

The Influence of Marketing Mix 4p on The Loyalty of K-Pop Music Concert Audiences in Jakarta

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ABSTRACT

The popularity of K-Pop in Indonesia continues to rise, with Jakarta frequently hosting major concerts that attract thousands of spectators. The increasing demand for K-Pop concerts has created competition among promoters, who must compete to provide the best experience for audiences through effective marketing strategies. This study aims to measure the effect of the 4P marketing mix strategy (Product, Price, Venue, Promotion) on the loyalty of K-Pop concertgoers in Jakarta. The research method used is quantitative with primary data collection through an online questionnaire. The population is aimed at millennials or generation Z who have attended a K-Pop concert in the last 3 months and are domiciled in DKI Jakarta. The research sample consisted of 115 respondents selected using purposive sampling techniques. Structural Equating Modeling (SEM) was used to determine the hypothesis testing between variables with SmartPLS software. The conclusion of this study shows that the four 4P marketing mix variables significantly influence the loyalty of K-Pop concertgoers in Jakarta. These results are expected to provide practical insights for K-Pop concert promoters and organizers in formulating effective marketing strategies to increase audience loyalty.

Keywords: K-Pop Concert, Loyalty, 4P Marketing Mix

INTRODUCTION

The Korean Wave is booming in various countries. This is because South Korea continues to expand its culture, embellishing the lives of people worldwide, including Indonesia (Valenciana & Pudjibudojo, 2022). Indonesian enthusiasm for Korean culture, particularly K-pop, has reached unprecedented levels in recent years, making Indonesia one of the countries with the largest number of K-pop fans in the world (Wardana et al. 2023). Jakarta, Indonesia's capital, frequently hosts K-pop concerts and attracts thousands of spectators. Each concert generates ticket sales and contributes to the hospitality, transportation, and culinary sectors surrounding the concert venue (Puja et al. 2021).

The increasing demand for K-pop concerts in Jakarta has intensified the competition among concert promoters. Concert organizers must compete to provide the best facilities and unforgettable experiences for the audience. Promoters who can present popular K-pop artists and provide a satisfying concert experience tend to have an advantage in this industry (Maranisya & Putri, 2022). The success of a concert is determined not only by artist selection but also by an effective marketing strategy. Organizing a large-scale music concert such as a K-pop concert requires utilizing elements of the marketing mix to attract and maintain audience loyalty. The marketing mix, consisting of products, prices, places, and promotions, is a crucial tool used by companies to achieve their marketing objectives (Kotler & Keller, 2019).

K-pop concerts in Indonesia are consistently successful, with tickets quickly selling out, demonstrating a high level of enthusiasm and loyalty of loyal fans in the country (Pratiwi, 2023). Fan loyalty to an idol can be defined as a dedication to purchasing goods or services related to their favorite celebrity, which forms a loyal attitude (Veronica & Paramita, 2018). This loyalty can lead to future loyalty. Fans tend to demonstrate loyalty through positive behaviors consistently displayed over time toward their favorite idol, such as purchasing items related to the idol (Perbawani & Nuralin, 2021).

K-pop concert products include artists, sound systems, stage design, and lighting. Natchakorn and Kunte (2022) state that the quality and variety of products, including artists and performances, play a crucial role in building customer loyalty in the Korean music industry. A good

Artist performance can provide a satisfying experience and is more likely to maintain fan loyalty. Furthermore, ticket price is a crucial factor that influences audience loyalty. Maranisy and Putri (2022) in their research revealed that the ticket sales system and pricing significantly influenced concert-goer satisfaction. Ticket prices that align with the audience's perceived value increase satisfaction and encourage them to return to concerts in the future. Pricing strategies are tailored to ticket categories and various seating classes are typically offered at K-pop concerts.

The venue or location of a concert plays a crucial role in attracting the audience. A strategic location, easy access, and adequate supporting facilities can increase visitor loyalty (Albouy et al. 2019). The success of promoters is greatly influenced by the accuracy of concert location selection. Therefore, careful consideration is required before selecting a concert location (Kumalasari, 2017). Each concert location had its own appeal and reputation. Promotion is a marketing mix variable that aims to communicate a product's value to the target market. Promotion is also the first step in introducing artists to fans. According to Baharuddin et al. (2024), promotional activities in organizing a concert can proceed according to a plan if there is effective cooperation between the agency and the event organizer. Regarding concert promotion, the agency acts as a provider of information, such as the concert's schedule, whereas the promoter acts as the organizer who facilitates the concert. Promoters must implement several effective promotional strategies in the hope that a concert will be an unforgettable moment for fans.

Previous research by Natchakorn and Kunte (2022) examined the effects of the marketing mix on customer loyalty in the Korean music entertainment industry in general, encompassing various aspects of Korean music entertainment, including concerts, album sales, and industry-related merchandise. This study aimed to assess the effectiveness of promoters' 4P strategies in maintaining customer loyalty among K-pop concertgoers in Jakarta. Furthermore, it was used to identify variables that significantly impact customer loyalty. The results are expected to provide practical considerations for K-pop concert promoters and organizers when formulating effective marketing mix strategies to increase fan loyalty in Jakarta.

LITERATURE REVIEW

Marketing Mix

Marketing mix is a tool used to analyze markets to achieve specific goals. According to Kotler and Keller (2016), marketing mix can also be defined as a set of marketing tools used by companies to achieve their marketing objectives in the target market. According to Alma (2018), marketing mix is a strategy for combining marketing activities to find the best combination to achieve satisfactory results. Wiratno and Abdurrahman (2020) define it as a series of marketing variables that can be adjusted by companies to achieve market targets, including aspects of product, price, place, and promotion. Thus, marketing mix is an important concept in marketing that helps companies design and implement effective strategies to achieve competitive advantage and customer satisfaction.

Product

According to Singh (2012), a product is defined as anything offered to the market with the aim of attracting attention, being used or consumed, and being able to satisfy consumer needs or desires. Saputra and Djumarno (2021) defined a product as a combination of various tangible and intangible attributes. These attributes include packaging, price, color, brand, and quality. Furthermore, Diputra and Yasa (2021) define a product as anything, whether in the form of tangible goods or services designed to satisfy consumers, where each good or service has different benefits. In the context of a music concert, a product refers to the artist, quality of the sound system, and design and lighting of the stage.

Price

Kotler and Armstrong (2010) define price as the amount of money sacrificed to obtain something, the amount of money charged for a product or service, or the value exchanged to receive a product or service. Išoraitė (2016) defined price as one of the most important components of the marketing mix. Many experts consider price to be the most important element in the market, which not only increases profits, but also expands market share. According to Maranisy and Putri (2022), price in the context of an event is the value offered to the audience to access and enjoy a series of events. Indicators that represent prices include suitability for the organizer, supporting programs, and facilities. Price is an important component of the marketing mix that generates revenue. In the context of a music concert, price refers to the fee the audience must pay for admission. Concert ticket prices vary depending on several factors, namely, the performing artist, concert location, ticket type, ticket sale time, and the organizer or promoter of the concert.

Place

According to Murali et al. (2016), a place is on for displaying goods for sale. Alma (2018) defined a place as a location where a company conducts activities to produce goods and services related to economic aspects. According to Napontun et al. (2023), a place is a decision made by a company that it must operate. In the context of music concerts, a place refers to the location where a concert is held. These places usually vary greatly in terms of capacity, facilities, and type of event held. Some types of venues commonly used for music concerts include stadiums, arenas, theaters, auditoriums, outdoor venues, and community halls.

Promotion

Ulfah et al. (2020) defined promotion as a form of communication aimed at explaining and convincing potential customers about products and services, with the aim of attracting attention, reminding, and convincing potential customers. Rohmad et al. (2022) define promotion as the process of exchanging information between sellers and buyers to change buyers' attitudes and behavior. Through promotions, buyers who were previously unfamiliar with a product become familiar with it, thus encouraging purchases and creating memories of the product. In a study by Napontun et al. (2023), promotion includes communication tools primarily used by marketers to inform consumers, including advertising, public relations, personal selling, direct marketing, and sales promotions. In the context of a music concert, promotion includes various strategies and activities undertaken to increase awareness, interest, and ticket sales.

Customer Loyalty

According to Anil (2012), loyalty is a commitment to return visits, spread positive word-of-mouth, and make recommendations about the festival. According to Wiratno and Abdurrahman (2020), customer loyalty is a long-term customer experience that manifests through continued purchases and product recommendations to others. According to Tran et al. (2021), loyalty is a strong willingness to continue using or purchasing a preferred product or service in the future, even when faced with external factors and marketing campaigns that may lead to customer switching. Loyalty is often defined by behavioral intentions, which include the intention to revisit a festival and recommend it to others (Choo et al., 2016; Croes & Lee, 2015; Mason & Paggiaro, 2012). In the context of music concerts, visitors seek satisfying experiences that they can share with their friends and family, which helps to create a positive impression.

THEORETICAL FRAMEWORK AND HYPOTHESES

Product Relationship and Customer Loyalty

Products in the Korean music industry broadly encompass K-pop artists, digital content, and live experiences such as concerts. Researchers emphasize that the high quality of all aspects of these products, including artist skills and concert production, significantly contributes to fan loyalty. (Natchakorn & Kunte, 2022). According to Edwin et al. (2024), in the context of food products, product consistency in the new normal era not only satisfies customers, but also builds long-term trust that leads to loyalty. Haryadi and Sulistianingsih (2022) emphasized that products that meet consumer expectations tend to increase their loyalty; the better the product quality offered, the higher the consumer loyalty. In the context of music concerts, this can be interpreted as the quality of the performance and consistency in providing value to the audience significantly increasing their loyalty to the event. The conclusions of previous studies have shown that products have a positive effect on customer loyalty (Edwin et al., 2024; Haryadi & Sulistianingsih, 2022; Natchakorn & Kunte, 2022). Based on the above explanation, we propose the following hypothesis:

H₁: Products have a positive influence on Customer Loyalty.

Relationship Between Price and Customer Loyalty

Pricing is crucial in business because it can build customer loyalty. Prices that are perceived as appropriate and provide value commensurate with the product foster consumer loyalty. Akmal et al. (2023) emphasize that affordable prices that align with consumer purchasing power are key factors driving repeat purchases. In a study of supermarkets, Haryadi and Sulistianingsih (2022) confirmed that prices commensurate with product quality and consumer purchasing power can foster customer loyalty. Thungasal (2019) emphasized that price influences customer loyalty, which in turn impacts long-term profit potential. In the context of music concerts, affordable prices that still reflect the quality of the event and match the value offered can increase fan loyalty. Previous research has shown that pricing strategies positively affect customer loyalty (Akmal et al., 2023; Haryadi & Sulistianingsih, 2022; Thungasal, 2019). Based on this statement, we propose

the following hypothesis:

H₂: Price has a positive effect on Customer Loyalty.

The Relationship between Place and Customer Loyalty

The quality of a product is highly expected by a company to maintain its business life, with good product quality; customers who come to buy the product feel satisfied, and will provide a form of loyalty from themselves not to switch to other products (Grace et al., 2021). If the product does not meet expectations (dissatisfaction) is described as a feeling of disappointment, then the customer will most likely leave the product/service (Pradiani et al., 2023). Customers prefer products that offer quality and other things that are different from other products. Customer loyalty is very necessary for the company, because retaining customers means being able to maintain the survival of the company (Tannady & Purnamaningsih, 2023). Previous research has proven that product quality has a positive effect on customer loyalty. Based on this statement, we propose the following hypothesis:

H₃: Product Quality has a positive effect on Customer Loyalty

The Relationship between Promotion and Customer Loyalty

Attractive and effective promotions can increase customer awareness of a product or service, and create an emotional connection between customers and the brand. Ameer et al. 's(2015) study of a telecommunications company in Algeria found that promotions significantly impacted customer loyalty. PT study by Tanashia et al. (2020) Palmanco et al. found that targeted promotions that provide added value to customers have been shown to increase customer loyalty. Othman et al. (2019) found that informative and engaging promotions can increase customer interest and loyalty to services offered by Umrah travel agents in Malaysia. In the context of music concerts, effective promotions, such as the use of social media, discount offers or special packages for concert tickets, and engaging and informative advertisements, can motivate audiences to attend subsequent concerts, which can increase loyalty. Previous research has shown that promotions positively impact customer loyalty (Ameer et al. 2015; Othman et al. 2019; Tanashia et al. 2020). Based on the above literature, the following hypothesis is proposed.

H₄: Promotion has a positive effect on Customer Loyalty.

From the explanation of the relationship between the variables above and forming a hypothesis, the following is a picture of the research model.

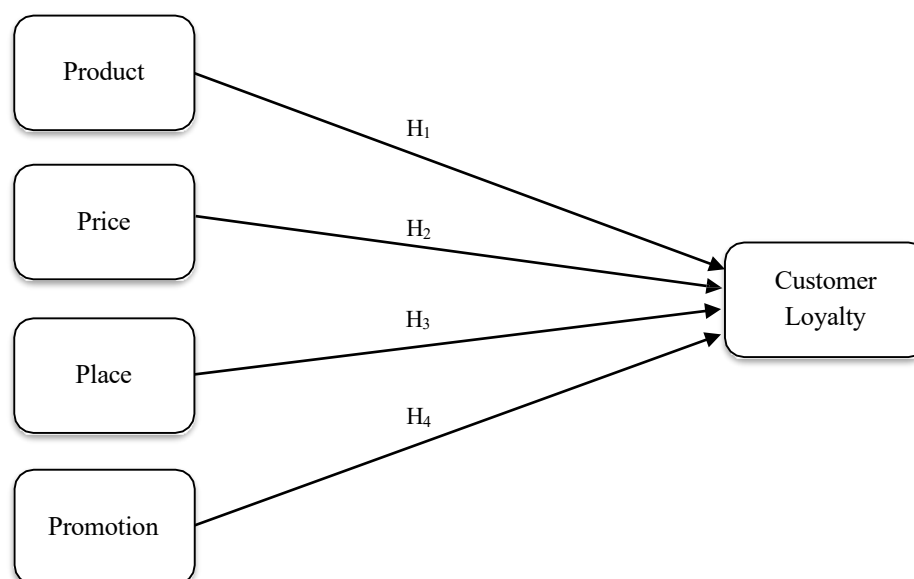


Figure 1. Conceptual Framework

RESEARCH METHOD

This type of research uses quantitative methods to explain specific phenomena using numerical data. This study used primary data obtained directly through a questionnaire. The questionnaire was distributed online using Google Forms twice to obtain complete respondent data. Data collection used a Likert scale with a scale of 1 to 4: 1 (strongly disagree), 2 (disagree), 3 (agree), and 4 (strongly agree). There were 23 indicators in the questionnaire. The measurement of the product variable consisted of five statement items adapted from (Aulia & Artanti, 2021). The measurement of the price variable consisted of five statement items adapted from (Baharuddin et al., 2024). The Place variable consists of five statement items adapted from (Sibagariang, 2023). The measurement of the promotion variable consists of five statement items adapted from (Wu et al., 2023). The measurement of the Customer Loyalty variable consisted of three statement items adapted from (Anil, 2012).

The population in this study was teenagers who had passion for watching K-pop singers. The sample in this study was taken using a purposive sampling technique; namely, the selected sample must meet certain criteria predetermined by the researcher. The sample criteria in this study were respondents domiciled in the DKI Jakarta area who had attended a K-pop music concert at least once in the last three months. The age of the respondents in this study was millennial generation (1981-1996) and Z (1997-2012). The method of Hair et al. (2021) was used to determine the number of respondents in this study using the formula $n \times 5$, where n is the statement in the study and then multiplied by 5, so that in this study, the number of samples used was 23 questions \times 5, so the total sample used was 115 respondents.

The data collection process began with the distribution of the initial questionnaire (pretest) to 30 respondents. These data were tested for validity and reliability using Confirmatory Factor Analysis (CFA) to evaluate the hypothesized model. Validity was tested using the Kaiser-Meyer-Olkin (KMO) and Measures of Sampling Adequacy (MSA) anti-image matrix correlation, with acceptance criteria of $KMO \geq 0.5$ and $MSA \geq 0.5$. Reliability was assessed based on Cronbach's alpha, with an acceptable value of ≥ 0.6 (Hair et al. 2021). Testing the pretest results on 30 respondents found all items for the product, price, place, promotion, and customer loyalty.

variables showed that the Kaiser-Meyer-Olkin (KMO), Measure of Sampling Adequacy (MSA), and communalities 1 component values were above 0.50, indicating that this pre-test met the requirements for good validity. The results of this pretest show that all items of the product, price, place, promotion, and customer loyalty variables show a Cronbach's alpha value above 0.6, which means that this pretest has met the requirements for good reliability (Hair et al. 2014).

Data processing in this study used Structural equation model partial least squares (SEM- PLS) to identify specific factor loadings. In this study, the outer and inner model tests were conducted. Outer model testing includes convergent validity, discriminant validity, and composite reliability. Meanwhile, inner model testing used the adjusted R square, model fit, and path coefficients. SEM-PLS is the ability to model constructs as latent variables, namely, variables that are not measured directly but are estimated in the model from the measured variables and are assumed to have a relationship with those variables.

RESULTS AND DISCUSSION

The questionnaires sent to 115 respondents obtained results with the demographic characteristics of respondents predominantly female, with a total of 100 respondents (87%). The most dominant age was between 20-27 years old with 84 respondents (73%). In the category of education currently being pursued or the most recent, the dominant was S1, with 72 respondents (62.6%). In addition, in the most dominant occupation category, the most dominant occupation was students, with 54 respondents (47%). In the category of pocket money or monthly income, the most dominant was $\geq 1,500,001$, with 68 respondents (59.1).

Outer Model Testing

Convergent validity can be determined by examining the loading factor values in the external loading table and the Average Variance Extracted (AVE) value. Hair et al. (2021) stated that the fixed value that must be met to measure convergent validity is >0.7 , followed by factor loading and AVE with a value >0.5 . In this study, the loading factor value obtained from the 23 indicators was >0.7 ; thus, it was declared that the 23 indicators were acceptable, and the AVE value

>0.5 , thus having passed the requirements. It can be concluded that the 23 indicators have met the requirements and are acceptable. In addition, the internal consistency reliability test was used to measure the indicator's ability to measure its latent construct based on composite reliability and acceptable Cronbach's Alpha values that are acceptable ranging from $>0.6 - 0.7$ (Hair et al., 2021). The results of data processing showed that all latent variables (constructs) had Composite Reliability values >0.7 . and a Cronbach's alpha value > 0.6 . Thus,

both the composite reliability and Cronbach's alpha values met the established criteria and indicated that the instrument had good reliability.

The Fornell-Larcker method was used to evaluate the discriminant validity. One way to interpret this is to compare the diagonal values between constructs, where the AVE root value on the diagonal should be greater than the correlation between other constructs in the same column and row. Based on the Fornell-Larcker output results, all constructs in this study met the criteria for discriminant validity because the diagonal value of each construct was higher than the correlation value between other constructs.

A structural test analysis was performed by examining the R^2 values of each equation. R^2 Value for customer

The loyalty variable is 0.734, indicating that the customer loyalty variable can be jointly influenced by the product, price, place, and promotion variables by 73.4%. The remaining 26.6% were influenced by other variables that were not examined in this study.

The model fit test using the SRMR approach showed a value of 0.067, which was below 0.10, indicating that the model was fit and acceptable. The NFI value was 0.749, indicating that the obtained structural model had a predicted relevance of 74.9%.

Hypothesis Testing

The inner model (hypothesis test) of this study was developed by examining the significance of the path coefficients. According to Hair et al. (2021), if the statistical T-value is greater than the T-table (1.960) at the 5% level, with a p-value <0.05 , a significant effect can be observed, while the direction of the relationship can be determined by examining the original sample values.

The calculation results using the bootstrapping method are presented in the table below.

Table 1. Inner Mode Results

Variable	Hypothesis	Original Sample	T Statistics (O/STDEV)	P Values	Information
PRODUCT → CL	H ₁	0.218	2.329	0.020	The data support the hypothesis
PRICE → CL	H ₂	0.240	2.293	0.022	The data support the hypothesis
PLACE → CL	H ₃	0.183	2.125	0.034	The data support the hypothesis
PROMOTION → CL	H ₄	0.322	2.838	0.005	The data support the hypothesis

Source: Data processed by the author, 2025

Hypothesis testing in this study was based on two criteria: the p-value and t-statistic. An alternative hypothesis (H_a) was accepted if the p-value was <0.05 , and the t-statistic was >1.96 . Conversely, if the p-value is >0.05 , and the t-statistic is <1.960 , then the alternative hypothesis is rejected.

The first hypothesis proves that the higher the product quality, the higher is the customer loyalty. If the promoter presents a popular K-pop artist or group, it can increase customer loyalty because it provides a pleasant experience for customers. Good sound system quality can increase customer loyalty because it makes customers feel satisfied and happy to have watched a K-pop concert. A good and attractive stage layout design at a K-pop concert can increase customer loyalty because it provides an interesting experience for customers. Very good and attractive K-pop concert decorations can increase customer loyalty because they prevent customers from hesitating to buy K-Pop concert tickets in the future. Well-arranged stage lighting and K-pop concert venues can increase customer loyalty by providing an interesting and enjoyable experience for customers. The results of this hypothesis support previous research, which concluded that products that meet consumer expectations tend to increase loyalty. The better the quality of the product offered, the higher consumer loyalty (Haryadi & Sulistianingsih, 2022; Natchakorn & Kunte, 2022; Edwin et al. 2024).

The second hypothesis proves that competitive prices with good product quality can increase customer loyalty. In this case, if the price of K-pop concert tickets is appropriate for the ticket category, it can increase customer loyalty to purchase concert tickets in the future. Varying K-Pop concert ticket prices can increase customer loyalty by adjusting to the customer's economic situation. K-pop concert ticket prices that are commensurate with the artist's popularity can increase customer loyalty because customers feel satisfied with watching a popular K-pop artist's concert, even though they have to pay quite expensive. K-pop concert ticket prices commensurate with the experience gained can increase customer loyalty and encourage customers to invite their friends to watch K-pop concerts. K-pop concert ticket prices that are cheaper than those of other promoters can increase customer loyalty because they make customers hesitant to purchase concert tickets again. Customers believe that even though ticket prices are competitive, they can provide an enjoyable K-pop concert experience. The results of this hypothesis support previous studies that conclude that pricing strategy has a positive effect on customer loyalty (Thungasal, 2019; Haryadi & Sulistianingsih, 2022; Akmal et al.

2023).

The third hypothesis proves that the venue has the lowest influence. A good K-pop concert venue can increase customer loyalty. In this case, if the K-pop concert venue is in an easily accessible area, customer loyalty can be increased because it makes it easier for customers to attend K-Pop concerts. K-pop concert venues that are easily accessible by public transportation can increase customer loyalty because they make it easier for customers to access the concert venue. K-Pop concert venues that are easy to see or find can increase customer loyalty because they makes it easier for customers to attend K-pop concerts. Smooth traffic around K-pop concert venues can increase customer loyalty because it makes it easier for customers to attend concerts and saves time during travel to the concert venue. A comfortable K-pop concert venue environment can increase customer loyalty because it provides a good experience for customers while watching K-pop concerts. The results of this hypothesis support previous studies that concluded that venues have a positive effect on customer loyalty (Muala, 2012; Tjan, 2015; Othman et al. 2019).

The fourth hypothesis proves that promotion is the variable with the highest influence. Good promotions can increase customer loyalty. In this case, promoters who use social media to promote K- Pop concert tickets can encourage customers to buy concert tickets. Promoting K-pop concert tickets through several social media platforms such as Instagram, Twitter, and YouTube can increase customer loyalty because they can reach a wide range of people, so many people become aware of the sale of K-pop concert tickets. Diverse and varied K-pop concert promotion methods by attaching videos, teasers, and posters can increase customer interest in buying concert tickets because they can increase public curiosity to buy concert tickets. If the content of K-Pop concert promotional materials is made very interesting, it can increase public interest in buying K-Pop concert tickets and want to immediately see the K-Pop concert. If K-pop concert promotions provide detailed information about K-pop concerts, it can make people want to buy concert tickets because they will know which K- Pop artists or groups will be performing at the concert. The results of this hypothesis support the finding of (Ameur et al., 2015; Othman et al., 2019; Tanashia et al., 2020) who conclude that promotions have a positive effect on customer loyalty.

CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

The results of the study indicate that the four marketing mix variables product, price, venue, and promotion have a significant influence on customer loyalty in K-pop concert ticket purchases. Among these, promotion was the most dominant variable. Attractive, informative, and widespread promotion through social media is effective in attracting interest and increasing customer loyalty. Products also have a strong influence, where concert quality, such as performing artists, sound systems, and stage design, provides a positive experience that encourages customers to repurchase. Competitive prices commensurate with the quality of the concert have been shown to increase customer satisfaction and loyalty. Meanwhile, the venue had the lowest influence, although it was still significant. Easy location access and comfortable environment are factors that support customer loyalty. Overall, effective promotions and good product quality are key factors in building customer loyalty to K-pop concerts.

This study had several limitations. First, it was conducted only in Jakarta; therefore, the results may not be fully representative of all of Indonesia. Second, it focused solely on K-pop concerts; therefore, the generalizability of the results to other types of concerts may be limited. Third, this study only considered four marketing mix variables (the 4Ps), while other variables such as People, Process, and Physical Evidence, which can also influence loyalty, were not considered.

Future research should expand the scope of this study to other regions in Indonesia to determine whether the results remain consistent across regions. Furthermore, this study could be expanded by adding other variables from the marketing mix to obtain a more comprehensive picture of the factors influencing concert goer loyalty. Future research could also consider other factors, such as service quality, the overall audience experience, and the influence of global trends on loyalty.

Regarding the managerial implications that can be proposed, it is important for companies to conduct research to select Korean artists who have appeals and a large fan base. Companies need to look for artists who are trending or have recently released albums with popular songs, because this can increase the appeal of concerts. Many Indonesians still attend music concerts because of music trends or artists. Second, companies need to consider setting concert ticket prices commensurate with the quality of the K-pop artist or group. Considering the results of this study that customers buy concert tickets that are comparable in price to K-pop artists or groups. Customers prefer to buy expensive concert tickets with a well-known K-pop artist or group rather than cheap concert tickets with an unknown K-pop artist.

Third, companies also need to consider the venue for K-pop concerts from comfort to accessibility. This study found that customers are more likely to purchase tickets for concerts that are easily accessible through

public transportation. If the venue is inadequate and difficult to access, it discourages people from purchasing tickets. Fourth, companies must implement promotions to sell concert tickets. Companies should also utilize social media to promote concert tickets so that more people are aware of upcoming K-pop concerts. Attractive ticket promotions can increase the public interest in purchasing tickets. Promoters who successfully implement these strategies have a greater chance of dominating the market and winning competition in the K-pop concert industry.

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