

ABSTRAK

PENGARUH MOTIVASI, PERSONAL BRANDING, DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN TIKET KONSER NCT DREAM TDS 3: DREAM SCAPE

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Penelitian ini bertujuan untuk: (1) mengetahui pengaruh motivasi, *personal branding*, dan kualitas pelayanan terhadap keputusan pembelian tiket konser NCT DREAM TDS 3: DREAM SCAPE, (2) mengetahui pengaruh motivasi terhadap keputusan pembelian tiket konser NCT DREAM TDS 3: DREAM SCAPE, (3) mengetahui pengaruh *personal branding* terhadap keputusan pembelian tiket konser NCT DREAM TDS 3: DREAM SCAPE, (4) mengetahui pengaruh kualitas pelayanan terhadap keputusan pembelian tiket konser NCT DREAM TDS 3: DREAM SCAPE. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan metode *purposive sampling*. Populasi dalam penelitian ini yaitu penggemar NCT DREAM yang membeli tiket dan menonton konser NCT DREAM TDS 3: DREAMSCAPE, dengan sampel penggemar NCT DREAM yang membeli tiket dan menonton konser di CAT 2. Sampel yang digunakan sebanyak 100 responden, dan data diperoleh melalui *google form*. Analisis data dilakukan menggunakan analisis regresi linier berganda, dengan menggunakan SPSS *Statistic* versi 26. Hasil dari penelitian menunjukkan bahwa: (1) motivasi, *personal branding*, dan kualitas pelayanan secara simultan berpengaruh terhadap keputusan pembelian tiket konser NCT DREAM TDS 3: DREAM SCAPE, (2) motivasi secara parsial berpengaruh terhadap keputusan pembelian tiket konser NCT DREAM TDS 3: DREAM SCAPE, (3) *personal branding* secara parsial berpengaruh terhadap keputusan pembelian tiket konser NCT DREAM TDS 3: DREAM SCAPE, (4) kualitas pelayanan secara parsial berpengaruh terhadap keputusan pembelian tiket konser NCT DREAM TDS 3: DREAM SCAPE.

Kata kunci: Motivasi, *Personal Branding*, Kualitas Pelayanan, dan Keputusan Pembelian.

ABSTRACT

**THE INFLUENCE OF MOTIVATION, PERSONAL BRANDING, AND
SERVICE QUALITY ON PURCHASE DECISIONS FOR THE NCT
DREAM TDS 3: DREAM SCAPE CONCERT TICKETS**

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This study aims to: (1) determine the influence of motivation, personal branding, and service quality on the purchase decision of NCT DREAM TDS 3: DREAM SCAPE concert tickets, (2) determine the influence of motivation on the purchase decision of NCT DREAM TDS 3: DREAM SCAPE concert tickets, (3) determine the influence of personal branding on the purchase decision of NCT DREAM TDS 3: DREAM SCAPE concert tickets, and (4) determine the influence of service quality on the purchase decision of NCT DREAM TDS 3: DREAM SCAPE concert tickets. The sampling technique used is non-probability sampling with a purposive sampling method. The population consisted of NCT DREAM fans who purchased tickets and attended the NCT DREAM TDS 3: DREAM SCAPE concert, with the sample focused on fans who attended the concert in CAT 2. The sample consisted of 100 respondents, and data were collected through a Google Form. The data were analyzed using multiple linear regression analysis with SPSS Statistics version 26. The results of the study show that: (1) motivation, personal branding, and service quality simultaneously influenced the purchase decision of NCT DREAM TDS 3: DREAM SCAPE concert tickets, (2) motivation partially influenced the purchase decision, (3) personal branding partially influenced the purchase decision, and (4) service quality partially influenced the purchase decision of NCT DREAM TDS 3: DREAM SCAPE concert tickets.

Keywords: Motivation, Personal Branding, Service Quality, and Purchasing Decisions.