

ABSTRACT

Live Music Performance is a kind of entertainment that have two role function, which is essentially functions as entertainment but also has other roles in the process of social interaction to have social interaction due to the interaction between musicians and audiences through various media such as through the music that was also an interaction the audience in it. Marketing research services currently provide little understanding of consumer behavior, expectations and attitudes associated with various types of live music and the factors and conditions that lead to the satisfaction of consumers are satisfied with the live music.

The purpose of this study was to determine how the effect of live music performances to audience satisfaction. Objects in this study is the appearance of Maliq & D 'Essentials at LA Terusik Traxkustik "Year End Party Edition" 2011.

Types of research used in this study is a survey of 94 respondents who are the audience of LA Terusik Traxkustik "Year End Party Edition" 2011. This research uses six dimensions to measure audience satisfaction consisting of: musical ability, appearance musician, musical sound, stage appearance, facilities, and audience interaction.

Based on the multiple regression analysis testing, the researcher has obtained the result that the performance of live music band Maliq & D 'Essentials affect 32.8% againts audience satisfaction of LA Terusik Traxkustik "Year End Party Edition" 2011, and 67.2% were influenced by other factors .

Keywords: music, satisfaction, performance, event