

PENGARUH *SERVICE QUALITY*, *CUSTOMER EXPERIENCE*, DAN *COMPANY IMAGE* TERHADAP *CUSTOMER SATISFACTION* PROMOTOR KONSER
“MECIMAPRO” (STUDI PADA PENGGEMAR K-POP DI INDONESIA)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Service Quality*, *Customer Experience*, dan *Company Image* terhadap *Customer Satisfaction* pada promotor konser Mecimapro. Objek dalam penelitian ini adalah promotor konser Mecimapro, sedangkan subjek penelitian adalah penggemar K-Pop di Indonesia yang pernah menghadiri konser yang diselenggarakan oleh Mecimapro dalam dua tahun terakhir. Penelitian ini menggunakan metode kuantitatif dengan metode *non-probability sampling* dan teknik *purposive sampling* dan jumlah sampel sebanyak 96 responden. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan perangkat lunak SPSS 25. Hasil penelitian menunjukkan bahwa: *Service Quality* berpengaruh positif signifikan terhadap *Customer Satisfaction*. *Customer Experience* berpengaruh positif signifikan terhadap *Customer Satisfaction*. *Company Image* berpengaruh positif tidak signifikan terhadap *Customer Satisfaction*. *Service Quality*, *Customer Experience*, dan *Company Image* secara simultan berpengaruh signifikan terhadap *Customer Satisfaction*. Penelitian ini memberikan wawasan bagi promotor konser, khususnya Mecimapro, untuk meningkatkan *Service Quality* dan memperbaiki *Customer Experience* agar dapat mempertahankan *Company Image* yang positif serta meningkatkan *Customer Satisfaction* penggemar K-Pop yang menghadiri konser mereka.

Kata Kunci: *Service Quality*, *Customer Experience*, *Company Image*, *Customer Satisfaction*, Mecimapro, Konser K-Pop

*THE EFFECT OF SERVICE QUALITY, CUSTOMER EXPERIENCE, AND
COMPANY IMAGE ON CUSTOMER SATISFACTION OF “MECIMAPRO”
CONCERT PROMOTERS (A STUDY OF K-POP FANS IN INDONESIA)*

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ABSTRACT

This study aims to analyze the influence of Service Quality, Customer Experience, and Company Image on Customer Satisfaction in the Mecimapro concert promoter. The object of this study is Mecimapro as a concert promoter, while the subjects are K-Pop fans in Indonesia who have attended concerts organized by Mecimapro in the past two years. This research employs a quantitative method with non-probability sampling method and a purposive sampling technique, involving 96 respondents. Data were collected through a questionnaire and analyzed using SPSS 25 software. The results indicate that: Service Quality has a positive significant effect on Customer Satisfaction. Customer Experience has a positive significant effect on Customer Satisfaction. Company Image has a positive not significant effect on Customer Satisfaction. Service Quality, Customer Experience, and Company Image collectively have a significant effect on Customer Satisfaction, emphasizing the combined importance of these variables in shaping customer perceptions of the Mecimapro concert promoter. This study provides valuable insights for concert promoters, particularly Mecimapro, to enhance Service Quality and improve Customer Experience to maintain a positive Company Image and increase Customer Satisfaction among K-Pop fans attending their concerts.

Keywords: *Service Quality, Customer Experience, Company Image, Customer Satisfaction, Mecimapro, K-Pop Concert*