

Visitor Motivation, Experience, and Visit Intention: Music Festivals in Bandung City

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Abstract

This paper discusses the motivations of visitors to music festivals in Bandung. The majority of respondents gave a positive rating to 'enjoying the atmosphere of the music festival,' indicating that festivals are a means of unwinding and creating tranquility. Motivations were split between explicit and implicit experiences, and influenced by satisfaction with the culinary aspects of the festival. In the context of return visits, positive experiences, 'interest,' and satisfaction with performance were the main factors influencing visitors' decision to return. Previous experiences at music festivals form trust and influence interest in visiting other music festivals. The analysis shows that visit motivation is influenced by experience, satisfaction with performance, and music festival atmosphere. The 'interest' factor also has a significant impact. The complex interactions between experience, performance, and atmosphere create a strong motivational foundation for visitor participation in music festivals.

Keywords: tourism motivation; music festival; tourist experience; return visit.

INTRODUCTION

Background

Music festivals are an important element of the tourism industry. Music festivals have an appeal in attracting visitors from various demographic backgrounds. The function of music festivals is not only as an attraction, but also as an element of entertainment and image to introduce the destination (Getz, 2007). Music festivals offer a unique experience in introducing art, culture, and social interactions that play a role in increasing tourist visits

(Bowen & Daniels, 2005). In addition, music festivals can have a significant economic impact on a destination, such as increased revenue in the accommodation, transportation, and culinary sectors (Chris & John, 2016). Destinations that have cultural arts potential and music popularity have the opportunity to attract tourist visits.

A visit to a music festival has a unique appeal that differs from conventional tourism. Music festivals offer a more intense and personalized emotional experience. One of the main factors that

distinguishes music festivals from other tourist attractions is their ability to create deep emotional engagement. Visitors are not only looking for entertainment, but also experiences that can form valuable memories. (C.-K. Lee et al., 2004). In addition, music festivals provide a platform for visitors to experience social interaction in a festive atmosphere. This makes the motivation and intention to visit music festivals more focused on experience, community, and culture, aspects that are rarely found in conventional tourist destinations such as nature or historical sites. (Chris & John, 2016; Getz, 2010).

Much of the research on music festival visitation intentions has focused on the motivational aspects of visitors and the economic impact of festivals. For example, Packer & Ballantyne (2011) examined the motivations of visitors to music festivals, while Chris & John (2016) evaluated their economic impact. However, there are still few studies that comprehensively link motivations, experiences, and visitation intentions in music festivals, particularly in Indonesia. This is despite the fact that an in-depth understanding of how motivations and experiences influence visitors' intention to return or recommend festivals is crucial for organizers in enhancing the attractiveness of such festivals. (J.-S. Lee et al., 2011). Therefore, research that incorporates these three aspects is needed, given the role of music festivals in encouraging visitor loyalty and realizing sustainable events in the future. (Bowen & Daniels, 2005; Getz, 2010).

Research on the connection between motivations, experiences and visit intentions has been conducted in the context of cultural festivals. Research by Schofield & Thompson (2007) in an article entitled Visitor motivation, Satisfaction, and Behavioral Intention: The 2005 Naadam Festival, Ulaanbaatar, examined visitor motivations for attending the Naadam Festival, a traditional cultural festival in Mongolia. The research revealed that visitors' primary motivations were triggered by the cultural and

historical aspects of the festival. The research findings showed that visitor satisfaction was influenced by the quality of the experience during the festival, such as access to the location, interesting forms of events, and interaction with local culture. The research found that high satisfaction can drive repeat visit intentions and positive promotional behavior, such as recommending the festival to others. (Schofield & Thompson, 2007). Previous researchers hope to deepen the understanding of the interrelationships between initial motivations, visit experiences, and repeat visit intentions in different types of festivals. (J.-S. Lee et al., 2011; Packer & Ballantyne, 2011).

While research on motivations, experiences, and visitation intentions has been conducted on festivals, such as Naadam festival, and other festivals, there is limited research specifically on music festivals. Music festivals have unique characteristics that distinguish them from cultural festivals, such as a strong focus on entertainment, social interaction, and emotional experiences, compared to cultural festivals that tend to emphasize heritage and tradition (C.-K. Lee et al., 2004). At music festivals, factors such as music genre, artist popularity, and event atmosphere play an important role in shaping visitors' motivations and experiences, ultimately influencing travelers' visit intentions. Unfortunately, previous research ignores these variables, a deeper understanding of the factors that influence visitors can help festival organizers in designing strategies that can increase visitor satisfaction and loyalty. Further research that explicitly explores the relationship between motivations, experiences, and visitation intentions in the context of music festivals is urgently needed to fill the gap in the existing literature. (Bowen & Daniels, 2005).

This study aims to explore and analyze the interrelationship of motivations, experiences, and visitation intentions in the context of music festivals, with a focus on music festivals in Bandung City. The

research is also expected to shed light on the various motivational and experiential factors of visitors that make their decision to revisit or recommend to others. These objectives are important because music festivals have become part of the creative tourism industry with significant economic impact (Getz, 2010). Understanding the factors that influence visit intentions can help organizers design experiences that match visitor expectations, with the ultimate goal of increasing future loyalty. This research not only has theoretical significance in strengthening the study of event tourism and music festivals, but also practical significance to help organizers improve event quality and develop the tourism industry through sustainable event organization (John & Stacey, 1997).

LITERATURE REVIEW

Tourist Motivation

Interest in visiting tourists will arise if there is a positive view or opinion of a tourist attraction. According to Kinnear and Taylor (Arumni, 2013) provide a statement that visit interest is the stage of the tendency of tourists to act before the visit will be carried out. In doing tourism, there are many factors that are present from these tourists, be it relieving fatigue from work or daily activities, or tourism activities carried out to gather with family, spouses, friends, ETC. Motivation is a state of need, a condition that gives him the impetus for some actions that are seen as making satisfaction for him (Moutinho et al., 2011). And tourism motivation is a condition that determines a person's decision, or group to travel, which is interpreted by others to be a valid explanation for making that decision (Wang & Li, 2023). This is an important line because every visitor will come to the tour will decide to come to the tour with his reasons or motivations until the visitor makes his choice to come.

Explicitly, the experience obtained by tourists through the sensing process such as what is seen, what is heard and

what is smelled by the nose, as well as what is felt by the tongue and mouth (Walid & Saida, 2023). As well as implicitly, namely the experience felt or obtained by tourists from their psyches, such as recorded in the brain (cognitive), feelings felt (affective), and a combination of both which will make behavioral tendencies (psychomotor). So, this must be very concerned because the experience is also very important as any tour, at the music festival the experience is also very important and will affect visitor satisfaction with the music festival.

The statement that the higher the attractiveness of a tour, it will encourage tourists to return to visit repeatedly (Mat Som et al., 2012). So, every music festival held in the city of Bandung must have something new or something interesting both from previous events and events held by other promoters, not just making one existing attraction to continuously focus on that attraction but there must be renewal so that it does not become boring and make people not want to come to the music festival.

Through the research that the author made, both the author and the reader can find out how the visit motivation that influences tourists / visitors comes, how the experience of visiting tourists / music festival visitors, in influencing a return visit to a music festival that has been visited before or a music festival that has never been visited before specifically in Bandung City and generally in Indonesia. This writing is expected to be useful for writers, as well as readers, both Promoters / Event Organizers and those who will make music festivals.

Traveler Experience

Visitors' experience of attending a music festival is important and can influence their future visit intentions. A unique and memorable experience can create emotional value for visitors, which in turn can increase satisfaction and loyalty to an event (Celikoglu, 2021). Music festivals also not only provide entertainment, but provide experiences that can make good memories

for visitors (Celikoglu, 2021). In this case, it shows that the experience gained by visitors in visiting a music festival can contribute to decisions made in the future.

Research by Kim and Ritchie (2014) states that good experiences during festivals can develop return visit intentions. It states that elements of social interaction, performance quality, and festival atmosphere have a very important role in making a satisfying experience. The importance of an event concept that considers all aspects of visitors will have long-term success (Goh & Jie, 2019). In this case, organizers need to focus on improving the quality of the experience so that it can attract more visitors at future events.

In the context of music festivals in Bandung City, the tourist experience will be an important thing that can affect the intention to visit an event. In several studies, a positive experience in a visit can increase return visits to a destination or event as a destination to be visited. According to Pine and Gilmore (1998), Experience is "An individual perspective that materializes in an interaction between visitors and event organizers, which creates emotional and social." (*Welcome to the Experience Economy*, n.d.) in the context of music festivals, experiences not only provide entertainment aspects but also provide social interaction, culture, and shared opportunities. Ultimately, the experience will influence future visit intentions.

Visit Intent

Visit intention is a concept in understanding tourist behavior, especially in tourism events such as music festivals. Intention is an important determinant factor in influencing individual behavior, and in the context of tourism, intention can be interpreted as a person's desire to visit a particular destination or event (Ajzen, 1991). The Theory of Planned Behavior (TPB) model developed by Ajzen shows that an intention is influenced by three factors, namely, attitudes towards behavior, subjective norms, and behavioral control that

occur at music festivals, the intention to visit can also be influenced by a positive perspective on the event, social support from the environment, as well as the belief that they need to attend.

In music festivals in big cities like Bandung, visit intention also has a lot to do with previous experiences and visitor motivation. Visitor motivation has a very important role in driving visit intentions (John & Stacey, 1997). Experiences on previous visits, be it entertainment, social interaction, to cultural value, will continue to increase in the desire to return to visit similar events in the future. Music festivals also provide unique experiences and personalized content for visitors to make visitors increase future visit intentions, because this can build a deep emotional connection between the event and visitors.

A factor that is also considered important in building visit intentions is visitors' emotional engagement with the event. Emotional engagement makes a positive correlation to visit intentions (J.-S. Lee et al., 2011). Music festivals create a strong emotional atmosphere, both through the atmosphere, music, and interaction between visitors, can create emotional attraction, to strengthen visitors' intention in deciding to attend again. This is increasingly relevant in the digital age, where experiences created through social media can strengthen the value of a visit through social influence.

METHODS

This self-report questionnaire was designed to survey visitors' motivations for attending the Bandung Music Festival, as well as measure satisfaction with aspects of the festival. The instrument was based on a scale of 18 motivational views, which are literature views of music festivals and motivations that are considered most appropriate to music festivals in Bandung, given that the festival is one of the most popular tourist attractions in Bandung and nationally. Respondents were asked to strongly

agree/strongly disagree with each statement regarding the motivation for visiting the music festival they visited using a 5-point Likert-type scale ranging from 'strongly disagree' (1), 'disagree' (2), 'neutral' (3), 'agree' (4), and 'strongly agree' (5). Each scale was clearly numbered and labeled. In addition to statements about motivation, other questions of the questionnaire also asked respondents about their views on the level of satisfaction with music festivals in Bandung, and also asked about visits to music festivals in Bandung. The final section of the instrument collected socio-demographic information. The questionnaire was written in Bahasa

Indonesia as the average visitor of each music festival in Bandung is an Indonesian citizen.

This questionnaire was created using Google Form and distributed through several ways and one of them is using social media both social media authors, social media music concert info, and so on. This research was made by students of Resort & Leisure Management or tourism, University of Education Indonesia. The number of samples collected is 257 samples and the usable sample is 222 samples with the following demographic distribution.

Table 1. Demographic characteristics of respondents

No	Demographic characteristics	Choice of	Percentage
1	Gender	Male	34.7%
		Female	65.3%
2	Age	15-20 years old	65.8%
		21-25 Years	32.0%
		26-30 Years	1.4%
		31-35 Years	0.9%
		36-40 Years	0%
3	Place of Residence	Bandung City	69.4%
		Bandung Regency	14.9%
		West Bandung Regency	5.4%
		Cimahi City	6.8%
		Outside Greater Bandung	3.5%

The majority of the samples collected were female with 145 people (65.3%) and 77 men (34.7%) from various age groups such as ages 15-20 (65.8%), 21-25 (14.9%), 26-30 (1.4%), and 31-35 (0.9%) of the sample, the majority of their residence is also in the Greater Bandung area including Bandung City 154 people (69.4%), Bandung Regency 33 people (14.9%), West Bandung Regency 12 people (5.4%), and Cimahi City 15 people (6.8%) and whose residence is outside Greater Bandung, namely 8 people (3.5%).

The collected data were analyzed using IBM SPSS Statistic 23 to identify measures of motivation, pre-test including

determinant of correlation matrix, Cronbach's Alpha coefficient, Kaiser-Meyer-Olkin (KMO), adequacy test and Bartlett's test confirming factorability of correlation matrix test. One-way analysis of variance and independent t-tests were conducted to identify significant differences in variables and dimensions in motivation, ratings of satisfaction with music festivals including overall guest stars by gender, age, and place of residence. Multiple regression analysis was used to identify any significant factors on visitor satisfaction and music festival visit intentions.

RESULTS AND DISCUSSION

Visitor Motivation

The majority of respondents held the same view towards the statement 'enjoying the atmosphere of the music festival' which shows the makeup of the sample. This is felt by a large number of respondents because many people come to music festivals to feel that all the fatigue of their daily lives is released or calmed by singing together.

In doing tourism, there are many factors that are present from the tourist, be it relieving fatigue from work or daily activities. (Alkhair & Budiman, 2019). This shows that music festivals are a means or way of traveling. Music can make us feel energized, confident, not sad, remove anger, release stress (Fitri, 2024). And music festivals are very popular in various circles.

Table 2. Dimensions of motivation of music festival visitors in Bandung city

Motivation variable	SD	D	N	A	SA	Mean	Std. Deviation
I like to see new and different things	0.9	1.4	10.4	41.0	46.4	4.31	0.782
I want to learn about music	3.2	10.4	28.8	35.6	22.1	3.63	1.037
I enjoyed the music festival	0.9	1.4	8.1	36.9	52.7	4.39	0.770
I like to hang out with people who like the same things as me	1.8	1.4	11.7	39.2	45.9	4.26	0.853
I am a music lover	0.9	0.9	8.6	35.1	54.5	4.41	0.761
I will come to the music festival if my favorite artist performs at the music festival	0.9	4.1	11.3	27.5	56.3	4.34	0.897
I want to spend my free time	1.8	3.2	15.8	38.7	40.5	4.13	0.915
I enjoy the atmosphere of music festivals	1.8	3.6	15.3	36.0	43.3	4.15	0.934
I find it very enjoyable to attend music festivals with friends/partners	0.9	3.2	8.6	28.8	58.6	4.41	0.845
I think the music festival is one of the tours that I enjoy doing.	1.8	2.3	19.4	36.5	40.1	4.11	0.916

SD = Strongly Disagree; D = Disagree; N = Neutral; A = Agree; SA = Strongly Agree.

Table 3. Significance of the assessment of the motivation of visitors to the Bandung music festival

Motivation variable	Place of Residence	Gender	Age
I like to see new and different things	0.838	0.776	0.916
I want to learn about music	0.342	0.382	0.084
I enjoy the music festival	0.874	0.562	0.988
I like to hang out with people who like the same things as me	0.179	0.066	0.808
I am a music lover	0.816	0.260	0.604
I will come to the music festival if my favorite artist performs at the music festival	0.355	0.494	0.985
I want to spend my free time	0.765	0.533	0.840
I enjoy the atmosphere of music festivals	0.065	0.103	0.493
I find it very enjoyable to come to music festivals with friends/partners	0.452	0.207	0.273
I think music festivals are one of my favorite tours	0.871	0.152	0.509

Notes: Numbers represent results from t-test and one-way ANOVA analysis of variance.

In this context, the differences in motivations for attending music festivals in Bandung City are not statistically significant, both according to respondents living in Greater Bandung and outside Greater Bandung. They had a similar desire to experience something new and different from previous music festivals. Some respondents were interested in learning about music, while others did not pursue that goal. They all enjoyed the music festival, whether after traveling long distances or for respondents living nearby. Some respondents were happy and wanted to have a good time, both with fellow music fans and with the artists.

Some of them were willing to travel from far and wide if their favorite artists were performing at the festival, similar to the research that examined the Naadam Festival where the cultural aspects of the festival were much more important to the international visitor segment (Schofield & Thompson, 2007). Therefore, it can be concluded that there are similarities in the motivation for visitors to come to a festival, because their visit has the main purpose of seeing their favorite object or main object. Like tourists in general, they come to music festivals in Bandung City by

traveling, and some respondents feel that a long trip will be a very pleasant experience, especially if they come with friends or partners. Even with all the struggles of travel, they consider music festivals as one of their ways to travel. Overall, there were no significant differences by gender, although some views differed between men and women, such as men tend to enjoy hanging out with people who share similar musical preferences, while women appreciate the quiet atmosphere at music festivals. Similarly, there were no notable differences based on age, and all respondents had similar motivations for attending music festivals in Bandung City.

Dimensions of Visitor Motivation

This is influential because nowadays after covid-19, almost all circles are very fond of music festivals, especially in the city of Bandung. Regardless of the distance they will travel because several music festivals are held in the central city of Bandung, the eastern part of Bandung, the southern part of Bandung, the western part of Bandung, the northern part of Bandung, and also the cities / districts on the edge but there are always many visitors even though they are influenced by several reasons such

as, they will try to go to the music festival traveling because it is one of their preferred ways of

Table 4. Ratings of satisfaction with music festivals in Bandung

	SD	D	N	A	SA	Mean	Std. Deviation
(1) Satisfaction with the music festival							
I really enjoy all the performance	0	1.4	9	51.4	38.3	4.27	0.677
I am very happy with the atmosphere of the music festival	0.9	3.6	17.6	45.9	32	4.05	0.850
I am very satisfied with the facilities provided by the music festival promoter/organizer	0.9	9.5	36.5	40.5	12.6	3.55	0.864
I am very satisfied with the food and beverage tenants that meet my needs.	1.4	6.8	38.7	36	17.1	3.61	0.895
I feel very safe at the music festival	0.9	7.7	32	44.6	14.9	3.65	0.858
I am very satisfied with the comfort of the venue chosen by the promoter/organizer of the music festival	1.4	9.5	33.3	42.3	13.5	3.57	0.888
(2) Likelihood of visit							
I will revisit the music festival	1.4	1.4	26.6	41	29.7	3.96	0.861
I will visit other music festivals too	0	2.7	16.7	37.4	43.2	4.21	0.816

SD = Strongly Disagree; D = Disagree; N = Neutral; A = Agree; SA = Strongly Agree.

In addition to the atmosphere of the music festival as a motivation for many respondents in attending the event, it turns out that there are things that are quite interesting for most respondents compared to enjoying all the existing performances, namely satisfaction with food and beverage tenants that meet the intake needs of respondents in coming to music festivals in the city of Bandung. This has a high influence because usually the food sold is modern or traditional food from various regions and is also considered a culinary festival.

In this case, culinary tourism destinations are chosen based on special interests in the culinary field, including seeking experience in gastronomy, visiting food producers, attending food festivals, and tasting certain dishes. (Hall & Mitchell, 2001).

From their motivations that are finally fulfilled by respondents' assessment as their satisfaction with a music festival in Bandung, most of them will go to other music festivals, and will also go to music festivals that they have visited before.

Table 5. Significance of visitor satisfaction of music festivals in Bandung city

Variable Motivation	Place of Residence	Gender	Age
I really enjoyed all the performances	0.814	0.472	0.111
I am very happy with the atmosphere of the music festival	0.392	0.566	0.443
I am very satisfied with the facilities provided by the music festival promoter/organizer	0.339	0.194	0.293
I am very satisfied with the food and beverage tenants that meet my needs	0.238	0.978	0.393
I feel very safe at the music festival	0.924	0.877	0.082
I feel very satisfied with the convenience of the venue chosen by the promoter/organizer of the music festival	0.419	0.994	0.961

Note: Numbers represent results from t-test and one-way ANOVA analysis of variance.

Predicting Visitor Satisfaction and Visit Rate

With the diverse origin of visitors almost all have the same opinion on respondents' satisfaction with music festivals in the city of Bandung, but there are differences from them regarding food and beverage tenants that meet their needs, it could be because for those who have traveled far enough the food at the music festival is too expensive or some other causes. Different Buleleng festival is the Buleleng festival event should always pay attention to design dimensions such as signs and symbols by displaying attractive Balinese cultural architecture, directions to the venue or the place where the Buleleng festival event activities take place so that visitors can see

more clearly (Wirata, n.d.).

In terms of gender, for both men and women there is no significant thing in the respondents' answers, satisfaction with promoters has some quite different opinions about promoters / music festival organizers, which can be caused by prohibited smoking at several music festivals or other causes. It can be seen that even various age groups feel they are satisfied with music festivals in the city of Bandung, but there are differences of opinion regarding satisfaction with the existing performance because the average guest star at music festivals is usually favored by young people, so every music festival in the city of Bandung must adjust to all existing market segmentations.

Table 6. Dimensions of motivation of music festival visitors in the city of Bandung

Motivation attributes/ dimensions	Factor Loading	Eigenvalue	Variance explained (%)	Reliability coefficient
Factor 1: Involvement		5.542	55.425	0.878
I like to see new and different things	0.692			
I enjoy the music festival	0.677			
I like to hang out with people who like the same things as me	0.655			
I am a music lover	0.597			
I like to spend my free time	0.503			
I enjoy the atmosphere of the music festival	0.579			

Motivation attributes/ dimensions	Factor Loading	Eigen- value	Variance explained (%)	Reliability coefficient
Factor 2: Interest		0.809	8.090	0.65
I want to learn about music	0.356			
I think the music festival is one of the tours that I enjoy	0.913			
Factor 3: Interest		0.748	7.478	0.741
I will come to the music festival if my favorite artist performs at the music festi- val	0.87			
I would feel great if I went to a music festival with friends/partner	0.481			

In this study, the motivation for a respondent's visit is divided into three factors such as involvement for visitors, something of interest to visitors, and the interest of the people involved. The first factor is the factor regarding the involvement of visitors into an important group of motivations there are several things to experience such as respondents are happy with seeing new and different things from what they have experienced because everyone likes something they have never experienced. The atmosphere of the music festival and enjoying the music is one of the motivations that is strongly felt or prioritized by respondents because if they feel that the artists who will perform at the festival and according to their wishes or preferences become an important experience for them.

The reasons possessed by a group of people who like an artist are an important reason for a group of fans of an artist because the group in addition to having a preference for an artist they will also be loyal to the artist, this is the same as research that has been done which explains that motivations related to preferred music/artists are more important. (Mulder & Hitters, 2021). Leisure time is something that everyone really wants where this time is used as a reason for everyone to go traveling, one of which is the music festival, which is the choice of many people to travel to spend leisure time.

The second factor is the factor of something that visitors are interested in being an important motivation such as learning about music is a motivation because by coming to a music festival someone who will learn or want to learn about music will get a taste of the music they enjoy or enjoy. Tourism is also a reason to come to music festivals because now music festivals are a reason for someone to travel other than what is usually visited.

The third factor is motivation in visitor attraction such as the reasons possessed by a group of people who like one artist to be an important reason for a group of fans of an artist because the group in addition to having a liking for an artist they will also be loyal to the artist they can also interact directly with their favorite artist, in contrast to other studies in the case of Festival V, namely expanding and getting acquainted in the form of social contact is higher because one of the important reasons for these visitors is spending time with friends and going out. (Gelder & Robinson, 2009). People's desire to visit music festivals with their close ones firstly they love to visit music festivals with their friends because of the atmosphere they feel because they can have fun together such as dancing together, singing together, and other things and they feel happy if they visit with their partner because they will feel the songs that match the feelings of the respondents.

Table 7. Significant differences in motivation dimension scores by respondent characteristics and experience at music festivals in Bandung city

Dimensions of Motivation		Factor 1: Engagement	Factor 2: Interest	Factor 3: Interest
(1)	Gender	-	-	-
(2)	Age	-	-	-
(3)	Place of Residence	-	-	-
(4)	I really enjoyed all the performance	5.468***	7.419***	9.285***
(5)	I am very happy with the atmosphere of the music festival	6.595***	10.666***	5.365***
(6)	I am very satisfied with the facilities provided by the music festival promoter/organizer	3.214***	4.045***	2.250*
(7)	I am very satisfied with the food and beverage tenants that meet my needs.	2.978***	-	2.496*
(8)	I felt very safe at the music festival	1.812*	-	2.151*
(9)	I feel very satisfied with the comfort of the venue chosen by the promoter/organizer of the music festival	2.581**	2.163*	2.281*

Notes: Figure represents the results of one-way ANOVA analysis of variance.

*Significant at $p > 0.05$ level; **Significant at $p > 0.01$ level; ***Significant at $p > 0.001$ level.

In this analysis, it was found that there were generally no significant differences among the demographic groups, especially in the views or averages towards each factor considered. This suggests that the various groups in the population have similar perceptions or views towards the factors under study.

However, when we examine satisfaction with performance, there are significant differences evenly distributed among respondents. With a standard deviation value of 9.285, social factors emerged as the main influence in the assessment of performance. This suggests that each visitor's level of interest significantly influences how they rate the performance presented.

Furthermore, in the context of satisfaction with the music festival atmosphere, although the general significance is similar, the factor that has the most influence on satisfaction is Interest, with a standard deviation value of 10.666. This means that this element has greater variation in visitors' experience of satisfaction with the festival atmosphere.

Finally, satisfaction with tenants also influenced the experience factor, with a deviation value of 2.978. This suggests that variations in satisfaction with tenants can contribute to variations in visitors' overall experience.

Table 8. Predicting overall festival visitor satisfaction and intention to return

Independent variable	Beta	T
Model 1: Return Visit - Adjusted		
² R = 0.228; F = 21.499; P < 0.001		
Factor 1: Engagement	0.282	3.060
Factor 2: Interest	0.216	2.657
Model 2: Return Visit - Adjusted		
² R = 0.393; F = 23.224; P < 0.001		
I really enjoyed all the Performance	0.205**	3.108
I was very happy with the atmosphere of the music festival	0.321***	4.474
Model 3: Other Visits - Customized		
² R = 0.259; F = 25.449; P < 0.001		
Factor 1: Engagement	0.364***	4.024
Model 4: Other Visits - Customized		
² R = 0.311; F = 16.175; P < 0.001		
I really enjoyed all the performance	0.160**	2.277
I was very happy with the atmosphere of the music festival	0.403***	5.278

*Significant at p>0.05 level; **Significant at p>0.01 level; ***Significant at p>0.001 level.

In the context of interest in making a return visit to a music festival, there are two main factors that play a significant role. First, the experience factor is a strong driver that makes visitors want to return to music festivals they have visited. Positive experiences, such as enjoying artistic performances and a unique atmosphere, can create a strong attraction to repeat the experience.

Secondly, the presence of the "interest" factor also has an important impact. For example, pursuing the desire to see a favorite artist is one of the main motivations that drive visitors to attend music festivals they have visited before. This suggests that the presence of a particular goal or specific element desired by visitors can be a deciding factor in their decision to return. As such, experiences and pursued factors are intertwined and have a direct link in the context of music festival revisits. A pleasant experience and the achievement of an individual's goals or desires within

the festival can create a strong motivation to re-engage in the same music festival experience in the future.

In the context of motivation to visit other music festivals, the main factor at play is prior experience. It was revealed that previous experiences shaped visitors' trust in other music festivals. This trust arises because visitors feel positive value from previous festival experiences, so they tend to be more trusting and open to other music festivals.

Furthermore, satisfaction with the performance also has a significant impact on the decision to visit another music festival. Visitors who are satisfied with the performance at the previous festival will tend to be interested in attending other festivals, especially if their favorite artists are scheduled to perform there. Therefore, satisfaction with performance is one of the determining factors that influence visitors' interest in exploration and participation in different music festivals.

In addition, the perceived atmosphere of the music festival also plays an important role. Positive experiences with the atmosphere of previous music festivals can create a strong attraction, encouraging visitors to explore and experience other festivals in the hope of having a similar or even more satisfying experience.

Thus, experience, satisfaction with performance, and music festival atmosphere interact with each other, forming a diverse motivational basis for visits to music festivals. Different from previous research with the case study of jazz gunung Bromo 2018 which states that the motivation of visitors in visiting the festival is listening to live music, the condition of the venue, and also curiosity.

CONCLUSION

Visitors' assessments of the motivations for visiting music festivals in Bandung City revealed a uniform view from the majority of respondents towards the statement "enjoying the atmosphere of music festivals". In their view, music festivals are not only entertainment events, but also a form of tourism that allows them to escape from their daily routines and enjoy a unique atmosphere through musical experiences. There were no statistically significant differences in visitation motivations between respondents living in Greater Bandung and outside Greater Bandung, nor by gender or age.

Despite the COVID-19 pandemic, music festivals remain a major attraction, demonstrating the resilience of visitors' interest in attending such events. Music is perceived to have a significant positive impact on visitors' emotions, energizing, boosting self-confidence and relieving stress, in line with previous research findings. Visiting motivations were also less influenced by demographic factors, and the uniformity of motivations among groups reflects the broad appeal of music festivals in Bandung City.

Another interesting aspect is the important role of food and beverage tenants in influencing visitor satisfaction. Music festivals are perceived not only as musical experiences, but also as culinary festivals, creating an additional attraction for visitors. Culinary diversity is recognized as a significant determinant of satisfaction, and the music festival atmosphere is seen as a holistic experience that includes both musical and culinary aspects.

Motivation to visit music festivals is also influenced by previous experiences, with satisfaction with performance, atmosphere and other factors playing an important role in visitors' decision to return. The combination of positive experiences and achievement of individual goals within the festival creates a strong motivation to re-engage in similar experiences in the future. Thus, music festivals in Bandung City are shown to have universal appeal, encompass a diverse cross-section of society, and offer satisfying experiences through the complex interplay of various motivational factors.

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