

ABSTRACT

This research discusses the impact of changes in the entertainment industry in Indonesia post-COVID-19 pandemic, with a special focus on music concerts. The Indonesian government has issued a policy that makes licensing easier for arts and entertainment events, in the hope of supporting economic recovery. This research uses a type of causality with a quantitative approach involving 210 respondents who have purchased concert tickets by taking samples using non-probability sampling techniques with purposive sampling and SmartPLS for data analysis. In this study, scarcity messages did not have a significant effect on impulsive buying, contrary to previous research. However, scarcity messages have a positive and significant effect on hedonic value which can increase impulsive buying due to hedonic motivations such as pleasure and emotional satisfaction. The bandwagon effect strengthens the relationship between scarcity messages and impulsive buying. Furthermore, FOMO and hedonic value positively and significantly mediate the relationship between scarcity messages and impulsive buying, with FOMO creating an urge to avoid missing opportunities and hedonic value providing additional pleasure when successfully getting tickets. This research reveals that various psychological and social factors play a role in influencing impulsive buying behavior for concert tickets in Indonesia after the pandemic, especially among Gen Z consumers and millennials. It is hoped that the research results will provide valuable insights for event planners and marketers in understanding consumer behavior in purchasing concert tickets. This research can also contribute to the literature related to consumer behavior and provide a foundation for future research.

Keywords: Music Concert, Scarcity Message, Hedonic Value, FOMO, Bandwagon, Impulsive Buying.