The Effect of XYZ Virtual Event Transformation into Revisit Intention

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Abstract. The COVID-19 pandemic has severely impacted various industries. The events industries, in which its main product is mostly offline events, force the event businesses to adapt to a new model of their product—virtual events, as a form of innovation for its survival and development at the same time. Since virtual events were not expected back before the pandemic, this new format is still rarely studied, specifically regarding the consumer's revisit intention of the renowned offline entertainment event that shifts into online. In response to this situation, this research will be conducted with a primary purpose to assess the effect of virtual event attributes on overall visitor experience, which, in turn, affects satisfaction and loyalty towards one of the renowned virtual entertainment events. Two approaches are used in this study; the qualitative approach will be conducted by the interview, while the quantitative approach will be performed by using surveys. This research uses open coding, descriptive statistics, and PLS-SEM to analyze the data in generating the data. As a result, this research can identify factors affecting virtual event experience and, eventually, revisit intention. The result shows that three of the virtual events attribute positively influence the virtual event experience. Along with the festival value, it strongly affects the overall satisfaction and revisits intention. These findings contribute to the understanding of virtual events, supporting event organizers by providing insights on how to design and manage a virtual event in the future effectively.

Keywords: Festival Value, Overall Satisfaction, Revisit Intention, Virtual Event Attributes, Virtual Event Experience

1 Introduction

XYZ is an annual music festival concert in Indonesia that ABC Group hosts. The event was first held back in 2014, and with good management from the group, this event is considered the biggest music festival in Southeast Asia. From the first to the sixth edition of the festival, it is conducted on-ground and attended by thousands of people. One thing that should be highlighted is that the organizer shows constant improvements year in year out. Up until the sixth edition, ABC was still consistent with their crucial aim to curate a festival that goes 'Beyond The Music'.

Based on a preliminary survey with 141 respondents, despite 10% of the respondents not satisfied enough with the experience, 90% testify that they are pleased with the event, indicating that most of the respondents had a good experience with this event. The survey points out that 28% of the visitors are happy with XYZ due to the lineup, whereas 26% are happy with it due to the concept they brought, making them the two main underlying factors

that make people like XYZ. The concert lineup also highly affected their interest in joining the event, representing 55% of the total respondents, while the other 12% said that their closest ones influence them. The respondents mentioned that they joined XYZ because they were invited, love to have fun and spend time together, and make memories with their dearest person.

Unfortunately, a couple of months after the announcement of the seventh edition in 2020, the COVID-19 pandemic starts in Indonesia. Despite the anticipated lineup announcement and successful ticket sales, the organizer announced that the concert was cancelled and they were refunding the tickets that had been bought. The coronavirus pandemic has impacted numerous event industries, leading organizers to hold virtual events [1]. Not wanting to go down without a fight, hence, XYZ 2020 was adjusted to the "Virtual Home Edition.". This new concept of the large-scale festival events conducted virtually is still considered unfamiliar in Indonesia. XYZ: Virtual Home Edition generated a wide range of responses from prior visitors, with 52.5% of all respondents responding positively and 47.5% responding negatively.

In the implementation of XYZ: Virtual Home Edition 2020, XYZ might put its reputation on thin ice. This fresh virtual concept created a new experience for the team and especially the visitors. XYZ can be classified as a service industry, and a significant component of the service industry is the customer experience [2], while the determinant for customer experience is attributes, considering they can define the characteristics or features of the product or service. Chen [3] argues that any change in attributes can affects the overall experience of customers. The impact of customer experience has already been positive, as indicated by customer satisfaction [4][5]. one of the most important predictors of consumer satisfaction and loyalty is the value [6]. Referring to Cole and Chancellor [7], the result of festival visitors' satisfaction will directly affect their revisit intentions, mainly when they are satisfied with the event.

The symptoms of the problem in the context of XYZ are that most respondents assume that the essential event attributes may not meet the entire experience in the context of virtual events, which can be a bad experience for customers. Visitors are dissatisfied with the service due to their bad experience, and in the worst-case scenario, they will not return to future events. Dissatisfied customers have been increasingly acknowledged as an important component of the business since they can communicate their dissatisfaction by spreading negative word-of-mouth, switching service providers, and complaining to the company [8][9], and decreasing overall profitability [10].

As mentioned before, changes in attributes can have an impact on the entire experience. In this research, attributes are adapted to the concept of XYZ 2020 that was a virtual festival. With that in mind, those attributes that have been mentioned in the previous studies would not be entirely included in these studies. As a result, attributes are classified into seven categories: Online consumer-to-consumer interaction, Effective communication, Online content engagement, Festival program, Escape, Togetherness, and The music [11][12][13][14][15]. Previous researches done has not studied how these changes affect each variable since virtual entertainment events are also still scarce to be explored. Hence, this research will be conducted with a primary purpose to assess the effect of the virtual event attributes on the overall visitor experience and to know how the experience and festival value influenced the level of satisfaction. Furthermore, using this research, the researcher is also planning to determine further the results and level satisfaction effect into revisiting intention against XYZ: Virtual Home Edition.

2 Method

After evaluating the previous related study, the proposed model for this research is represented in Figure 1.
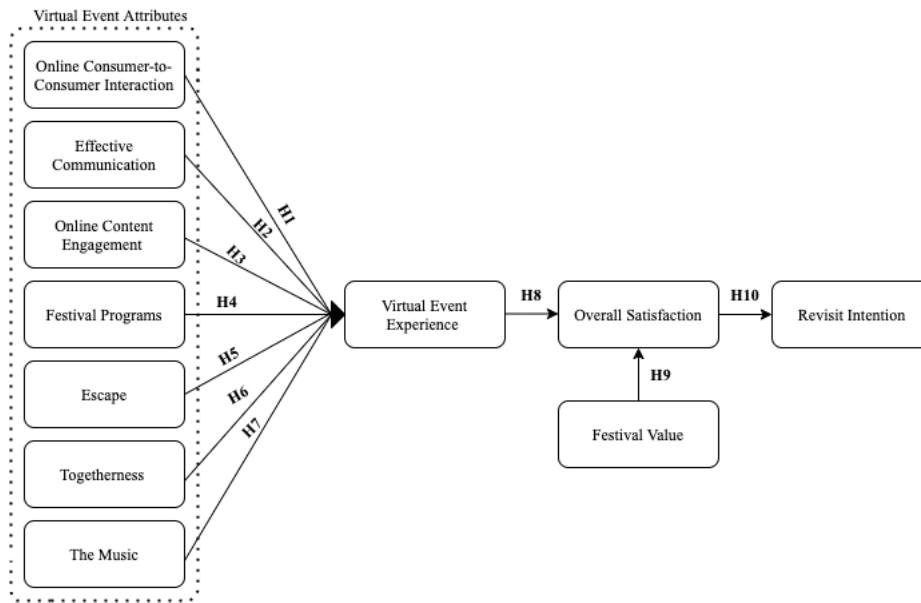
Fig 1. Conceptual Framework

H1: Online consumer-to-consumer interaction has a significant influence on virtual event experience
H2: Effective communication has a significant influence on virtual event experience
H3: Online content engagement has a significant influence on virtual event experience
H4: Festival program has a significant influence on virtual event experience
H5: Escape has a significant influence on virtual event experience
H6: Togetherness has a significant influence on virtual event experience
H7: The music has a significant influence on virtual event experience
H8: Virtual event experience has a significant influence on overall satisfaction
H9: Festival value has a significant influence on overall satisfaction
H10: Overall satisfaction has a significant influence on revisit intention

Two approaches are used in this study; a qualitative approach with indirect structured interviews was conducted to 141 respondents, and 270 respondents performed a quantitative approach with structured questionnaires. Both approaches were conducted to people who had previously joined a minimum of one XYZ edition 1-6. For quantitative, XYZ: Virtual Home Edition 2020 audiences included as the additional criteria. This research uses open coding, descriptive statistics, and PLS-SEM for data analysis in generating the data.

Table 1. Variable definition and operationalization

Variables	Definition	Indicator	Source
Online Consumer-to-Consumer Interaction	Dialogue under online experiences between two or more consumers [11].	I was able to meet more people who shared the same interests as mine in this online event than in person.	Kharouf et al. [11]
		I looked forward to discussing my opinion about the event with other people who share the same interest.	
		I engaged more with the event when I discussed it with people like myself online.	
		Being able to connect with other people online who shared the same interest as me was important to me.	
Effective Communication	A process in which thoughts, ideas, knowledge, and information are shared so that the object or intent is achieved in the best possible way [16].	I liked being kept up-to-date about the various activities of the event.	
		I like receiving news about the events I am interested in.	
		I was able to access the information about the event online whenever I needed it.	
Online Content Engagement	The psychological state occurs within a specific service relationship because of interactive consumer experiences with a focal agent/object by virtue [17].	I could follow the event more easily when I could customize web pages to my own liking.	
		I enjoyed interacting with the online content related to the event.	
		Following the event online was enjoyable.	
		Interacting with the event online allowed me to follow any part of the event.	
Festival Programs	Activities that visitors do at the festival [18].	The festival program was fun.	Lee at al. [13]
		The program was varied.	
		The experiential program was wonderful.	
		The program was well managed.	
		The program was well organized.	
Escape	It is out of one's daily life and responsibility that reflects attendees' emotions and enjoyment [12][18].	The festival was a unique experience different from my routine.	Lee et al. [12]
		I was able to forget my daily life.	
		I was able to get away from daily tension.	
		I felt differently than I had ever felt.	
		I felt that I was different.	
Togetherness	A sense of connection and engagement with other festivalgoers and the performers, and a feeling of belonging to a	I shared the same feelings with other attendees at the festival.	
		I felt that people behaved similarly to me at the festival.	
		I felt that people became one in the festival.	

|		community [12][19].	The festival promoted friendship between people.	
			The festival made my group closer.	
The Music	A music-related item which featured in the event [14].	I am attracted by a specific theme/type of performance.	Vinniombe and Sou [14]	
		I attend to see international artists.	
		I attend to learn about music/culture	
		I attend to enjoy high-quality performances.	
		I attend the festival to have intercultural contact.	
		I attend the festival to increase individual cultural capital/knowledge.	
		I attend to enjoy a new experience.	
		I attend to enjoy the atmosphere of the performance.	
Virtual Event Experience	A mental understanding of the consumer's experiences with the event's online value proposition [20].	Compared with other methods of following the event, virtual was a good choice.	Kharouf et al. [11]	
		Overall, I am happy with my experience following the virtual event.	
		My interaction with the virtual event was positive.	
Festival Value	Overall evaluation of the consumer of a product's utility is based on perceptions of what is received and what is given [21].	The festival was worth what I spent (time, effort).	Yoon et al. [15]	
		The festival offered more value than expected.	
		The festival offered more value than did other festivals.	
Overall Satisfaction	The overall assessment is based on the total experience of buying and consuming a good or service over time [22].	Overall, I am satisfied with the festival.	
		As a whole, I am happy with the festival.	
		I believe I did the right thing in attending the festival.	
Revisit Intention	The likelihood that visitors return to the event in the future [13].	I will keep attending the festival.	Lee et al. [13]	
		I will prioritize the festival over other festivals when deciding whether to attend.	
		I will recommend the festival to my friends and neighbours.	
		I will spread positive word of mouth about the festival.	

3 Result and Discussion

In collecting data, this study was conducted through qualitative and quantitative approaches. Qualitative approaches are critical because they offer a comprehensive and reliable way to address these kinds of "how" and "why" questions (Hamilton and Finley, 2020). In this research, qualitative research is used to obtain a more in-depth insight into the problem and ensure the real problem. While, quantitative analysis becomes an appropriate method because it will articulate facts, reveal patterns, quantify the degree, and understand the relationship between an independent and dependent variable in a population.

3.1 Qualitative

The qualitative approach, an indirect structured interview, will seek understanding about the experience during XYZ edition 1-6 and respondents' perspective about XYZ: Virtual Home Edition 2020. One hundred forty-one respondents are participating in this qualitative analysis which has attended offline XYZ. The results are, first attendees' experience during XYZ is leaning to the positive experiences; 60% of the respondents say the events are exciting. Second, around 65% of the respondents said the most remarkable experiences during XYZ are related to the artist. Third, 77 respondents most liked from XYZ is the artist lineup. Fourth, 57 respondents answer the negative aspects of the crowd, queue, and venue. Fifth, 109 respondents motivation to join XYZ was because of the lineup. Sixth, the positive opinion is the virtual home edition seen as a solution for the festival enthusiast, while the negative view includes no vibes and a feeling of festivity. Seventh, from 74 respondents who decided to join the event, 90% have reasons for interesting artist lineup, entertainment, trying new experiences, and free of charge. Of the 67 respondents who decided not to join, 90% of the reasons are because they feel no festival vibes and hype, are not interested in the virtual format, and think the festival timing is unsuitable.

3.2 Quantitative

The causal modeling in the conceptual framework was identified using Partial Least Square to identify and calculate the relation between all variables. This study then runs bootstrapping procedures to test the significance of both the inner and outer models of a structural path using T-statistic. T-values indicate the significance of the model's relationship. T-values equal to 1.96 or higher are required to fulfil the criteria for each path significance. The bootstrapping procedure result is shown in Figure 2.
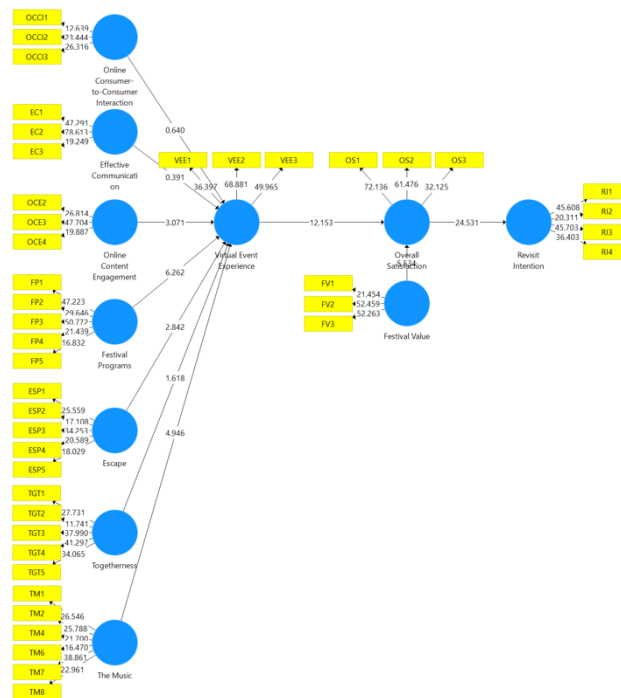
Fig 2. Bootstrapping result

The inner model path coefficient was used to measure hypothesis testing, and T-values from PLS calculations were used to determine significance. Table 2 shows the results of the hypothesis testing.

Table 2. Hypothesis testing result

Hypothesis	Structural Path	T Statistics (|O/STDEV|)	P Values	Result
H1	Online Consumer-to-Consumer Interaction -> Virtual Event Experience	0.640	0.522	Rejected
H2	Effective Communication -> Virtual Event Experience	0.391	0.695	Rejected
H3	Online Content Engagement -> Virtual Event Experience	3.071	0.002	Accepted
H4	Festival Programs -> Virtual Event Experience	6.262	0.000	Accepted
H5	Escape -> Virtual Event Experience	2.842	0.004	Accepted
H6	Togetherness -> Virtual Event Experience	1.618	0.106	Rejected
H7	The Music -> Virtual Event Experience	4.946	0.000	Accepted
H8	Virtual Event Experience -> Overall Satisfaction	12.153	0.000	Accepted
H9	Festival Value -> Overall Satisfaction	5.534	0.000	Accepted
H10	Overall Satisfaction -> Revisit Intention	24.531	0.000	Accepted

Regarding the hypothesis testing results, accepted hypotheses results are drawn if the t-value is above 1.96 and the p-value is below 0.05. The rejection is vice versa.

3.2.1 There is no significant influence between online consumer-to-consumer interaction and virtual event experience.

Contrary to Carlson et al. [23], the finding that online consumer-to-consumer interaction affects virtual event experience. Their study proposes that the more customers interact, the greater the possibility of engagement between them and the product or service, resulting in a better customer experience. Despite the result being contrary to Carlson et al. [23] research, this research aligns with Kharouf et al. [11] results that show no significant correlation between online consumer-to-consumer interaction and virtual event experience.

3.2.2 There is no significant influence between effective communication and virtual event experience.

The finding is contrary to the result of Klaus [20] that effective communication affects virtual event experience. The study stated that effective communication improves the brand experience, as individuals prefer to use acquired knowledge to construct expertise and inferences that are more self-relevant and certain and positive results of the overall experience.

3.2.3 There is a significant influence between online content engagement and virtual event experience.

This finding is aligned with Kharouf et al. [11] which stated a deeper understanding of consumers' engagement with online platforms would contribute positively to their evaluation of the event's experience.

3.2.4 There is a significant influence between festival programs and virtual event experience.

This research is aligned with Liu et al. [2] findings which stated the event organizers should focus on activity programs to facilitate positive customer experiences and its product.

3.2.5 There is a significant influence between escape and virtual event experience.

The result of this research is aligned with Packer and Ballantyne [19] findings, who stated the festivals had been regarded as unusual opportunities for visitors to detach themselves temporarily from the conventions of current social structures.

3.2.6 There is no significant influence between togetherness and virtual event experience.

The finding is contrary to the result of Packer and Ballantyne [19] that togetherness affects virtual event experience. In their study, he stated that a sense of connection and engagement arose with other festival-goers and the performers. Indeed, those feelings create a sense of togetherness and pleasure of socialization [24] that take a role in the experience [25].

3.2.7 There is a significant influence between the music and virtual event experience.

The result of this research is aligned with Bowen and Daniels [26] findings, who stated six indicators could be used to measure the latent music variable ranging from artists, performance quality, exposure to a different culture, and new atmosphere. The virtual event could lack a festival atmosphere, but still, many spectators go to the virtual event because of the artist lineup provided by the organizer.

3.2.8 There is a significant influence between virtual event experience and overall satisfaction.

This research is aligned with Shankar et al. [27] findings, who stated the experience drives and a primary determinant of satisfaction, which drives loyalty. When spectators view the events as an excellent virtual experience, it will cause the spectators towards satisfaction.

3.2.9 There is a significant influence between festival value and overall satisfaction.

This research is aligned with Zeithaml [21] findings which stated the value is the overall evaluation of the consumer of a product's utility based on perceptions of what is received and what is given. Spectators that view XYZ: Virtual Home Edition 2020 as a valuable festival will likely be satisfied with the virtual events.

3.2.10 There is a significant influence between overall satisfaction and revisit intention.

The result of this research is aligned with Baker and Crompton [28] findings who stated a high level of satisfaction results in an increase in the intention to revisit, which includes the reiteration of the credibility and growth of a product or service purchase.

4 Conclusion

RQ 1: How does the virtual event's attribute affect the virtual visitor experience in XYZ: Virtual Home Edition 2020?

There are seven virtual event attributes used in analyzing virtual event experience; online consumer-to-consumer, effective communication, online content engagement, festival program, escape, togetherness, and the music. Based on the final result of PLS-SEM, 270 respondents agree that four out of seven attributes have a significant effect on virtual event experience during the XYZ: Virtual Home Edition 2020. The four attributes include online content engagement, festival program, escape, and music with a p-value of 0.002, 0.000, 0.004, and 0.000. The other four event attributes did not significantly affect them since the p values are higher than 0.05.

RQ 2: How does the virtual event experience and festival value in XYZ: Virtual Home Edition 2020 influenced overall visitor satisfaction?

Based on the survey results, respondents had a positive experience during the XYZ: Virtual Home Edition 2020. They enjoyed it and think that the virtual event method is an incredible choice of experience. On the other hand, regarding the festival value, the respondents feel it is a worthwhile experience. One reason is the time and effort they spend equal with the excitement they got from XYZ: Virtual Home Edition 2020. As a result, the findings of the PLS-SEM analysis present that the virtual event experience and festival value have a significant influence on the level of visitor satisfaction with the same p values, 0.000.

RQ 3: How does the visitor's overall satisfaction in XYZ: Virtual Home Edition 2020 influence their revisit intention towards the future XYZ: Virtual Home Edition?

Overall, from the impacts of the positive and significant result of experience and festival value, the respondents felt satisfied, happy, and felt like doing the right thing by attending the XYZ: Virtual Home Edition 2020. These conditions become the foundation for them to revisit

this event again and again. The majority of the respondents agree that they will always attend, recommend, share some positive stories, and admit to prioritize XYZ: Virtual Home Edition compared to other virtual festivals. This is proven by the result of PLS-SEM, which describes the overall satisfaction has a significant influence on revisit intention with a 0.000 p-value. By calculating the Total Indirect and Total effect, the overall satisfaction affects the revisit intention by 73.8%.

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