

Abstrak

Pertumbuhan industri acara, termasuk festival musik, telah didorong oleh perubahan budaya dan kebutuhan akan pengalaman langsung. Ketergantungan festival pada *volunteer* untuk meningkatkan efektifitas dan efisiensi manajemen acara menjadi fokus utama penelitian ini. Penelitian ini bertujuan untuk menguji pengaruh positif antara *volunteer motivation, satisfaction, attitude towards volunteering, attitude towards festival, dan support for festival*. Survei dilakukan terhadap 248 *volunteer* di Joyland Festival. Metode yang digunakan dalam menganalisis data adalah pendekatan dua langkah pada Model Persamaan Struktural (SEM) yakni, *measurement model* dan *structural model*. Hasil dari penelitian ini mengungkapkan bahwa *motivation* yang diukur dengan empat dimensi (*altruism, solidary, extrinsic, intrinsic*) berpengaruh signifikan terhadap *volunteer satisfaction*, yang kemudian memberikan pengaruh signifikan terhadap *attitude towards volunteering* dan festival. Selain itu, *attitude towards volunteering* secara signifikan mempengaruhi *attitude towards festival*, yang selanjutnya mempunyai pengaruh yang signifikan terhadap *support for festival*. Studi ini memberikan kontribusi dalam memahami dan mengoptimalkan dukungan *volunteer* melalui peningkatan faktor-faktor yang mempengaruhi motivasi *volunteer* dalam konteks festival musik internasional.

Kata kunci: *Volunteer, Festival Musik Internasional, Motivasi, Sikap, Kepuasan*

Abstract

The growth of the event industry, including music festivals, has been driven by cultural changes and the need for live experiences. The reliance of festivals on volunteers to enhance the effectiveness and efficiency of event management is the main focus of this research. This study aims to examine the positive influence between volunteer motivation, satisfaction, attitude towards volunteering, attitude towards the festival, and support for the festival. A survey was conducted with 248 volunteers at Joyland Festival. The method used in analyzing the data is a two-step approach in Structural Equation Modeling (SEM), namely, the measurement model and the structural model. The results of this study reveal that motivation, measured by four dimensions (altruism, solidarity, extrinsic, intrinsic), has a significant effect on volunteer satisfaction, which in turn has a significant effect on attitudes towards volunteering and the festival. Additionally, attitude towards volunteering significantly affects attitude towards the festival, which in turn has a significant effect on support for the festival. This study contributes to understanding and optimizing volunteer support by enhancing the factors that influence volunteer motivation in the context of international music festivals.

Keywords: *Volunteer, International Music Festival, Motivation, Attitude, Satisfaction*