SATISFACTION IN PERFORMING ARTS AND THE ROLE OF VALUE: A CASE STUDY IN STAKEHOLDER OF MUSIC CONCERTS IN JAKARTA

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Abstract

Objectives: The objective of this research is to predict how the audiences of concert attendance receive satisfactory. Therefore, this paper will analyze the structure of satisfaction from the model that has been given from previous journal.

Method: The data collection of this research were gathered from questionnaire that distributed from sending links through Facebook, Twitter, Blackberry Messenger, and manual procedure. The data analyzed by using Reability and Validity, Simple Linear Regression, Independent Sample Test and One Way ANOVA. The research also