

The Influence of Social Media Promotion and *Direct Selling* on the Decision to Buy Tickets for the 2024 Medan Relaxing Purnama Concert

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ABSTRACT

This research aims to determine the influence of social media promotion and direct selling on ticket purchase decisions for the Purnama Bersantai 2024 concert in Medan City. The study is motivated by the growing use of social media as a promotional tool and the implementation of direct selling strategies to attract consumer interest. This study employs a quantitative method with an associative approach. Data were collected through questionnaires distributed to 98 respondents who purchased concert tickets. Data analysis included validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and the coefficient of determination (R^2). The results show that social media promotion has a positive and significant effect on purchase decisions, as does direct selling. Simultaneously, both variables significantly influence ticket purchase decisions for the Purnama Bersantai 2024 concert. The coefficient of determination (R^2) of 0.694 indicates that 69.4% of purchase decisions are influenced by social media promotion and direct selling, while the remaining 30.6% are influenced by other factors. The study concludes that the more effective social media promotion and direct selling activities are, the higher the consumers' decision to purchase concert tickets.

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1. INTRODUCTION

The upward trend in Indonesia's entertainment industry reflects the ever-evolving dynamics, especially in the organization of concerts and music festivals. After the pandemic was under control and human mobility returned to normal, the spirit of various events began to rise again. Music concerts, which were stopped in 2020 and 2021, are now back to life. A similar phenomenon also occurred at domestic music festivals, where a number of major events were held again and attracted thousands of spectators. According to research results from consultant PwC in the 2023/2024 Tourism and Creative Economy Outlook, the live event-based entertainment sector is showing rapid growth and is predicted to surpass other entertainment industries in the near future. At the global level, revenue from live event activities is expected to reach pre-pandemic levels in 2024, which is USD 68.7 Trillion, an increase

compared to 2019 which was recorded at USD 66.6 Trillion. It is estimated that between 2022 and 2027, revenue from live experiences will grow at an annual rate of 9.6%, which is four times the estimated growth in overall consumer revenue. The music subsector as part of the creative economy makes a significant contribution to national economic growth. Data for 2024 from the Ministry of Tourism and Creative Economy shows that music is an important driver in creating jobs, developing MSMEs, and strengthening other supporting economic sectors. Not only entertainment media, music performances also have a role in smoothing the economy of the community around the event location. This is related to the increasing public interest in entertainment activities that is growing in line with the need for relaxation and entertainment.

This phenomenon encourages various parties, including the younger generation, to participate in the creative industry and hold various entertainment activities that are local in nature but have great opportunities to develop. One of the tangible forms of this initiative is the Purnama BerSantai concert, a music event initiated by the young people of Medan City who see great potential in developing music festivals in their homeland. This concert was first held on August 13, 2023 at Lotte Grosir Medan and managed to attract the attention of 2,433 spectators. In the following year's event, on August 18, 2024, to be precise, the number of visitors increased to 3,348 spectators. This increase shows the growth of public interest in the concert, as well as indicating the success of the promotional strategy implemented by the organizers.

In the implementation stage, concert organizers implement various promotional strategies. Promotions are carried out not only through digital media such as Instagram and TikTok, but also include outdoor media such as billboards, banners, and electronic media such as radio. Promotion through social media, especially Instagram which uses Meta Ads services which is considered effective in reaching a wide and segmented audience. On the other hand, *the direct selling* strategy is carried out through a direct approach to potential consumers through offline promotional activities, communities, and network relations from concert promoters. This strategy utilizes interpersonal interactions that can build trust and strengthen purchasing decisions.

Ritonga (2020:35) stated that promotion is a strategic step to provide information and persuade consumers to be interested in buying, while Firmansyah (2020:267) emphasized that promotion is an important activity to convey product information and encourage potential consumers to make purchases. In addition, Fatihudin & Firmansyah (2019:181) added that promotions not only influence consumer decisions, but also become the main supporting tool in the overall marketing strategy.

Information on the number of visitors and promotional media used over the past two years is listed in the table below:

Table 1. Information on the Implementation of the Relaxing Purnama Concert

Event Name	Year of Implementation	Attendance	Promotional Media Used
Full Moon Relaxing	2023	2,433 people	Instagram, TikTok, Billboard, Banners, School Visits, Ticket Sales Booths
Full Moon Relaxing	2024	3,348 people	Meta Ads, TikTok, Billboard, Radio, Banners, Ticket Sales Booths

Source: Relaxing Fullmoon, 2024

The table above explains that the number of visitors from 2023 to 2024 shows an expansion of promotional reach, including through the addition of paid advertising on Instagram (Meta Ads) and the use of radio media. In addition, the existence of a live ticket sales stand allows for more personal interaction with potential buyers, thus strengthening the role of direct selling in influencing purchasing decisions.

The success of this concert depends not only on the quality of the performance, but also on the promotional strategy carried out by the organizers in attracting the interest of potential audiences. In

these promotional activities, the organizers combine social media with direct selling to reach a wide and targeted audience.

According to Mulyana in Kurniawan (2021), direct selling is a sales method that is carried out directly to customers through face-to-face interaction, while Badriyah (2022) explained that direct selling can be in the form of face-to-face selling, direct mail marketing, kiosk marketing, and telemarketing that utilize various communication media. Badriyah also emphasized that this strategy involves important elements such as advertising that encourages consumer response, a pleasant and personalized sales atmosphere, personal sales through two-way interactions, and a direct approach to consumers to build emotional relationships and encourage purchase decisions.

According to Tjiptono in Lutviana & Sukoco (2023:48), purchasing decisions are analogous to a journey, where consumers tend to buy because they like a product or service that can increase their happiness (Tjiptono in Hasman et al, 2021:3). Hahn in Rangkuti (2023:31) mentions three main indicators that influence purchasing decisions, namely purchase routines formed from product usage habits, quality perceptions that determine perceived use value, and consumer commitment or loyalty that arises when they feel satisfied and still choose the same product instead of switching to competitors.

According to Kotler and Keller (2020), social media is an important part of digital marketing because it allows interaction and information sharing between companies and consumers. Bennett (2010) states that social media includes a variety of user participation-based sites that allow interaction based on interests or professions. Indriani (2022) emphasized that social media is useful for building relationships, sharing experiences, accessing information, entertainment, and supporting marketing. Kotler & Keller (2016) divide social media into online communities and forums, blogs, and social networks as a means of communication and marketing. Meanwhile, Kaplan and Haenlein (2010) classify social media based on the level of self-disclosure and the form of self-presentation allowed by the platform.

Interestingly, of the total audience in 2024, there were 1,227 people who previously also attended the concert in 2023. This fact seems to be a trace that confirms that the previous year's experience was not only memorable, but also powerful enough to attract them back to attendance. This repeated attendance also reflects the effectiveness of the promotion and the power of the impression instilled by the organizers since the previous year.

Social media has become one of the most dominant promotional tools, especially Instagram, which is used to run paid ads (Meta Ads). Based on the results of analysis from Meta Ads used for the promotion of the "Purnama Berrelaxtai" concert, the following data was obtained:

Table 2. Meta Ads Statistics Instagram Full Concert Promotion Relax

Category	Data Details
Promotion Implementation	36 times
Total Reach	23,336 accounts
Profile Visits	525 accounts
Gender	Male 57.4%
	Female 42.6%
Age	18-24 years 67%
	25-34 years 33%

Source: Relaxing Fullmoon, 2024

Based on the table above, it can be explained that during the 2024 Purnama Bersantai concert promotion period, Instagram Meta Ads ads have been run 36 times, with an account reach of 23,336 accounts. This indicates that promotion through social media has high effectiveness in disseminating information about events. The number of visits to Instagram profiles as many as 525 accounts shows a significant initial interest from the audience. In terms of gender, promotions reach more men (57.4%) than women (42.6%). Age segmentation shows that promotions reach the younger age group the most,

namely 18–24 years old (67%) and 25–34 years old (33%), which are the main target markets for music concerts. This indicates that promotion through social media is very effective in reaching young audiences who are active on social media.

Table 3. *Meta Ads Statistics Instagram Full Concert Promotion Relax*

Category	Data Details
Promotion Implementation	19 times
Total Reach	3914 accounts
Profile Visits	860 accounts

Source: Relaxing Fullmoon, 2024

On the other hand, promotions through TikTok were also carried out 19 times, with a reach of 3,914 accounts and resulting in 860 profile visits. This data shows that although profile visits through TikTok are relatively high compared to the number of reaches, the total reach of promotions through TikTok is still much lower than Instagram. This indicates that the character of TikTok's algorithm that relies more on viral content and is not fully segmented makes this platform have more limited reach performance in the context of promotional campaigns based on specific target markets such as local concerts.

A comparison between the two platforms shows that Instagram has the upper hand in terms of segmentation and reach effectiveness, especially since its paid advertising feature is able to target the demographic that suits the needs of the promotion. Although promising in building engagement, TikTok's social media requires a very creative and sustainable content strategy in order to compete in a variety of viral content.

This study refers to several studies related to social media promotion, direct selling, and purchasing decisions. Firona & Iskandar (2018) show that direct selling and social media have a strong effect on buying interest, while Lestari (2020) found that social media promotion has a positive and significant effect on purchasing decisions in the fashion retail sector. Similar findings were also shown by Syamsurizal & Ka'bah (2023) in the culinary industry, and Kurniawan (2021) who emphasized that the combination of online marketing and direct selling can increase buying interest. In addition, research by Pradana et al. (2023) proves that sales promotion through Instagram has a significant effect on concert ticket purchase decisions. Overall, promotion through social media and direct selling has been proven to affect interest and purchasing decisions in various sectors, but there has been no research that specifically examines these two variables in the context of purchasing tickets for the 2024 Purnama Bersantai music concert in Medan City, so this research is important to fill this gap and contribute to the marketing field, especially the entertainment and event industry.

In addition to digital promotion, direct selling strategies are also applied to reach audiences directly. This activity was carried out through ticket sales stands at two strategic points in the city of Medan, namely the Medan Bloc Post and the Car Free Day area of Merdeka Square. At the location, the promoter team distributed flyers to people who were doing activities.

However, the implementation of this strategy does not always go smoothly. The public's response to the distribution of flyers has been very diverse. Some visitors showed enthusiasm by asking more about the concert, even buying tickets directly. On the other hand, many are also indifferent, even throwing away flyers without reading them. This shows that there are challenges in direct communication, especially in reaching audiences who do not have an initial interest in concerts.

Although previous studies have reviewed the relationship between social media promotion and direct selling and purchasing decisions, most have still focused on commercial products or nationwide events. Meanwhile, studies examining the effectiveness of the two strategies simultaneously in the context of independent local music concerts such as Purnama Bersantai di Kota Medan are still limited.

Based on this description, this study is directed to analyze the influence of social media promotion and direct selling on the decision to purchase tickets for the 2024 Purnama Bersantai concert in Medan City. It is hoped that in the future this research will provide benefits that include theoretical and

practical aspects, especially in the development of promotional strategies in the local entertainment industry.

2. METHODS

The research was held in the city of Medan, because the 2024 Purnama Berlangai Concert was held in the city and the target was the public who knew or attended the concert. The time and schedule of the research starts from May to July 2025. According to Hardani et al. (2020), research data can be distinguished into quantitative data, namely information in the form of numbers that show the number and can be analyzed mathematically, as well as qualitative data that describes the characteristics of the research object in a non-parametric form such as nominal or ordinal. The data source consists of primary data obtained directly from respondents through questionnaires, observations, or interviews, as well as secondary data derived from documents, reports, books, and other sources that are already available to support the research analysis.

The population in this study is the people of Medan City and its surroundings who watched the Purnama Bersantai concert in 2023 and 2024 with a total audience of 4,575 people. The sample selection method uses purposive sampling, which is the selection of respondents based on certain criteria that are relevant to the purpose of the research, so that the data obtained is more precise and meaningful (Abdullah et al., 2021:85). The number of samples was determined from the 2024 concert audience with a population of 3,348 people, and due to the limitations of the research time, the sample size was calculated using the Slovin formula.

$$n = \frac{N}{Nd^2 + 1} = \frac{3.348}{3.348 (0,1)^2 + 1} = \frac{3.348}{34,48} = 97,09$$

Information:

n = sample size

N = population size

d = error rate and tolerance

After careful calculations, it was obtained that the exact sample size was 97.09. We can round this value to 98 samples. The data collection technique in this study uses questionnaires, which are instruments containing a list of valid and reliable written questions to obtain information from respondents (Abdullah et al., 2021:58). The questionnaire was chosen because it was practical, fast, and cost-effective, and used the Likert scale to measure respondents' attitudes, views, and perceptions through five levels of approval (Abdullah, 2021:69; Hardani, 2020:390). The study involved 98 participants who were the audience of the 2024 Purnama Bersantai concert, selected using a purposive sampling technique based on relevance to the research. Data was collected through a Google Form digital questionnaire and analyzed using multiple linear regression with the help of SPSS.

3. FINDINGS AND DISCUSSION

3.1. Results

1) Data Quality Test

a. Validity Test

Table 4. Validity Test Results.

Variabel	Statement	r-count	r-table	Information
Social Media Promotion (X1)	1	0.697	0.3610	Valid
	2	0.682	0.3610	Valid
	3	0.731	0.3610	Valid
	4	0.697	0.3610	Valid
	5	0.762	0.3610	Valid
	6	0.844	0.3610	Valid
	7	0.664	0.3610	Valid
	8	0.530	0.3610	Valid

	9	0.655	0.3610	Valid
Direct Selling (X2)	1	0.509	0.3610	Valid
	2	0.473	0.3610	Valid
	3	0.475	0.3610	Valid
	4	0.483	0.3610	Valid
	5	0.481	0.3610	Valid
	6	0.514	0.3610	Valid
	7	0.505	0.3610	Valid
	8	0.480	0.3610	Valid
	9	0.519	0.3610	Valid
	10	0.493	0.3610	Valid
	11	0.499	0.3610	Valid
	12	0.541	0.3610	Valid
	13	0.473	0.3610	Valid
	14	0.467	0.3610	Valid
	15	0.540	0.3610	Valid
	16	0.508	0.3610	Valid
	17	0.491	0.3610	Valid
	18	0.467	0.3610	Valid
Purchase Decision (Y)	1	0.595	0.3610	Valid
	2	0.521	0.3610	Valid
	3	0.679	0.3610	Valid
	4	0.466	0.3610	Valid
	5	0.575	0.3610	Valid
	6	0.542	0.3610	Valid
	7	0.512	0.3610	Valid
	8	0.564	0.3610	Valid
	9	0.505	0.3610	Valid

Source: SPSS processed data, 2025

Based on the information above, it can be seen that each statement of the variables of social media promotion, *direct selling*, and purchase decisions has an r-count greater than the r-table and can be said to be valid.

b. Reliability Test

Table 5. Reliability Test Results.

Variabel	Cronbach's Alpha	Cronbach's Standard	Information
Social Media Promotion (X1)	0,906	0,600	Reliabel
Direct Selling (X2)	0,862	0,600	Reliabel
Purchase Decision (Y)	0,711	0,600	Reliabel

Data Source Processed SPSS, 2025

Based on the table, it can be seen that the value of Cronbach's Alpha of all variables is greater than 0.60 so that the results of the reliability test for all variables can be said to be reliable.

2) Classical Assumption Test

a. Normality Test

- Kolmogorov-Smirnov Test

Table 6. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
N		Unstandardized Residual 98
Normal Parameters ^{a,b}	Mean	.0000000
	Hours of deviation	1.52841897
Most Extreme Differences	Absolute	.067

	Positive	.065
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Data Source Processed SPSS, 2025

The table above shows the results of normality testing using Kolmogorov-Smirnov, with Asymp. Sig.(2-tailed) is $0.200 > 0.05$ which means that the study is normally distributed.

- *Graph Histogram*

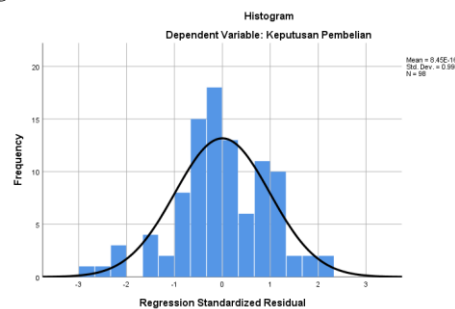


Figure 1. Histogram of Normality Test Results

Source: SPSS processed data, 2025

Based on the histogram graph above, the graph is a *bell-shaped curve*, so the data can be said to be normally distributed.

- *P-Plot Images*

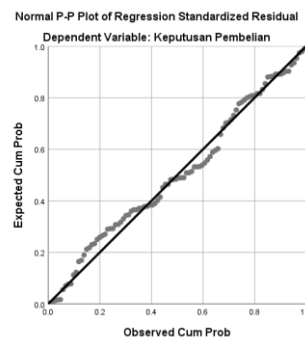


Figure 2. P-Plot Normality Test Results

Source: SPSS processed data, 2025

Based on the graph image, it shows that the data is spread around the diagonal line, so the data meets the assumption of normality or normally distributed data.

b. *Heteroscedasticity Test*

Table 7. Heteroscedasticity Test Results

Model	Coefficientsa			t	Itself.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	2.283	.879		2.596	.011
Social Media Promotion	.016	.034	.081	.462	.645
Direct Selling	-.031	.027	-.199	-1.135	.259

in. Dependent Variable: abs_res

Source: SPSS processed data, 2025

Based on the results of the glejser test, it is known that the significance value of the social media promotion and direct selling variables is more than 0.05. Therefore, it can be concluded that the two variables do not have heteroscedasticity.

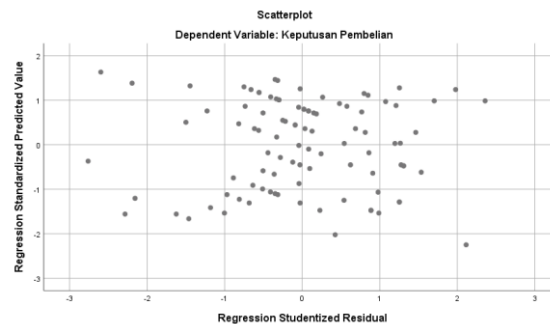


Figure 3. Scatterplot Heteroscedasticity Test Results

Source: SPSS processed data, 2025

Through the interpretation of the graph, it can be observed that the residual point distribution is randomly located on both sides of the zero horizontal line on the Y-axis. Therefore, the regression model is considered to meet the necessary assumptions and is suitable for use in the next stage of analysis.

c. Multicollinearity Test

Table 8. Multicollinearity Test Results

Model	<i>Coefficients^a</i>					<i>Collinearity Statistics</i>	
	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Itselt.f.	<i>Tolerance</i> <i>BRIGHT</i>	
	B	Std. Error	Beta				
1 (Constant)	17.119	1.390		12.320	.000		
Social Media Promotion	.246	.054	.440	4.547	.000	.336	2.974
Direct Selling	.194	.043	.439	4.530	.000	.336	2.974

a. Dependent Variable: Purchase Decision

Source: SPSS processed data, 2025

Based on the results of the multicollinearity test shown in the Table above, it can be seen that the tolerance value for the social media promotion and direct selling variables is 0.336 each, while the Variance Inflation Factor (VIF) value for the two variables is also the same, which is 2.974. Therefore, it can be concluded that this regression model is free from the problem of multicollinearity.

3) Multiple Linear Regression Analysis Test

Table 9. Multiple Linear Regression Test Results

Model	<i>Coefficients^a</i>					<i>Collinearity Statistics</i>	
	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Itself.	<i>Tolerance</i> <i>BRIGHT</i>	
	B	Std. Error	Beta				
1 (Constant)	17.119	1.390		12.320	.000		
Social Media Promotion	.246	.054	.440	4.547	.000	.336	2.974
Direct Selling	.194	.043	.439	4.530	.000	.336	2.974

a. Dependent Variable: Purchase Decision

Source: SPSS processed data, 2025

Based on the table above, the multiple linear regression equation is obtained as follows:

$$Y = 17.119 + 0.246X_1 + 0.194X_2$$

The results of multiple linear regression analysis showing the influence of social media promotion and direct selling variables on purchase decisions are as follows:

- a. The social media promotion variable has a coefficient of 0.246 with a significance value of 0.000 indicating a positive and significant influence on purchasing decisions. This shows that every single increase in social media promotions will increase purchase decisions by 0.246 units.
- b. The direct selling variable has a coefficient of 0.194 and a significance value of 0.000 indicates a positive and significant influence on the purchase decision. This means that every one unit increase in direct selling will increase the purchase decision by 0.194 units.

4) Hypothesis Test

a. Partial Significance Test (t-test)

Table 10. Partial Significance Test Results (t-Test)

Table 1. Multiple Regression Coefficients (N = 100)								
Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients		Standardized Coefficients	t			
		B	Std. Error	Beta		Tolerance	BRIG HT	
1	(Constant)	17.119	1.390		12.320	.000		
	Social Media Promotion	.246	.054	.440	4.547	.000	.336	2.974
	Direct Selling	.194	.043	.439	4.530	.000	.336	2.974
a. Dependent Variable: Purchase Decision								

a. Dependent Variable: Purchase Decision

Source: SPSS processed data, 2025

Based on the results in the table above, the following information was obtained:

- a. The social media promotion variable showed a t-count value of 4.547 > 1.985 t-tables with a significance value (Sig.) of 0.000. Since this significance value is much smaller than the significant limit of 0.05, it can be concluded that social media promotion partially has a significant influence on purchasing decisions. This means that promotions through social media make a real contribution to influencing consumer behavior in making purchase decisions.
- b. The direct selling variable has a t-count value of 4.530 > 1.985 t-tables and a significance value of 0.000, which is also smaller than 0.05. This indicates that individual direct selling has a significant effect on purchasing decisions. Thus, direct selling methods have proven to play an important role in shaping consumer decisions.

b. Simultaneous Significance Test (F test)

Table 11. Results of Simultaneous Significance Test (F Test)

<i>ANOVA</i>					
Model	Sum of Squares	df	Mean Square	F	Itself.
1 Regression	530.381	2	265.191	111.180	.000b
Residual	226.598	95	2.385		
Total	756.980	97			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Direct Selling, Promosi Media Sosial

Source: SPSS processed data, 2025

From the table above, an F-calculation value of $111.180 > 3.09$ F-table with a significance value of 0.000 was obtained. The significance value is much smaller than the set significance limit, which is 0.05. This condition shows that simultaneously, the variables of social media promotion and direct selling have a significant effect on purchasing decisions.

c. *Determination Coefficient Test (R Square)*

Table 12. Determination Coefficient Test Results (R2)

<i>Model Summary^b</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837a	.701	.694	1.544
a. Predictors: (Constant), Direct Selling, Promosi Media Sosial				
b. Dependent Variable: Purchase Decision				

Source: SPSS processed data, 2025

Based on the table above, an adjusted R Square value of 0.694 was obtained, which means that 69.4% of the variation that occurred in the purchase decision variable can be explained by two independent variables, namely social media promotion and direct selling. Meanwhile, the remaining 30.6% was explained by factors other than the model not studied in this study.

3.2. Discussion

1) The Influence of Social Media Promotion on Purchase Decisions

Based on the results of the tests in this study, it was found that social media promotion measured through indicators of promotional reach, frequency of view, and message quality had a positive and significant influence on the purchase decision of tickets for the 2024 Purnama Bersantai concert. This shows that the wider the reach of promotions, the more often promotional content is aired, and the better the quality of the message conveyed through social media, the greater the opportunity for consumers to make purchasing decisions about the products or services offered. This finding is in line with the results of research conducted by Lestari (2020), who researched the Official Missyshop Boutique in Makassar City, where the results showed that social media promotion has a real positive and significant effect on consumer purchase decisions. In addition, Syamsurizal and Ka'bah (2023) also stated similar results in their research conducted at Jetiga Ala Caffe, that promotional strategies through social media are able to have a positive and significant impact on influencing purchasing decisions. Thus, it can be concluded that promotion through social media is one of the effective marketing strategies in encouraging consumer purchase decisions in various business sectors. Although there are some things that need to be noted, such as the statement "the promotion of the Purnama Berlayai concert on social media reaches accounts or communities that match my interests", most respondents gave neutral responses to disagree. This shows that concert promotion is not fully directed or targeted to the community or audience that has a relevant interest in the concert. Some respondents felt that they only saw the promotion by chance on the social media homepage, not because they were part of a community or account related to music, entertainment, or concerts. This condition indicates that digital promotion needs to be strengthened to reach more potential audience groups. On the statement "the reach of concert promotions on social media makes it easier for me to get the latest information", it also gets a predominantly neutral response. This shows that although social media is used as the main channel for promotion, not all potential viewers find it helpful in accessing the latest information quickly and efficiently. Some respondents felt the need to search for further information or had not found regular updates on the platforms used, such as Instagram, or TikTok. This suggests that organizers need to ensure promotions not only reach widely, but also consistently deliver regular and relevant updates. In the statement "the consistency of the promotion of the Purnama Berlangai concert on social media influenced my decision to watch again in 2024", received a response that tended to be neutral from most respondents. This indicates that the aspect of consistency in the delivery of the

promotion of the 2024 Purnama Bersantai concert on social media has not fully had a strong influence on the decision to buy back by the audience. These findings show that concert organizers still need to improve the frequency, continuity, and quality of promotional messages conveyed on social media. Some respondents revealed that information about concerts does not always appear regularly or in a structured manner, making it difficult for them to keep up with the latest developments from the event. In addition, the lack of variety of promotional content displayed can also cause the audience to feel bored or less interested in continuing to follow information about the concert. In the statement "the promotional content of the Purnama Bersantai concert is very visually appealing and easy to understand", it shows that some respondents give a less than optimal assessment. This indicates that the promotional content for the 2024 Purnama Bersantai concert on social media is considered not fully attractive visually or in terms of information delivery.

Based on findings in the field, several respondents revealed that the design of the content displayed on social media still seemed monotonous and did not reflect the atmosphere or main selling point of the concert. In addition, important information conveyed in content such as dates, locations, or how to purchase tickets is sometimes not clearly arranged, making it difficult for the audience to understand the promotional message being conveyed. In the statement "the information conveyed in social media promotions is relevant to my experience and interests as a concertgoer", the response tends to be neutral to less than optimal. This reflects that some participants of the Purnama Bersantai 2024 concert feel that the promotional content displayed is not fully appropriate or directly related to their interests and experiences as music spectators. Based on findings in the field, a number of respondents said that promotional materials aired on social media are still general and do not touch on emotional or personal aspects that are often the main consideration in the decision to watch concerts. For example, promotions that focus only on the artist's line-up without highlighting the event's concept, atmosphere, or values that are relevant to the target audience's lifestyle and preferences.

2) The Influence of Direct Selling on Purchase Decisions

Based on the results of the tests conducted in this study, it was obtained that marketing strategies through direct selling which were measured through several indicators, namely the attractiveness of sales staff, politeness of sales staff, friendliness in interacting with consumers, mastery of knowledge of the products or services offered, clarity of information conveyed, and alertness in answering questions from potential consumers, proved to have a positive and significant influence on decision to purchase tickets for the 2024 Purnama Berlangai concert. This shows that the better the quality of personal interaction between sales staff and consumers, the more likely consumers are to make purchasing decisions about the products or services offered. These results are in line with research conducted by Kurniawan (2021), which states that marketing strategies based on online marketing and direct selling simultaneously have a positive and significant influence on consumers' buying interest in Fort.id products. These findings further reinforce that direct selling, as a face-to-face approach that emphasizes quality interpersonal communication, remains relevant and effective in influencing consumer behavior amid the development of digital marketing channels.

Although there are several things to note such as, in the statements "the appearance of the Purnama Berrelaxai concert ticket sales staff looks neat, clean, and professional", "the concert promotion staff has confidence when explaining the concert information to me", and "I feel interested in buying tickets because of the convincing attitude and appearance of the staff", the majority of respondents gave a neutral response and disagreed with the statement regarding the appearance of the neat and professional staff. A confident attitude when explaining information, as well as an interest in buying tickets due to the convincing appearance of the staff. This shows that the first aspects that consumers see, namely the physical appearance and initial impressions of the promotion staff, do not sufficiently reflect professionalism. A lack of visual appeal and a convincing attitude can cause potential buyers to feel hesitant or lack trust in the information conveyed directly. In the statements "the concert promotion staff conveyed information politely and appreciated me as a potential buyer", "I felt respected during

the communication process with the sales staff", and "the polite attitude of the staff made me have a positive impression of the Purnama Berleltai's concert", respondents also tended to answer neutrally and disagreed. This indicates that the communication ethics of the promotion staff, such as politeness, respect for potential buyers, and the impression of courtesy have not been consistently felt by the concert participants. This can be an obstacle to creating a pleasant communication experience, which should build a positive impression and loyalty to the event being promoted.

The statements "the promotion staff welcomed me warmly when they first met", "I felt appreciated because the staff tried to establish pleasant communication", and "I felt comfortable talking to the staff because of their communicative attitude", also showed a tendency to be neutral and disagree, which meant that most respondents felt unwelcomed, underappreciated, and uncomfortable interacting with the promotional staff. This shows that initial interaction and personal approach from staff are not enough to create a warm and intimate atmosphere, even though they are important in direct sales. In the statement "the promotional staff explained the details of the concert (schedule, artists, location) clearly and convincingly", "I felt satisfied that my questions were answered with complete and accurate information", "the staff's knowledge of the Purnama Berleidani concert increased my confidence to purchase tickets", and "the information provided about the tickets and concert facilities was very clear and easy to understand", related to the staff's ability to convey information related to the concert, such as schedule, artists, location, as well as ticket and facility details. Neutral to disagree responses dominate, which indicates that information has not been conveyed clearly, completely, and easily understood by potential buyers. This can create confusion and affect confidence in ticket purchase decisions. On the statement "I got all the information I needed before deciding to buy tickets, on the concert offer that was presented contained details that helped me make a decision", respondents felt that the information provided could help them make a decision. The majority of respondents did not strongly express their consent, indicating that the information available had not sufficiently answered their needs or doubts before purchasing a ticket. This shows the need to improve the substance aspect of promotional materials. In the statement "the promotion staff of the Purnama Bersantai concert responded quickly and promptly", "I felt helped because the staff immediately gave an answer without having to wait for a long time", "the quick response from the staff made me more confident to buy concert tickets", the respondents' response again showed a tendency to be neutral and disagree. This means that the quick and agile response from staff when facing questions or requests for information is still considered lacking. Some respondents may experience delays in receiving answers, or feel that communication is indirect and inefficient. Low responsiveness can lower trust and confidence in concert ticket purchase decisions.

3) The Influence of Social Media Promotion and Direct Selling on Purchase Decisions

Based on the results of the test in this study, it was found that the decision to purchase tickets for the 2024 Purnama Bersantai concert which was measured through three main indicators, namely consumer purchase routine, the quality felt by consumers towards products or services, and consumer commitment or loyalty in making repurchases, showed a significant influence of the promotional variables studied, especially direct selling and social media. These findings show that when marketing strategies are able to build good quality perceptions, encourage repeat purchases, and foster loyalty, consumer purchasing decisions will be stronger. The results of this study are in line with a study conducted by Firona and Iskandar (2018), which stated that consumers' buying interest in Sin Herbal Cigarettes products is significantly influenced by marketing strategies through direct selling and social media, especially through the Facebook platform.

The two findings underscore the importance of utilizing interpersonal and digital approaches in shaping consumer perceptions and motivations in overall purchasing decision-making. Social Media Promotion and Direct Selling have a strong influence on Purchase Decisions by 69.4%, which means that social media promotion and direct selling have a positive and significant influence on the purchase decision of tickets for the 2024 Purnama Bersantai concert.

4. CONCLUSION

Based on the results of a study on the influence of social media promotion and personal selling on the decision to purchase tickets for the 2024 Purnama Bersantai concert in Medan City, it was found that the majority of respondents were women aged 18-24 years, thus showing the young age segment as the main market. The t-test showed that social media promotion had a positive and significant effect, but still had shortcomings in community reach, ease of access to information, promotion consistency, visual appeal, and content relevance, so the strategy needed to be improved. Direct selling also has a positive and significant effect, although there are weaknesses in the aspects of staff appearance, communication ethics, friendliness, clarity of information, and responsiveness in responding to questions from potential buyers. Simultaneously, the results of the F test showed that social media promotion and direct selling together had a significant positive effect of 69.4% on purchase decisions, while 30.6% were influenced by other factors outside of this study.

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