



Consumer Loyalty at Karaoke Party Events

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Abstract

Background. A karaoke party represents a popular cultural phenomenon in which people gather to enjoy music, express themselves, and celebrate social bonding. Moreover, listening to music can serve as a means for individuals to romanticize life.

Aims. This study aims to examine consumer loyalty at the “Pesta Akhir Pekan” Karaoke Event held at Kael Cavity Café in Cirebon City. The focus of this research is to understand the factors influencing consumer loyalty in karaoke party events, such as event quality, social interaction, and personalization of experiences during the event.

Methods. Using a descriptive qualitative approach, data were collected through field observations, in-depth interviews with participants, organizers, and the venue owner. The study employs the theoretical framework of Customer Relationship Management (CRM) to identify the key elements that contribute to consumer loyalty.

Result. The findings reveal that personalized experiences, active engagement between participants and organizers, and a deep understanding of audience preferences play a crucial role in fostering loyalty. Furthermore, the emotional attachment formed during the event significantly contributes to consumer loyalty, as reflected in their interest in attending future events and sharing positive experiences with others.

Conclusion. The Karaoke Party event successfully enhanced Customer Lifetime Value (CLV) by implementing strategies that catered to participants’ needs, resulting in high satisfaction and long-term consumer loyalty.

Implementation. The interaction between organizers and participants, both in person and via social media, helped build strong relationships and contributed to a lively and welcoming atmosphere.

Keywords: loyalty, event, social interaction, event strategy, social therapy.



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INTRODUCTION

The term “karaoke” originates from Japanese, with “kara” being a shortened form of “karappo,” meaning “empty,” and “oke” deriving from “okesutora,” meaning “orchestra.” Thus, karaoke literally refers to orchestral music without accompanying vocals (Firman, 2012). According to Tim Wall in his book *Studying Popular Music Culture* (2003), a Karaoke Party represents a popular culture in which people gather to enjoy music, express themselves, and celebrate social bonding. Moreover, listening to music can serve as a means for individuals to romanticize life (Wall, 2003).

According to Shevilla et al. (2024), romanticizing life refers to the way individuals find deeper meaning in their lives by appreciating and savoring simple moments, thereby making life feel more meaningful (S. C. Putri et al., 2024). In line with this view, enjoying simple moments can be realized by participating in a music event where emotional connections are formed with new people, fostering a sense of togetherness. These moments are inextricably linked to interpersonal communication. As noted by Mahmudah et al. (2020), communication is deeply interconnected with human life, serving as the foundation for social interaction within families, cultural development, and individual growth (Haifa et al., 2024).

The Karaoke Party event, organized by a community of music enthusiasts, represents an activity that provides individuals a space for free self-expression. Ideally, young people should be able to develop according to their talents, interests, and life goals. Many experience emotional distress from daily pressures, leading to the rise of karaoke parties. The karaoke party is more than just entertainment; it fosters social interaction among participants. The event creates an enjoyable atmosphere while supporting the development of stronger bonds among community members.

This initiative arose in response to the social issues faced by the community, particularly the emotional struggles frequently experienced by today’s youth. Many adolescents are burdened by emotional stress stemming from various daily life events and seek a safe space to relieve that pressure. Through the Karaoke Party event, participants can release emotions, channel their energy, and express their feelings by singing their favorite songs.

There are several challenges that the organizers of the Karaoke Party event must address, particularly in formulating strategies to make the event appealing and attract community members to participate. The success of the event is also measured by participant satisfaction and the positive impact experienced after attending. It is essential to understand the strategies

that foster consumer loyalty within the context of the Karaoke Party to capture the interest of community participants and ensure their satisfaction with the event.

This study aims to explore consumer loyalty in the Karaoke Party event, focusing on a deeper understanding of participants' experiences, perspectives, and behaviors. Fundamentally, the Karaoke Party is designed as social therapy, to generate positive outcomes.

LITERATURE REVIEW

Event. According to Donald Getz (1997), an event is defined as an occurrence that occurs occasionally, outside the scope of people's daily routines. Events encompass performances, exhibitions, or festivals, and typically involve organizers or committees, participants, and attendees (Ramadhani, 2022). A compelling event must possess distinctive characteristics in its execution, particularly a unique identity that differentiates it from other events. The successful implementation of a well-structured event requires effective event management (Noor, 2009).

Event management refers to the organized handling of an event by a community or organization in a professional, efficient, and effective manner from the planning phase through execution to post-event activities (Noor, 2009). The success of an event is closely tied to how well it is managed. With the right approach, a well-managed event can run smoothly, create memorable moments, and generate participant satisfaction, all of which contribute to building consumer loyalty (Windiyanto, 2018).

Consumer Loyalty. According to Hurriyati (2010), consumer loyalty refers to a customer's commitment to consistently use or repurchase a product or service on a regular basis in the future. Olson, as cited in Damayanti (2018), defines consumer loyalty as a motivating force that drives individuals to purchase a product or service repeatedly. This form of loyalty does not emerge instantly but rather develops over time through the habitual repetition of purchases (Firmansyah et al., 2018).

Social interaction is a dynamic relationship involving connections between individuals, between groups, or between individuals and groups (Xiao, 2018). It can be understood as a process through which individuals engage with one another in everyday life. Goffman (1959) explained that the most basic form of social interaction initially occurs face-to-face, through verbal communication and body language. However, with technological advancement, this mode of interaction has undergone a significant transformation (Saputra & Ramadhan, 2025).

Karaoke Party. Karaoke is a term derived from Japanese, in which kara is a shortened form of karappo, meaning “empty,” and oke is an abbreviation of okesutora, derived from “orchestra.” Thus, karaoke refers to instrumental music without vocal accompaniment. According to the Oxford Dictionary, karaoke is defined as a form of entertainment in which a device plays the instrumental version of popular songs, allowing individuals to sing along with the lyrics themselves (Firman, 2012). Tim Wall, in his book *Studying Popular Music Culture* (2003), describes a karaoke party as a form of popular culture where people come together to enjoy music, express themselves, and celebrate social bonds (Wall, 2003).

This study also draws upon several previous research works, including a study conducted by Cevy Amelia and Yenni Aryaneta published in *Jurnal Ilmiah Zona Psikologi* (2022), titled “The Influence of Music on Emotion.” The study examines the impact of music on students’ learning processes and its effect on their study habits. Employing a qualitative approach and a recitation research method, the findings show that music plays a positive role in improving mood during study sessions. It is found to reduce boredom, stimulate creativity, enrich vocabulary, create a calming atmosphere, aid in memory retention, and ease anxiety and psychological pressure (Amelia & Aryaneta, 2022).

A study by Maulidini et al. (2023), titled “Strategies for Enhancing Consumer Engagement through Marketing in the Era of Technology 4.0”, examines how Aquarius Musikindo uses social media and digital platforms to build consumer engagement and loyalty within the music industry. This study employed a qualitative case study method, utilizing data collection techniques that included in-depth interviews, observation, and a literature review. The findings reveal that consumer engagement strategies are implemented through three primary approaches: aligning product characteristics with artists and their music, conducting content analysis based on audience data and platform algorithms, and adapting to emerging trends and new social media features. These strategies have proven effective in increasing audience reach and impressions, although challenges remain, including rapid changes in digital platforms and conflicting ideals between the company and its artists (Maulidini et al., 2023).

Another study by Kusumastuti et al. (2025), titled “Consumer Loyalty Management Strategies through Industrial Tourism Experience: A Case Study of the Chocolate Monggo Factory,” explores how industrial tourism strategies can foster consumer loyalty through experiential marketing. This qualitative case study collected data through direct observation, in-depth interviews, and documentation at the Chocolate Monggo factory tourism site. The findings demonstrate that an educational and interactive tourism experience, incorporating

factory tours, museum visits, historical storytelling, and hands-on chocolate-making activities, successfully fosters deep emotional engagement. The strategy integrates the five key elements of experiential marketing (sense, feel, think, act, relate), and is proven effective in strengthening brand recall, increasing consumer trust, and encouraging repeat purchases. Hence, a comprehensive real-world experience is identified as a crucial factor in sustainably building customer loyalty (Kusumastuti et al., 2025).

A study conducted by Christiani et al. (2024), titled “Marketing Strategy, Work Performance, and Customer Loyalty toward Customer Satisfaction at iDo Events,” explores the influence of marketing strategies, team performance, and customer loyalty on client satisfaction in event organization. This qualitative study employed semi-structured interviews via email, observations, and documentation analysis involving the marketing team, clients, and employees of iDo Events. The findings reveal that effective marketing strategies, professional team performance, and strong customer loyalty significantly contribute to client satisfaction. Key success factors identified include creative event concepts, punctual execution, effective communication, budget transparency, and active promotion through social media. The study recommends enhancing backup resources and digital marketing initiatives to broaden market reach (Christiani et al., 2024).

Another study by Putri & Setiawan (2025), titled “Consumer Motivation in Purchasing NCT Concert Tickets: A Study of K-Pop Fans in Indonesia,” investigates the motivational factors influencing fans, specifically NCTzens, in their decision to purchase NCT concert tickets in Indonesia. Using a descriptive qualitative method, the study collected data through in-depth interviews with four active fans and analyzed the data using Miles and Huberman’s model. The results show ticket purchase decisions are driven by two main types of motivation: rational and emotional, with emotional motivations being more dominant. Rational motivations involve financial planning and conscious budgeting for the concert experience. In contrast, emotional motivations stem from psychological needs, such as entertainment, self-fulfillment, and healing, as well as social aspects, including the desire for recognition within the fandom and identity building. The study concludes that concerts serve not only as entertainment but also as a lifestyle expression, a means of social identity, and a means of self-actualization (Putri & Setiawan, 2025).

The primary distinction between this study and previous related research lies in its focus on consumer loyalty within the context of entertainment, specifically karaoke party events. While other studies emphasize aspects such as digital marketing, industrial tourism, concerts,

or corporate strategies, this research specifically explores consumer loyalty in karaoke-based entertainment events. It aims to examine how social interaction, venue atmosphere, and musical preferences influence consumer loyalty in karaoke. The researcher considers consumer loyalty at Karaoke Party events a critical factor in the events' success. Furthermore, this topic remains under-explored in existing literature, particularly regarding karaoke as a form of social therapy that fosters consumer loyalty. This study adopts the theoretical framework of Customer Relationship Management (CRM), incorporating several key indicators: customer identification, customer differentiation, customer interaction, personalized experience, consumer loyalty, Customer Lifetime Value (CLV), and customer satisfaction.

METHOD

This study employs a descriptive qualitative approach. As stated by Moleong (2012), this approach aims to generate data in the form of written or spoken narratives derived from the expressions and behaviors of observed individuals, enabling the researcher to understand the meaning behind the phenomena under investigation (Qualitative Research Methods: Theory & Practical Guidelines for Qualitative Data Analysis, 2023).

The data sources for this study include field observations and in-depth interviews with several informants, including event participants, event organizers, and the owner of the event venue, as well as a literature review of relevant books and previous journal articles. The collected data is analyzed using the theoretical framework of Customer Relationship Management (CRM) as the primary theory, supported by the peak-end rule theory, social interaction theory, and social influence theory.

The research was conducted during the "Pesta Akhir Pekan" Karaoke Event held at Kael Cavity Café, in Cirebon City. To ensure the validity of the data, the researcher applied data triangulation by comparing information obtained through interviews with informants and field analysis.

DISCUSSION

Following field observations and supported by interview statements from several informants, the researcher analyzed the findings using the Customer Relationship Management (CRM) framework, focusing on the indicators of customer identification, customer differentiation, customer interaction, personalized experience, consumer loyalty, Customer Lifetime Value (CLV), and customer satisfaction. The analysis is presented as follows:

Customer identification. Based on observations during the organization of the “Pesta Akhir Pekan” Karaoke Event, the event committee actively identified their target audience. This allowed them to understand the characteristics of their audience, primarily composed of music enthusiasts and members of specific artist fan bases. As stated by one of the event organizers in an interview conducted on December 24, 2024: “The initial goal of this event came from a shared love of music, which led to gathering various music-listening communities. The real aim is to build connections among fans.” Another committee member confirmed that they specifically targeted a fanbase that had already taken shape in Cirebon City. This shows that the event was built on a solid understanding of the local music community.

Customer differentiation is crucial in providing a more tailored and personalized experience, thereby making the event more engaging and fostering an emotional attachment among participants. This is supported by a statement from one event participant, who, during an interview conducted on February 4, 2025, remarked: “I happen to really like Hindia, and this event felt like a karaoke experience dedicated to that artist.” Another participant added: “Since the event is in karaoke format, we’re free to request songs we want, and once we make a request, the organizers immediately play our favorite songs.”

This illustrates how the organizing committee embraces customer differentiation by offering a unique event concept for example, by curating playlists based on participant or fanbase requests. On December 24, 2024, one of the event organizers stated: “Choosing the right playlist is important, because if the community is already formed, it will have its own following.” These examples demonstrate how differentiation was implemented to cater to the preferences of each participant group, making the event both unique and personally meaningful for attendees.

Customer interaction is a vital component in fostering strong relationships between event organizers and participants. The interaction fostered by the organizing team both on social media and during the event itself has proven effective in enhancing participants’ sense of engagement with the event. As stated by one participant: “They were quite active in interacting with participants on social media, and that was one of the reasons I became interested in joining the event.” This statement highlights how active customer interaction can foster emotional closeness between organizers and attendees. Beyond online platforms, the organizers also strove to create a lively and welcoming atmosphere during the event. One committee member remarked: “We (the organizers) worked on creating a vibrant atmosphere, encouraging participants to come forward without feeling embarrassed.” This shows the

importance of an interactive approach in maintaining customer engagement throughout the event experience.

A personalized experience serves as a key strength of this event. Personalization involves tailoring services to meet the unique needs and preferences of each customer, thereby boosting engagement and loyalty (Tri Enderwati et al., 2024). Through personalized experiences, participants can form a stronger emotional connection to the event. One way this was implemented in the “Pesta Akhir Pekan” Karaoke Event was by allowing participants to request their favorite songs. As noted by a participant during an interview on February 4, 2025: “When we request songs, the organizers immediately play them. Our favorite tracks get played just like we asked.” Additionally, the playlists curated by the organizing team were based on community requests collected through Q&A sessions on the event’s official Instagram page. One organizer explained: “We bring back the playlists most liked by the fanbase, or we simply go with whatever songs they request for future events.” This approach created a personalized experience that made participants feel appreciated and more emotionally connected to the event.

Consumer Loyalty, consistency in delivering enjoyable experiences, plays a crucial role in fostering participant loyalty, which is essential for the sustainability of future events. When attendees feel satisfied and have positive experiences, they are more likely to return for future events and even recommend them to others. This loyalty is reflected in participants’ consistent preference for the event, accompanied by a strong intention to attend again.

As expressed by two event participants during interviews regarding their willingness to attend future events, both affirmed: “Definitely interested, because it never disappoints—every time I go, it’s always fun.” This sense of loyalty is also evident in the number of participants who have attended more than once, demonstrating that positive experiences can effectively drive consumer loyalty.

This consumer loyalty is also influenced by the emotional attachment formed during the event. One participant expressed: “This is truly my form of social therapy, because usually I just listen to music alone and sing along at home. But here, I get to meet people who are on the same wavelength and share similar music preferences. That makes it feel like real social therapy. It helps relieve stress more than just listening to music alone at home.”

In addition, the organizing committee noted in an interview on December 24, 2024: “There was an increase in attendance because at first, we categorized the fan bases. But for the second event, we didn’t reveal the playlist in advance, yet they were still enthusiastic to attend.”

This statement reinforces the notion that consumer loyalty toward the event had been successfully cultivated, as evidenced by participants' continued interest and willingness to attend future events despite fewer promotional details being shared beforehand.

Customer Lifetime Value (CLV) can be enhanced through sustained engagement. In organizing this event, the committee employed various strategies, one of which was the use of a flexible playlist that allowed participants to choose or request their favorite songs. This strategy not only improves satisfaction and personalizes the experience but also encourages consumers to feel actively involved throughout the event. By implementing a flexible playlist, fostering active interaction, and planning to expand the event's scale, the organizers created compelling reasons for participants to return.

As stated by a participant during the interview on February 4, 2025, the event served as a form of "social therapy" and a way to relieve accentuate, giving it high emotional value and motivating repeat attendance. Therefore, through responsive strategies and meaningful emotional engagement, the Karaoke Party event successfully established a participation system that not only attracts one-time visitors but also fosters ongoing involvement. Ultimately, this contributes significantly to the sustainable growth of Customer Lifetime Value (CLV), benefiting both event organizers and the venue. This is supported by a statement from the owner of Kael Cavity, made during an interview on December 24, 2024, who confirmed a significant increase in visitor numbers.

Customer satisfaction can be assessed based on the pleasure or disappointment experienced by event participants after evaluating their overall experience during the event. Satisfaction can be measured through several aspects, such as the quality of facilities, venue comfort, the quality of service provided by the organizing team, and the overall excitement of the event atmosphere. Generally, the level of customer satisfaction is high when participants feel their preferences are met and their needs are acknowledged. One participant mentioned the organizers were genuinely attentive to participants' needs, while another noted that the decoration and overall atmosphere of the event aligned well with their expectations. From the organizers' perspective, this satisfaction was also reflected in the achievement of their targets. As one committee member stated: "Our Instagram followers have increased; 'Pesta Akhir Pekan' is becoming recognized and well-branded." Thus, customer satisfaction stands as a critical variable that not only reflects the quality of event execution but also contributes significantly to fostering long-term consumer loyalty.

CONCLUSION

Based on the findings discussed previously, and using the Customer Relationship Management (CRM) framework with indicators such as customer identification, customer differentiation, customer interaction, personalized experience, consumer loyalty, Customer Lifetime Value (CLV), and customer satisfaction, this study concludes that the “Pesta Akhir Pekan” Karaoke Party successfully fostered consumer engagement and loyalty through various approaches centered on experience personalization, active interaction, and a deep understanding of participant needs. Effective customer identification enabled the organizers to tailor the event to specific fan bases. Meanwhile, customer differentiation and personalized experiences enhanced participants’ emotional connection to the event. The interaction between organizers and participants, both in person and via social media, helped build strong relationships and contributed to a lively and welcoming atmosphere. Furthermore, the event increased both Customer Lifetime Value (CLV) and consumer loyalty, as evidenced by participants’ enthusiasm to attend future events and their high level of satisfaction with the event’s quality.

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