. The remaining 56.4% is influenced by other factors outside of variable X that were not examined in this study.

Table 5
Coefficient

Model	Unstandardized Coefficients			Standardized Coefficients	T	Sig.
	B	Std. Error	Beta			
1	(Constant)	-.838	2.451		-.342	.733
	Satisfaction	.496	.058	.660	8.521	.000

Dependent Variable: Decision to visit

Based on the table above, the t-count value is 8.521, with a significance value of 0.000. The conclusions from the hypothesis testing shows that $t\text{-count} > t\text{-table}$ ($8.521 > 1.986$), therefore H_1

is accepted and H_0 is rejected. The result shows that significance < 0.05 ($0.000 < 0.05$), therefore H_1 is accepted and H_0 is rejected.

This study reinforces and expands upon event tourism theory as articulated by Getz (2013), which emphasizes that events are not merely entertainment platforms but also strategic levers for influencing travel behavior and destination choice. By empirically demonstrating that satisfaction derived from event quality directly contributes to the decision to visit a host destination—in this case, Jakarta—the research affirms the theoretical proposition that events can act as both a primary travel motivator and a reinforcing factor for broader tourism experiences.

The findings also provide empirical support for the multi-dimensional nature of visitor satisfaction, confirming that it is not a single construct but an aggregate of various interrelated factors. In the present study, satisfaction encompassed environmental quality (e.g., venue cleanliness, layout design, crowd management), service quality (e.g., friendliness and responsiveness of staff, ease of access), and perceived value (e.g., the balance between ticket price and benefits received). The validity and reliability results confirm that these dimensions collectively capture the visitor experience in a holistic manner.

From a theoretical standpoint, the results suggest that perceived event quality serves as both a cognitive and affective driver of travel behavior. Cognitively, visitors assess tangible aspects—such as infrastructure, accessibility, and amenities—while affectively, they respond to intangible experiences like atmosphere, excitement, and cultural immersion. This aligns with the dual-process view of consumer decision-making, where both rational evaluation and emotional attachment influence choices (Kahneman, 2011).

Moreover, the study contributes to destination marketing theory by positioning mega-events like WTF not only as stand-alone attractions but as catalysts for urban tourism ecosystems. When satisfaction levels are high, visitors may extend their stays, explore other attractions, and engage in additional spending, thereby magnifying the event's economic and socio-cultural impact. This insight is crucial for urban destinations that aim to integrate event-based tourism within their broader place-branding strategies.

The strength of the relationship found in this study ($r = 0.660$) also invites theoretical reflection on destination loyalty. While the research did not directly measure revisit intention, prior studies (Yoon & Uysal, 2005) have demonstrated that satisfaction is a strong antecedent to loyalty behaviors, including recommendations and repeat visits. Thus, the present findings imply that positive experiences at WTF could translate into repeat visitation to Jakarta or encourage visitors to attend other events in the future. Positive experiences from attending an event can encourage visitors to attend similar or related events (Huang et al., 2024., Saputra & Kusumah, 2024).

The practical value of this study lies in its applicability to multiple stakeholders, particularly event organizers and destination management authorities. The practical implications emphasize experience optimization, strategic partnerships, and integrated marketing as pathways to maximize both event satisfaction and its downstream effect on destination visitation. The results align strongly with Simanjuntak et al. (2018), who found that event quality—measured through aspects such as venue conditions, program organization, and service delivery—has a direct and significant relationship with visitor decision-making. Similar to their findings, this study shows that when event quality meets or exceeds expectations, it can serve as a primary motivator for travel.

However, the results partially diverge from Fajar et al. (2021), who observed that some event attributes, such as peripheral facilities or auxiliary activities, did not have a statistically significant impact on visitation decisions. In the case of WTF, these peripheral elements (e.g., food courts, art spaces, merchandise areas) appear to contribute meaningfully to overall satisfaction, likely because they are positioned as supporting components of the festival experiences.

This difference may be explained by event positioning and branding. WTF's international branding and curated thematic experience create a unified event narrative, where every element—

from stage design to non-music activities—reinforces the festival's identity. As Getz (2013) notes, the strongest event brands are those where every touchpoint aligns with the event's core value proposition, thereby magnifying its overall appeal.

The present findings also resonate with Lee, Lee, & Wicks (2004), who demonstrated that visitor satisfaction mediates the relationship between event motivation and behavioral intentions. In other words, even when initial motivations (e.g., attending for a favorite artist) are strong, it is the quality of the on-site experience that determines whether visitors view the event—and by extension the host destination—positively enough to return or recommend it. Positive experiences of events also will likely influence visitor behaviors in terms of recommendation to others and intention to revisit (Huang et al., 2024).

The study's insights should be interpreted with caution due to several limitations: the relatively small sample of 96 respondents' limits generalizability; only non-resident visitors were included, omitting potential differences among locals; the analysis focused solely on satisfaction, excluding other influential factors; the cross-sectional design captures just one event edition; and self-reported data may be subject to response bias.

D. CONCLUSION

The results of this study provide clear empirical evidence that visitor satisfaction with the We the Fest (WTF) event significantly influences the decision to visit Jakarta. The statistical analysis thereby confirming the research hypothesis. This result underscores that event satisfaction is not merely a pleasant byproduct of attendance but a strategic determinant in shaping travel behavior, particularly for non-resident visitors.

Furthermore, this study indicates that satisfaction accounts for 43.6% of the variance in visitation decisions. This is a substantial proportion, suggesting that nearly half of the decision-making process for attending visitors can be explained by the quality of their experience at the event. While this leaves 56.4% to be influenced by other factors—such as destination image, accessibility, personal motivation, and economic considerations.

The findings also contribute to the broader academic discourse on event tourism by reinforcing the notion that high-quality events have the potential to influence not only immediate attendance but also broader destination visitation patterns. For Jakarta, this underscores the importance of maintaining and elevating the standard of internationally recognized events such as WTF, as these serve not only as entertainment platforms but also as gateways to the city's tourism ecosystem.

Organizer should continuously innovate content by diversifying music genres, integrating cross-cultural acts, and adding engaging non-music attractions to boost perceived value. Service quality must be maintained through efficient logistics, clean venues, and well-trained staff. Technology, such as event apps, virtual queues, and cashless payments, should be leveraged to enhance convenience and gather data for marketing. For Tourism Board, WTF should be positioned as a flagship event in city branding, supported by bundled tourism packages that combine tickets with accommodation and tours. Infrastructure and services should be improved during event periods, and stakeholder collaboration should be strengthened to ensure consistent visitor experiences. Future studies should expand the model to include variables like destination image and revisit intention, include both local and non-local attendees, use larger and more diverse samples, and adopt longitudinal designs to track changes over multiple event editions.

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