The Effect of Quality Service and Guest Star on Visitor Satisfaction at The Korean Wave 2022 Event

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Abstract

Recently, it is undeniable that tourism is an important sector in Indonesia's economic development. On September 28, 2022, Trans TV again held the Korean Wave 2022 event. This event is a special music event that lasts about three hours as a manifestation of the Korean Wave's application in Indonesia. This music event brought specifically one of the South Korean boy groups as a special performance, namely NCT Dream. The purpose of this study was to determine the influence of guest stars who came and how the role of service quality on the satisfaction of visitors who came to the Korean Wave 2022 event. The type of research used in this study was quantitative research with survey methods. The collection technique in this study was done by distributing questionnaires and analyzing using multiple linear regression analysis. The results of the study found that the Service Quality and Guest Star Partially and Simultaneously influenced Visitor Satisfaction.

Keywords: Quality Service, Guest Star, Visitor Satisfaction, and Korean Wave 2022 in Indonesia..

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INTRODUCTION

Curently, it is undeniable that tourism is an important sector in Indonesia's economic development. Tourism plays an important role as a contributor to foreign exchange because it has a great attraction and attracts both local and foreign visitors. One type of activity that can attract visitors is an event. Music events in Indonesia are often flooded with fans from visitors. However, it depends on how popular the invited guest star is. This is an opportunity for event organizers to use this as a benchmark to increase their product.

Music events are nothing new in Indonesia. Since 2015-2016, various music festivals have been held by smaller corporations and organizations. In addition, the music displayed also has various types. Like jazz music, the Java Jazz Festival is often held, fans of EDM (Electronic Dance Music) music can visit DWP (Djakarta Warehouse Project) and the last and become a worldwide trend is K-POP. Many event organizers bring special artists from Korea to appear in their events that aim to attract visitors. *(Triwijanarko, 2017.)*

The President of the Republic of Indonesia, Jokowi Widodo, conveyed the happy news at the fourth Joyland event, that after two years of hiatus, large-scale music concerts were finally allowed again with strict conditions in compliance with health protocols. Visitors who come are expected to have been vaccinated at least twice. This is expected to restore the Indonesian economy to attract tourists to visit an event. So that on September 28, 2022, Trans TV will again hold the Korean

Wave 2022 event. This event is a special music event that lasts about three hours as a manifestation of the Korean Wave's implementation in Indonesia. This music event brought specifically one of the South Korean boy groups as a special performance, namely NCT Dream. In addition, top Indonesian artists also enlivened the event such as Raisa, Ari Lasso, Ayu Ting-Ting, Nasar, Fabio Asher, Anneth and UN1TY which were located at Trans Studio Mall, Cibubur. The event managed to get more enthusiasm and attention from the public. *According to CXO Media.id, the K-Wave event held at Trans Studio was successful in selling 6000 tickets quickly due to the enthusiasm of fans because of NCT Dream as a guest star.* In organizing an activity or activities on a large scale, inviting or presenting the main star is one way to attract visitors to attend the activities carried out. The main star or guest star is a person or group who is presented as the main stage in an activity to display the work created, the main star is usually characterized by a famous figure or artist who has produced a work that is enjoyed by the public. and have a fanbase or fans who really like it. massive enough to support his idol *(Gustian, 2022).*

The event will certainly run successfully if many visitors come. But it all depends on the event organizer. According to Bahrudin, M., and Zuhro, S. (2016), visitor satisfaction is an evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services. If the facilities and quality of service provided are in accordance with the price, then in addition to visitors can feel satisfaction because of guest stars who come, they also get satisfaction from the quality of service provided.

The development of the intensity of competition and the number of competitors makes the company must always pay attention to the needs and desires of visitors, and try to meet the expectations of visitors by providing better service than competitors. This is because visitors are increasingly selective in choosing products

to use or consume. Service quality provides impetus for consumers to build strong bonds with the company. Bonds like this allow companies to carefully understand consumer expectations and needs over the long term. This causes companies to increase customer satisfaction by maximizing a pleasant customer experience and minimizing or eliminating a less pleasant customer experience. Finally, customer satisfaction can create customer loyalty or loyalty to companies that provide satisfactory service quality. (Dewi, 2020)

Visitor satisfaction is an after-purchase evaluation, if visitor satisfaction is achieved it will lead to loyalty from visitors, therefore visitor satisfaction is important for the company. One way to achieve visitor satisfaction is to improve the quality of service from the company itself. By reviewing the completeness of the facilities, facilities and infrastructure needed by visitors that have been provided by the event organizer. These facilities, facilities and infrastructure have an influence on the satisfaction of visitors who come to enjoy the event. With the value of visitor satisfaction, the organizers can develop an event again so that what the destination has can develop and attract visitors to come again or recommend the destination to the community and other visitors. (Nugraha & Manjorang Franika, 2022).

Realizing that the quality of service and the potential of guest stars have a tremendous impact on an event, the researcher wants to research and analyze how the influence of a guest star in the event. In addition, with that many visitors, how is the readiness of the event organizer in providing facilities and quality of service like what is needed to meet visitor satisfaction. So this research was developed and analyzed with the title *"The Influence of Quality Service, Guest Star and Facilities on Visitor Satisfaction of the 2022 Korean Wave Event".*

As for the problem formulation, it follows:

1. How does the quality of management service affect the satisfaction of visitors to the Korean Wave 2022 event?
2. How does Guest Star influence visitor satisfaction at the Korean Wave 2022 event?
3. How is the influence of Service Quality and Guest Star stimulant on visitor satisfaction at the Korean Wave 2022 event?

In addition, this research also has many implied goals to examine an event that will have an impact on a large audience. The research objectives achieved in the study are as follows:
1. To determine the effect of the service quality of the event organizer on the satisfaction of visitors to the 2022 Korean Wave event.
2. To find out the influence of guest stars on visitor satisfaction at the 2022 Korean wave event.
3. To find out how much influence the quality of service, Guest Star has on the satisfaction of visitors to the Korean Wave 2022 event simultaneously.

LITERATURE REVIEW
2.1 Service Quality

Mutiawati et al. (2019: 7) states that the quality of service providers is the ability of service providers to provide services to users. Meanwhile, according to Usmara (Pattaray et al., 2021:11), the quality of quality depends on the type of quality it self. Kotler (Pertiwi, 2021: 68) says that service quality is performative for others who may act in this field.

Service quality is a feature and a characteristic of a service in its ability to fulfill all predetermined needs (Rahman, 2019:303). Service quality plays an important role in a company because it affects visitor satisfaction. Consumers with company loyalty will have a direct positive impact on the company's short-term and long-term growth (Haryoko, Septiani, & Risnalinda, 2020) Based on the understanding of service quality by some of these experts, it can be concluded that the quality of services provided by the organizers must meet or even exceed the expectations of visitors and create a pleasant working and service atmosphere and have an impact on increasing visitor satisfaction.

A service company must maintain the quality of the services offered to be above competitors and greater than imagined by consumers. Companies must also understand what consumer needs and expectations are for the products or services offered. According to Lovelock-Wright translated by (Tjiptono, 2011) suggests that "Service quality is the level of superiority of products and services that are expected over the level of excellence to meet consumer desires." Services will be accepted by consumers if they are in accordance with what is expected. According to (Tjiptono, 2011) explains that service quality is an effort to meet consumer needs both from products and services and the accuracy of delivery to balance consumer expectations. Based on the definition of the experts above, that the quality of service is the fulfillment of consumer needs based on the level of excellence of products and services that are in line with expectations so that they can meet the wishes of consumers.

2.2 Guest Star (Product)

In organizing an activity or activities on a large scale, inviting or presenting the main star is one way to attract visitors to attend the activities carried out. The main star or guest star is a person or group who is presented as the main stage in an activity to display the work created, the main star is usually characterized by a famous figure or artist who has produced a work that is enjoyed by the public. and have a fanbase or fans who really like it. massive enough to support his idol *(Gustian, 2022).*

According to *Kotler and Armstrong (2018, p. 79),* product is a combination of goods and services offered by a company to the target market. Kotler and Keller also say that a product is anything that can be offered to a market to satisfy a want or need. Products marketed consist of physical goods, services, experiences,

events, people, places, properties, organizations and ideas. The product is the first and most important element in the marketing mix. A product is anything that a producer can offer to be noticed, requested, sought, purchased, used, or consumed by the market as a fulfillment of the needs or desires of the relevant market.

Regional image/brand is defined as a marketing activity to promote a positive image of a tourist destination in order to influence consumer decisions to visit it. In addition, in an image formation before the trip is the most important phase in the process of selecting a tourist destination. The image of a destination that is formed in the minds of tourists which consists of impressions, prejudices, dreams, hopes, emotions and thoughts greatly determines tourists to decide to visit a tourist destination. This includes influencing tourist satisfaction.

If performance describes that service quality is the suitability and degree of ability to be used of the overall characteristics of products and services provided in meeting the needs and expectations desired by consumers with attributes or factors that include: direct evidence, personal attention from employees to consumers, responsiveness, reliability and guarantee. will be disappointed. If performance matches expectations, customers will be satisfied. Customer expectations can be shaped by past experiences, comments from relatives and the promises and information of marketers and competitors. Satisfied customers will be loyal longer, less sensitive to price and give good comments about the company, According to Setiadi (2010) one of the goals of consumer motivation is to increase satisfaction. Consumer motivation by manufacturers are very closely related to consumer satisfaction, for that the company always tries to build consumer satisfaction (consumer satisfaction development) in various ways, including: 1. Knowing the value obtained by consumers, 2. Increasing offerings, and 3. Increasing expectations and meeting consumer

expectations. So in other words, every consumer behavior / activity is directed to meet certain goals related to the need for satisfaction.

2.3 Visitor Satisfication

According to Park (Irawan 2021:54), visitor satisfaction is the visitor's feeling in responding to the product or service consumed. Others, in the opinion of (Sholeha, 2018: 17) consumer satisfaction is the level that a person feels after comparing what he feels and expects. Meanwhile, a visitor satisfication has individual perception which is according to (Syahsudarmi, 2018: 52), consumer satisfaction is primarily an individual perception, which affects consumer satisfaction by influencing the state and mood of consumers. Based on some of the opinions of the experts above, it can be concluded that visitor satisfaction is a result of a comparison between expectations and performance obtained in using a product or service.

Satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (or outcome) against their expectations. Satisfaction is an overall evaluation based on the total purchase and consumption experience with goods or services over time.

Festival satisfaction based on the feeling of fulfillment that participants receive from a festival. Festival satisfaction is the overall value of the festival which is evaluated by the combination of the many dimensions of festival quality. In addition, the level of customer satisfaction, there are five main factors that must be considered company, namely product quality, price, service quality, emotional factor and convenience.

Visitor Sataisfication must be has concerning due to customer. The event organization must have a plan to make them happy, according to that there are five elements who very focus concerning the customer satisfaction according to Priansa (2017) there are five elements, they are:
1) Expectations

Customer expectations for an item or service have been form before the customer buys the goods or services. When the buying process is carried out, customers expect that the goods or services they receive are in accordance with their expectations, desires, and beliefs. Goods or services in accordance with customer expectations will cause customers to feel satisfied.

2) Performance (Performance)
Customer experience of the actual performance of goods or services when used without being influenced by their expectations. When the actual performance of the goods or services is successful, the customer will feel satisfied.

3) Comparison
This is done by comparing the expected performance of goods or services before buying with the perception of the actual performance of the goods or services. Customers will feel satisfied when expectations before.

Customer satisfaction will not be formed if customer expectations are not met. Customer expectations will color every decision to visit. Customer expectations will be the basis for their decisions when faced with various alternative products and services offered. Hope itself is a manifestation of past experiences of consumers, opinions of friends, information from relatives, information from marketers and others. Therefore, managers need to better position visitor satisfaction as the main focus by implementing actions that have access to the creation of tools satisfaction with appropriate performance. A company sometimes fails to meet customer satisfaction.

Theoretical framework

Based on the description of the background of the problem that has been described and the theoretical basis that has been stated above, the framework of thought in this study is the influence of service quality and facilities on customer satisfaction as follows:
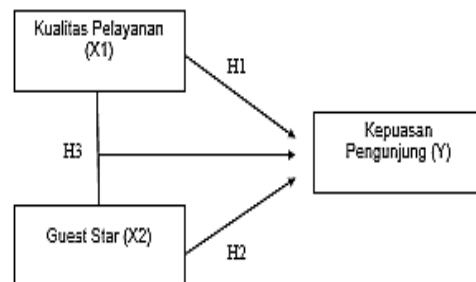
HYPOTHESIS

The hypothesis is a type temporary answer to a problem formulation that still has to be verified through empirical tests. Hypothesis has another meaning where technically, the hypothesis is defined as a statement about the state of the population to be tested or studied. This research is based on data taken from the research sample. Meanwhile, statistically, the hypothesis is a statement about the state of the parameters tested through statistical samples.

Hypotheses can also be studied and viewed from the relationship variables. Based on the research framework above, a hypothesis can be formulated as follows:

1. Quality of Service on Visitor Satisfaction
Ho: There is no significant relationship between Service Quality and Visitor Satisfaction
H2: There is a significant relationship between the event with Service Quality and Visitor Satisfaction

2. Guest Star on visitor satisfaction
Ho: There is no significant relationship between Guest Star and Visitor Satisfaction
H1 : There is a significant relationship between Guest Star and Visitor Satisfaction.

3. Quality of Service, Guest Stars and Facilities on Visitor Satisfaction

Ho: There is no significant relationship between Service Quality, Guest Star and Stimulant Facilities with Visitor Satisfaction.

H3: There is a significant relationship between Service Quality, Guest Star and Facilities with Visitor Satisfaction.

METHODS

The research strategy used in the research to be studied is to use an associative research strategy. According to Sugiyono (2019:65) associative research is a research problem formulation that asks the relationship between two or more variables. In this study, associative research strategy is used to identify the extent of the influence of variable X (independent variable) consisting of Service Quality (X1), Guest Star (X2) on variable Y, namely Visitor Satisfaction (dependent variable), either partially or simultaneously.

The method used by the researcher in this research is survey method, where the researcher will distribute questionnaires for data collection. The approach used in this research is a quantitative approach. According to Sugiyono (2019:17) quantitative research can be defined as a research method based on the philosophy of positivism, which is usually used to examine certain populations or samples, collect data using research instruments, data analysis is quantitative / statistical, aims to test hypotheses that have been established. set.

Population and Sample
a. Population

According to Sugiyono (2019:126) population is a generalization area consisting of: objects / subjects that have certain quantities and characteristics set by researchers to be studied and then drawn conclusions. The population in this study were all visitors who came to the Korean Wave 2022 Event who witnessed the event directly at a place located at Trans Studio Mall Cibubur.

b. Sample

According to Sugiyono (2019:127) the sample is a part of the number and characteristics possessed by the population. The sampling procedure used in this study is non-probability with purposive sampling technique. Sugiyono (2019:133) suggests that the purposive sampling technique is a sampling technique with certain considerations. The population used in this study is the total visitors of the 2022 Korean Wave Event. The total visitors to the event are 6,000 visitors. The required sample size is determined using the formula developed by Slovin (Kusmayadi and Sugiarto, 2000:74) because most of this research focuses on the number of respondents who visited the Korean Wave 2022 event. The population who saw this event was 6000 visitors; Slovin's formula, the desired error rate is 10%, then the number of samples used is 100 respondents

The data collection technique of this research was carried out with data collection instruments through distributing questionnaires to respondents. The questionnaire in this study is a collection of data in the form of a list of statements in the form of closed questions (closing statements) with a priority scale of assessment following the principle of weighting scores according to the Likert scale with points 1 Strongly Disagree –5 Strongly Agree. The method used by the researcher in this research is survey method, where the researcher will distribute questionnaires for data collection. The approach used in this research is a quantitative approach. According to Sugiyono (2019:17) quantitative research can be defined as a research method based on the philosophy of positivism, which is usually used to examine certain populations or samples, collect data using research instruments, data analysis is quantitative / statistical, aims to test hypotheses that have been established.

The data processing carried out in this study is by computer using the SPSS (Statistical Program For Social Science) version 26.0 with the aim of getting accurate calculation results and making it easier to process data, making it faster and more precise. A questionnaire or hypothesis is very dependent on the quality of the data used in the test. Research data will not be useful if the instrument used to collect research data does not have high reliability and validity. These testers and measurements demonstrate the consistency and accuracy of the data collected.

1. Validity Test

The definition of validity according to Sugiyono (2017: 125) is the determination between the data that actually occurs on an object and the data that has been collected by researchers to find the validity of an item, the column seen is the corrected item-Total Correlation column in the item-total Statistics table processing results data using the Statistical Program For Social Science (SPSS). The criteria for evaluating the validity test are as follows:

• If r_{count} > rtable, it means that the questionnaire item is valid.

• If rcount < rtable, it means that the questionnaire item is said to be invalid.

2. Reliability Test

According to Sugiyono (2017:130) states that the reliability test is the extent to which the measurement results using the same object will produce the same data. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable over time. The tool to measure reliability is Cronbach Alpha.

3. Multiple Linear Analysis Test

Multiple linear regression analysis is an analysis used to determine the effect of the independent variable, the number of which is more than one on the dependent variable. Multiple linear regression analysis models are usually used to explain a relationship and how much influence each independent variable has on the dependent variable (Ghazali, 2018:95).

a) F . test

This test is used to determine the effect of the independent variable on the dependent variable. To determine the significance level of the influence of the independent variable on the dependent variable, a probability of 5% (α = 0.05) was used. Decision basis:

1) If Fcount > Ftable and at sig 0.05 then H0 is accepted (valid regression model).

2) If Fcount < Ftable is at sig 0.05 then H0 is discarded (invalid regression model).

b) T . test

The t-test is a test used to determine the effect of the independent variable on the dependent variable partially (Individual). This test was conducted to determine the effect of the independent variable, namely Quality Service (X1) and Guest Star (X2) on the dependent variable, namely Visitor Satisfaction (Y). The significance level of this effect can be estimated by comparing the calculated T value at a significance level of 0.05 based on the following decision making:

1) H0 : bi 0, there is no significant effect on the independent variable on customer satisfaction.

2) H1 : bi 0, has a significant effect on the independent variable on customer satisfaction.

Data Presentation Method

The data obtained in this study will be presented in tabular form to make it easier to analyze and understand the data so that the data presented is more systematic.

RESULT AND DISCUSSION

A. Korean Wave 2022

Image 2 Korean Wave 2022

Korean Wave 2022 is a special music event that lasts about three hours as a manifestation of the Korean Wave's implementation in Indonesia. This music event brought specifically one of the South Korean boy groups as a special performance, namely NCT Dream. In addition, top Indonesian artists also enlivened the event such as Raisa, Ari Lasso, Ayu Ting-Ting, Nasar, Fabio Asher, Anneth and UN1TY located at Trans Studio Mall, Cibubur. The event managed to get more enthusiasm and attention from the public. According to CXO Media.id, the K-Wave event held at Trans Studio was successful in selling 6000 tickets quickly because of the enthusiasm of the fans because of NCT Dream as a guest star.

The main highlight of this event is NCT Dream. The times are growing, the target market is also getting bigger to foreign countries. As is the case with Indonesian k-popers, which have experienced a rapid increase, especially after the pandemic and people are more often at home. This is used as a target market for event organizers where by making Korean artists the main highlight, the event will be more successful and attract visitors.

Nct dream is a unit group from SM Entertainment, NCT is a K-Pop group under SM Entertainment with a total of 23 members divided into several units including NCT U, NCT 127, NCT Dream, and WayV. NCT Dream as the 3rd unit of NCT which made its debut in 2016 with a total of 7 members, namely Mark, Renjun, Jeno, Haechan, Jaemin, Chenle, and Jisung. NCT Dream has a higher popularity when compared to NCT 127. Referring to the data submitted on the

Wowkeren.com (2022) page, netizens think that NCT Dream is superior and is considered by the public because of the stronger fandom, as evidenced by the higher score index. higher than NCT 127. NCT Dream also earned the nickname "Golden Maknae" of SM Entertainment because it has a unique identity since its debut and has achieved great results with various fascinating activities.

Competition in many industries is characterized by overcapity and oversupply. This causes price cuts to become a strategic weapon to gain market share. Focus on customer satisfaction is an effort to retain customers in the face of low-cost producers. Many companies are finding that quite a number of consumers are actually willing to pay higher prices for better service and quality. Based on the concept of customer lifetime value, efforts to maintaining consumer loyalty to a company's goods and services over an extended period of time can result in much larger annuities than individual purchases

B. Characteristics of Korean Wave 2022 Respondents

Table 1.1 Characteristic Respondents

Keterangan		Hasil	Persentase
Jenis Kelamin	Pria	18	82%
	Wanita	82	18%
Jumlah		**100**	**100%**
Usia	1-15	5	5%
	16-30	90	90%
	31-45	5	5%
	➢ 45	0	0%
Jumlah		**100**	**100%**
Tingkat Pendidikan	SD	0	0%
	SMP	0	0%
	SMA	48	48%
	Sarjana	52	52%
Jumlah		**100**	**100%**
Tingkat Pendapatan	1.000.000 - 2.500.000	59	59%
	2.500.000 – 5.000.000	18	18%
	5.000.000 – 7.500.000	10	10%
	➢ 7.500.000	13	13%
Jumlah		**100**	**100%**
Asal Responden	Jabodetabek	92	92%
	Luar Jabodetabek	8	8%
Jumlah		**100**	**100%**

Transportasi	Pribadi	55	55%
	Umum	45	45%
Jumlah		**100**	**100%**
Teman Berkunjung	Keluarga	14	14%
	Teman	62	62%
	Kekasih	14	14%
	Sendiri	8	8%
Jumlah		**100**	**100%**

Source: From Respondent Kuisioner.

Based on Table 1 Characteristics of Respondents, the results of the questionnaire distribution are as follows:

1. Visitors of the 2022 Korean Wave with Female Gender dominates with a total of 82 visitors compared to Men with a total of 18 Visitors

2. Visitors of the 2022 Korean Wave with the age of 16-30 years dominated with a total of 90 visitors compared to the age of 1-15 and 31-45 years with 5 visitors each, while visitors with the age of more than 45 years were not identified as attending.

3. Visitors of the 2022 Korean Wave with an education level of Bachelor level or more dominate with a total of 52 visitors compared to the high school level with a total of 48 visitors, while the elementary and junior high schools were not identified as attending.

4. Visitors of the 2022 Korean Wave with an income level of 1,000,000 – 2,500,000 dominates with a total of 59 visitors compared to an income of 2,500,000 – 5,000,000 with a total of 18 visitors, an income of more than 7,500,000 with 13 visitors while an income of 5,000,000 - 7.5–0.000 only 10 visitors.
5. Visitors of the 2022 Korean Wave from Jabodetabek dominated with a total of 92 visitors compared to those from outside Jabodetabek with a total of 8 visitors.
6. Visitors of the 2022 Korean Wave who visited using private transportation dominated with a total of 55 visitors while those who visited using public transportation were only 45 visitors.
7. Visitors of the 2022 Korean Wave who visited with friends dominated with a total of 62 visitors compared to those who visited with family and lovers with 14 visitors each, while visitors who came alone were only 8 visitors.

C. Descriptive Statistical Test

Table 2. Descriptive Statistical Test

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	113	1	5	2.03	1.448
X1.2	113	1	5	2.02	1.420
X1.3	113	1	5	2.09	1.461
X1.4	113	1	5	2.13	1.485
X1.5	113	1	5	2.04	1.445
X1.6	113	1	5	2.10	1.451
X1.7	113	1	5	2.04	1.423
X2.1	113	1	5	2.42	1.238
X2.2	113	1	5	2.35	1.239
X2.3	113	1	5	2.39	1.183
X2.4	113	1	5	2.56	1.267
X2.5	113	1	5	2.68	1.338
X2.6	113	1	5	2.71	1.374

X2.7	113	1	5	2.47	1.268
Y1.1	111	1	5	2.08	1.329
Y1.2	113	1	5	2.23	1.303
Y1.3	113	1	5	2.53	1.343
Y1.4	113	1	5	2.21	1.333
Y1.5	113	1	5	2.19	1.320
Y1.6	112	1	5	2.33	1.338
Valid N (listwise)	110				

Source: Processing SPSS 26, 2022

Based on Table 2 Descriptive Statistical Test, the results of all the independent variables of Service Quality and Guest Star show that the average value is at a value of 2 which means that all respondents or visitors to KoreanWave 2022 agree on all questions submitted by researchers, in addition to the dependent variable Visitor Satisfaction. that the average value is at a value of 2 which means that all respondents or visitors to KoreanWave 2022 agree on all questions submitted by researchers. The highest score on the Service Quality Variable is on the question with the code X1.4 with an average value of 2.14 with the lowest value being on the code X1.2 with an average value of 2.02. In the Guest Star variable, the highest score is on questions with code code X2.6 with an average value of 2.71 with the lowest score being on questions with code X2.2 with an average value of 2.35. In the Visitor Satisfaction variable, the highest score is on questions with code code Y1.3 with an average value of 2.53 with the lowest score being on questions with code Y1.1 with an average value of 2.08.

D. Validity Test

Table 3. Validity Test Results

Variabel	Kode	Rtabel	Rhitung	Keterangan
Kualitas Pelayanan	X1.1	0.195	1	Valid
	X1.2	0.195	0.942	Valid
	X1.3	0.195	0.898	Valid
	X1.4	0.195	0.891	Valid
	X1.5	0.195	0.883	Valid
	X1.6	0.195	0.904	Valid
	X1.7	0.195	0.940	Valid
GuestStar	X2.1	0.195	0.631	Valid
	X2.2	0.195	0.657	Valid
	X2.3	0.195	0.655	Valid
	X2.4	0.195	0.595	Valid
	X2.5	0.195	0.488	Valid
	X2.6	0.195	0.511	Valid
	X2.7	0.195	0.606	Valid
Kepuasan Pengunjung	Y1.1	0.195	0.821	Valid
	Y1.2	0.195	0.768	Valid
	Y1.3	0.195	0.589	Valid
	Y1.4	0.195	0.765	Valid
	Y1.5	0.195	0.759	Valid
	Y1.6	0.195	0.676	Valid

Sumber: Pengolahan SPSS 26, 2022

Based on the Table of Validity Test Results, there are Free Variables X1 Quality of Service, X2 Guest Star Independent Variables, and Visitor Satisfaction Bound Variables. It was found that all indicator values of the respondent's questionnaire statement had a score of Rcount > Rtable 0.195, with this it can be stated that all of the respondents' answers were declared **VALID.**

E. Reliability Test

Table 4. Reliability Test Results

Variabel	Cronbach's Alpha	Cronbach's Alpha Limits	Information
Kualitas Pelayanan (X1)	0.989	0.60	Reliable
Guest Star (X2)	0.973	0.60	Reliable
Kepuasan Pengunjung (Y)	0.966	0.60	Reliable

Sourece: Processing Data SPSS 26, 2022

Based on the results in table 4 regarding the results of the reliability test presented, it can be concluded that the questionnaire of all variables is declared Reliable, this is evidenced by the entire questionnaire. Service Quality Variable (X1) has a Cronbach Alpha value of 0.989, Guest Star Variable (X2) has a Cronchbach Alpha value of 0.973 and Satisfaction. Visitors (Y) have a Cronbach Alpha value of 0.966. All of these variables have a Cronbach Alpha level (α) > 0.60.

F. Multiple Linear Regression Test

1. T Test.

a. The Effect of Service Quality on Visitor Satisfaction

Table 5. X1 . T Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.923	.753		6.537	.000
	Kualitas Pelayanan	.595	.043	.794	13.775	.000
a. Dependent Variable: Kepuasan Pengunjung						

Source: Processing SPSS 26

It can be seen that the coefficient of Service Quality Variable X1 calculated at t is 13,775 while the t table can be calculated from the t-test table where = 0.05 and df = 100. These results are obtained from the formula df = n-2. where n is the number of samples (100) – 2), so that the t table is 1.882. It can be concluded that service quality has a p-value of 0.000 <0.05, which means it is significant, while t count > t table (13,775 > 1.882), then H0 is rejected and H1 is accepted. It can be concluded that Service Quality has a significant influence on Visitor Satisfaction at the KoreanWave

2022 EventAlpha value of 0.966. All of these variables have a Cronbach Alpha level (α) > 0.60

b. Guest Star Against Visitor Satisfaction

Table 6. X2 T Test Results

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.479	.904		.530	.597
Guest Star	.741	.047	.834	15.932	.000
a. Dependent Variable: Kepuasan Pengunjung					

Sumber : Pengolahan SPSS 26, 2022

It can be seen that the coefficient of Variable X2 Guest Star calculated at t is 15,932 while the t table can be calculated from the t-test table where = 0.05 and df = 100. These results are obtained from the formula df = n-2. where n is the number of samples (100) − 2), so that the t table is 1.882. It can be concluded that Guest Star has a p-value of 0.000 <0.05 which means it is significant, while t count > t table (15.932 > 1.882) then H0 is rejected and

H2 is accepted. It can be concluded that Guest Star has a significant influence on Visitor Satisfaction at the KoreanWave 2022 Event.

2. F Test.

a. The Influence of Service Quality with Guest Star on Visitor Satisfaction

Table 7. F TEST Results

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4965.755	2	2482.878	249.541	.000^b
	Residual	1094.475	110	9.950		
	Total	6060.230	112			

a. Dependent Variable: Kepuasan Pengunjung

b. Predictors: (Constant), Service Quality, Guest Star

Source: Processing SPSS 26, 2022

It can be seen that the coefficient of the Independent Variable calculated in F is 249,541 while the F table can be calculated from the t-test table where = 0.05 and df = 100. This result is obtained from the formula df = n-2. where n is the number of samples (100) − 2), so that the t

table is 2,305. It can be concluded that the Combined Independent Variable has a p-value of 0.000 <0.05 which means it is significant, while F arithmetic > F table (249.541 > 2.305) then H0 is rejected and H3 is accepted. It can be concluded that the Combined Independent Variable (Quality of Service with Guest Star) has a

significant influence on Visitor Satisfaction at the KoreanWave 2022 Event.

Table 8 ANOVA Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.905ᵃ	.819	.816	3.154
a. Predictors: (Constant), Guest Star, Kualitas Pelayanan				

Source: Processing SPSS 26, 2022

Based on the table of multiple linear regression test results can be explained as follows:

1) This R value of 0.905 shows that the relationship between the independent variable (Quality of Service with Guest star) and the dependent variable (Visitor Satisfaction) has a very strong relationship, with the interpretation of the level of a strong relationship ranging from 0.799 to 0.999

2) The value of R Square of 0.819 shows that the contribution of the independent variable to the dependent variable has a contribution value of:
KP = R2 X 100% KP = 0.819 X 100%
KP = 81.9.%
The amount of the contribution of the independent variable (Quality of Service with Gueststar) to the dependent variable (Visitor Satisfaction) is 81.9%

3) The value of Adjusted R Square of 0.816 shows that the contribution of the independent variable to the dependent variable has a contribution value of:
KP = R2 X 100% KP = 0.816 X 100%
KP = 81.6%
The amount of the contribution of the independent variable (Quality of Service with Guest star) to the dependent variable (Visitor Satisfaction) is 81.6%. but this value is used when doing the estimated value of the dependent variable.

4) Std value. Error of the Estimate 3.154 shows the level of linear regression error, the smaller the number the better the regression equation.

CONCLUSION

Visitor satisfaction is a measure of the success of an event. Without visitors and audience, the event will not take place. One indicator that makes events get more attention is in terms of product and quality. If the quality and products match the target market, visitors will reach the highest point of satisfaction.

Based on the results and discussion of research that has been obtained in this study, we can see the following conclusions can be drawn, which there are some conclusion, they are :
A. Service Quality at the 2022 Korean Wave Event has a significant influence on visitor satisfaction
B. Guest Star at the 2022 Korean Wave Event has a significant influence on Visitor Satisfaction
C. Quality of Service with Guest Star at the 2022 Korean Wave Event has a significant influence on Visitor Satisfaction.

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