Article

Visitor Perceptions and Expectations toward Green Event Implementation: A Study of Leisure Events in Indonesia

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ABSTRACT

Leisure events, particularly music festivals in Indonesia, face sustainability challenges, yet research exploring visitor perspectives on this issue remains limited. This study aims to analyze the factors forming visitor perceptions and expectations regarding the implementation of green event concepts. Employing a mixed-methods approach, data were collected via surveys from 400 respondents across three major music festivals in Jakarta, Yogyakarta, and Bali, and analyzed using Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). The EFA results revealed that physical indicators such as food and beverage, materials, and waste management are perceived by respondents as intrinsic parts of their personal experience (Perception) rather than separate external dimensions. Furthermore, CFA analysis confirmed that both Perception and Expectation variables significantly and positively influence green event assessment, with Expectation demonstrating a stronger impact. This study concludes that the successful implementation of green events relies heavily on integrating sustainability practices into visitors' subjective experiences and fulfilling their expectations.

Keywords: Green Event; Visitor Perceptions; Visitor Expectations; Music Festival; Leisure Event.

ABSTRAK

Leisure event seperti festival musik di Indonesia menghadapi tantangan keberlanjutan, namun studi yang mengeksplorasi sudut pandang pengunjung mengenai hal ini masih terbatas. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang membentuk persepsi dan ekspektasi pengunjung terhadap penerapan konsep *green event*. Menggunakan pendekatan kuantitatif eksplanatori, data dikumpulkan melalui survei terhadap 400 responden di tiga festival

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musik utama di Jakarta, Yogyakarta, dan Bali, serta dianalisis menggunakan *Exploratory Factor Analysis* (EFA) dan *Confirmatory Factor Analysis* (CFA). Hasil EFA menemukan bahwa indikator fisik seperti makanan, material, dan pengelolaan limbah dianggap responden melekat sebagai bagian dari persepsi pengalaman pribadi, bukan dimensi eksternal yang terpisah. Selanjutnya, analisis CFA mengonfirmasi bahwa variabel persepsi dan ekspektasi berpengaruh positif dan signifikan terhadap penilaian *green event*, di mana variabel ekspektasi memiliki pengaruh yang lebih kuat. Penelitian ini menyimpulkan bahwa keberhasilan penerapan *green event* sangat bergantung pada integrasi praktik keberlanjutan ke dalam pengalaman subjektif dan pemenuhan harapan pengunjung.

Kata Kunci: Kegiatan Ramah Lingkungan; Persepsi Pengunjung; Ekspektasi Pengunjung; Festival Musik; Kegiatan Rekreasi

1. Introduction

Leisure events such as music festivals generate significant impacts on local communities as well as other sectors including hospitality, transportation, and local (Čekrlija & Milić, 2024). Sustainability has emerged as a critical challenge given that music festivals and concerts are conducted on a large scale and concentrated in a single location (Brooks et al., 2009a; Larasti, 2022). Involving thousands of attendees, music concerts pose substantial environmental risks through high energy consumption, waste generation, and transportation largely contributed by visitors. In response, event organizers have initiated environmentally friendly events as a strategic measure to integrate entertainment with sustainability principles (Larasti, 2022).

Engaging communities in sustainability issues through music concerts encourages the adoption of pro-environmental behavior (Wong et al., 2020). However, a persistent gap remains between sustainability values and the actual behavior of visitors during events (Andersson et al., 2014; Brennan & Scott, 2019). The success of sustainability programs is largely dependent on the active participation of attendees (Sisson & Alcorn, 2023). Consequently, strategies involving education and behavioral change are required not only among visitors, but also organizers, venues, vendors, and performers involved in festivals (Brooks et al., 2009b; Buathong & Lai, 2017).

In this context, understanding visitor perceptions and expectations requires a more communicative and participatory approach. International music festivals such as Coachella, Glastonbury, and the Coldplay World Tour have implemented green event principles through the use of renewable energy, sustainable transportation systems, and visitor engagement campaigns (Larasti, 2022). These efforts align with the Net Zero Carbon Events Roadmap, which establishes five priority areas for emissions reduction, each contributing to the Sustainable Development Goals (JMIC, 2022), as well as ISO 20121, which emphasizes the importance of a systematic approach in managing event sustainability. The successful implementation of green events is strongly influenced by visitor engagement, although attendees currently tend to prioritize entertainment over sustainability values (Mair & Laing, 2012; Sisson & Alcorn, 2023).

Furthermore, visitor contributions to sustainable development are also shaped by demographic factors such as gender, educational background, and nationality (Borges et al., 2024a). These factors influence how visitors evaluate event sustainability based on their experiences, including waste management practices, renewable energy use, and eco-friendly food and beverage options (Wong et al., 2015). Expectations refer to visitors' anticipations regarding green event implementation, such as the availability of facilities designed to minimize negative environmental impacts. Prior studies have examined individual perceptions within green events through the Theory of Planned Behavior (TPB), concluding that attitudes, subjective norms, and perceived behavioral control influence visitors' pro-environmental behavioral intentions (Wang, 2017). However, Wang (2017) explicitly acknowledges that TPB is insufficient to

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comprehensively explain visitor satisfaction and expectations regarding green event content, requires an alternative approach better capable of capturing the dimensions of value perceived directly by visitors.

Research on green events in Indonesia remains predominantly focused on implementation from the perspective of organizers and venues, with limited exploration of the visitor standpoint, particularly in the context of music concerts. Elvira & Pratomo (2023), in a study of two music concerts in Jakarta, found that sustainable event principles cannot be comprehensively applied due to obstacles from both internal and external promoters, including stakeholder ignorance of environmental impacts, unprepared facilities and infrastructure, and insufficient socialization toward sustainability goals. Critically, while this study identified that challenges extend across all stakeholders, it did not examine the extent to which visitors perceive or are engaged in green event practices, nor how visitor expectations and perceptions shape the success of sustainability implementation. This constitutes the primary gap this study addresses. To this end, this study selected three Indonesian destinations recognized in the ICCA World Ranking, namely Bali, Jakarta, and Yogyakarta (Gopinath, 2023), as research sites, and aims to examine how visitor perceptions and expectations toward green event implementation are formed at leisure events in Indonesia, addressing the gap between the growing demand for sustainable events and the limited understanding of visitor experiences and expectations. Specifically, this study addresses two research questions: (1) What factors shape visitor perceptions and expectations toward green event implementation at festival (leisure event) in Indonesia? and (2) How do visitor perceptions and expectations influence their evaluation of green event implementation?

2. Literature Review

2.1. Visitor Perception Toward Green Events: Consumer Perception Theory

This study is grounded in consumer perception theory, which defines perception as a cognitive process of selecting, organizing, and interpreting information received by consumers regarding a product, brand, or service (Wardhana, 2024). This process involves three stages: exposure, referring to encountering information or stimuli; attention, referring to selectively focusing on particular stimuli; and interpretation, referring to assigning meaning to the information received (Buathong & Lai, 2017; Wardhana, 2024). Individual perceptions may also vary according to prior experiences, cultural backgrounds, psychological factors, and personal values and expectations (Jenkins et al., 2024; Kastanakis & Voyer, 2014). In the context of green events, this framework provides a basis for examining how visitors encounter and interpret environmentally responsible practices implemented by event organizers.

Previous studies have examined visitor responses to events and environmental initiatives through related consumer and behavioral perspectives. Wong et al. (Wong et al., 2015) for example, explored green involvement and perceived value in festival settings. Their findings indicated a strong relationship between attendees' green involvement and perceived value, with green design and waste management identified as the most important drivers of perceived green value. Although event attendees generally expressed positive perceptions of green meetings, their willingness to pay additional costs for sustainable practices remained relatively low (Rittichainuwat & Mair, 2012). Other studies have adopted the Theory of Planned Behavior (TPB) to investigate visitors' responses to eco-friendly events. Ramli et al. (2024) found that subjective norms, anticipated positive and negative emotions, and perceived behavioral control were significant predictors of behavioral intentions, whereas attitude was not statistically significant. Similarly, Wang (2017) employing the Theory of Planned Behavior (TPB) in a comparable context, explicitly acknowledges that the TPB framework is insufficient to comprehensively explain how visitors interpret green event content, and calls for deeper inquiry into visitors' value perceptions. Taken together, these findings point to a gap in the literature: existing approaches tend to focus on behavioral intentions rather than the perceptual process

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through which visitors make sense of green event practices, particularly in leisure event contexts such as music festivals and concerts in Indonesia.

Building on these perspectives, this study applies Consumer Perception Theory to complement existing approaches to green event research. By examining exposure, attention, and interpretation, it investigates how visitors perceive environmental practices at leisure events, particularly festivals and music concerts in Indonesia. Visitor expectations are examined separately through Expectation Confirmation Theory.

2.2. Visitor Expectations Toward Green Events: Expectation Confirmation Theory

Expectation Confirmation Theory (ECT) posits that consumers develop initial expectations about a particular product or service before making a purchase, drawing on their existing knowledge and previous experiences (Oliver, 1980). This knowledge is acquired through various mass media communication channels, peers, and influencers. Subsequent interactions and experiences enable consumers to develop perceptions of a product or service (Shukla et al., 2025). In the context of music festivals, this study examines visitors' expectations and perceptions of green event implementation, including whether the sustainability practices experienced at the event align with their expectations.

Previous research suggests that visitors' expectations toward green events may be shaped by the benefits they anticipate from environmentally responsible practices (Wong et al., 2020). Examples of such practices include green event design and waste management, which have been identified as important drivers of perceived green value (Wong et al., 2015). However, the study also identified findings that challenge conventional ECT assumptions: visitors who frequently attend green events exhibit a progressively weakening impact on pro-environmental behavior — a phenomenon explained through adaptation-level theory, wherein repeated exposure to the same stimulus yields diminishing responses. Within the ECT framework, this finding may be interpreted as a form of negative cognitive adjustment, whereby frequent attendees may have developed higher expectations toward green events, causing stagnant implementation to increasingly produce negative disconfirmation over time (Wong et al., 2020). Building on this discourse, this study argues that the gap between expectations and the actual implementation of green practices in music concerts in Indonesia is a critical determinant of visitor satisfaction and behavioral intentions.

In contrast, Ramli et al. (2024) prior research also indicates that consumers often exhibit skepticism toward organizers' environmental claims, increasing the likelihood of negative disconfirmation when implementation fails to meet communicated promises (Riva et al., 2022). While previous studies have examined ECT in contexts such as food festivals in Macau (Wong et al., 2020) and restaurants in developing countries (Riva et al., 2022), limited attention has been given to green event-based music concerts. Accordingly, this study draws on ECT as a theoretical basis for examining visitor expectations toward green event implementation. Given that the respondents have previous festival attendance experience; their responses provide insight into the sustainability practices they expect in festival settings. The study focuses on describing these expectations rather than testing the full ECT process or examining its relationship with satisfaction and behavioral intentions.

2.3. Green Event Implementation

Special events are unique activities that occur outside of everyday routines and are generally held once or on a limited basis, Getz (2008) classifies special events as part of planned events encompassing various typologies, ranging from business meetings and sporting events to leisure events such as cultural festivals and music concerts, all of which carry significant social, cultural, and economic importance (Bladen et al., 2017; Getz & Page, 2024; Shone & Parry, 2004). Green events have since emerged as a response to growing sustainability awareness in event

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management, defined as an approach that integrates sustainability principles across all aspects of planning and operations, encompassing environmental, social, cultural, and economic dimensions (Laing & Frost, 2010). This study operationalizes green events through five dimensions of the ASEAN Guidelines on Green Meetings that can be directly perceived by visitors: eco-friendly venue, sustainable transportation, locally and organically sourced food and beverages, digitalization of documents and promotional materials, and integrated waste management (The ASEAN Secretariat, 2020). The need for sustainability in event management is no longer exclusive to the business events domain such as MICE, but has extended to leisure events including festivals and music concerts (Laing & Frost, 2010; Wang, 2017). Internationally, some music festivals, including Glastonbury Festival, have incorporated sustainability initiatives into their planning and operations (Larasti, 2022). However, implementing similar practices in Indonesia remains challenging. Limited awareness, commitment, and coordination among promoters, regulators, and other relevant stakeholders may constrain the adoption of sustainability initiatives (Elvira & Pratomo, 2023). This contrast highlights the importance of examining green event implementation within the Indonesian leisure event context.

Nevertheless, fundamental differences exist in visitor perception patterns between these two contexts. Buathong & Lai (Buathong & Lai, 2017) found that in the MICE context in Southeast Asia, waste management and energy efficiency are perceived as the most significant green event dimensions, while sustainability education is considered least important. This finding contrasts with Ramely et al. (Ramely et al., 2022) who identify stakeholder education—not limited to organizers—as one of the four most critical strategies for successful green event implementation. This discrepancy indicates a gap between what visitors perceive as important and what is actually required for effective sustainability practices. Furthermore, the implementation of green events in leisure contexts faces substantial challenges. Evidence from various festivals shows that carbon emissions constitute the largest environmental impact (61–67%), followed by food and beverages, waste, and energy consumption (Larasti, 2022; Music Declares Emergency (MDE), 2022). These figures underscore the significant environmental impact of festivals and concerts, further supported by evidence that visitors tend to prioritize entertainment quality over sustainability values (Mair & Laing, 2012; Sisson & Alcorn, 2023), and that the adoption of green practices does not automatically guarantee visitor loyalty (Riva et al., 2022). This condition underscores the necessity of research that specifically examines music concert visitors' perspectives toward green event implementation in Indonesia.

3. Theoretical Framework

3.1. Visitor Expectations

Previous research suggests that visitors' expectations toward green events are informed by their prior knowledge and experiences, as well as the environmental benefits they anticipate from sustainability practices (Oliver, 1980; Wong et al., 2020). Specific practices, particularly green event design and waste management, have also been identified as important drivers of perceived green value (Wong et al., 2015). However, the challenges associated with implementing sustainability practices in Indonesia highlight the need to examine what visitors expect from green event implementation in local leisure events, particularly music festivals and concerts.

Visitors' expectations toward green event implementation are reflected in their expectations of sustainability practices at music concerts.

3.2. Visitor Perceptions

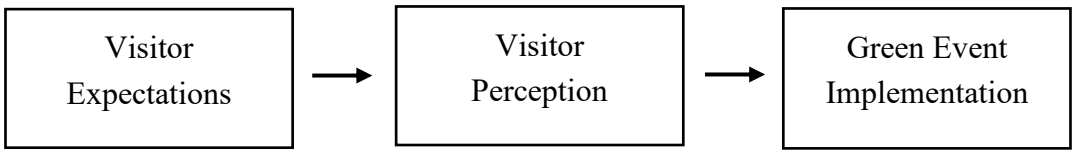
Previous studies indicate that visitors' responses to green events involve the evaluation of specific sustainability practices, while existing research has often focused on perceived value, attitudes, or behavioral intentions rather than the processes through which visitors interpret these practices (Ramli et al., 2024; Wang, 2017; Wong et al., 2015). Consumer Perception Theory provides a

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basis for examining these processes through exposure, attention, and interpretation (Buathong & Lai, 2017; Wardhana, 2024). Given the environmental impacts associated with festivals and the challenges of green event implementation in Indonesia, further investigation is needed to understand how visitors perceive sustainability practices at local music festivals and concerts.
Visitors' perceptions of green event implementation are shaped by their exposure to, attention to, and interpretation of sustainability practices at music concerts.

Drawing on the theoretical frameworks reviewed in the preceding sections, this study proposes a conceptual framework that examines the factors shaping visitor perceptions and expectations toward green event implementation at music concerts in Indonesia. The framework integrates Consumer Perception Theory and Expectation Confirmation Theory, positioning the five green event dimensions derived from the ASEAN Guidelines on Green Meetings — venue, transportation, food and beverages, documents and materials, and waste management — as the object through which visitor perceptions and expectations are formed and evaluated. The conceptual framework is illustrated in Figure 1.

Figure 1. Theoretical Framework



Source: Authors (2025)

4. Method

4.1. Research Design

This study employs an explanatory quantitative approach supported by participatory observation as research context (Creswell & Creswell, 2018). The survey examined visitors' expectations and perceptions regarding green event implementation at three music festivals in Indonesia namely the Prambanan Jazz Festival in Yogyakarta, the Ubud Village Jazz Festival in Bali, and a music festival in Jakarta — all of which are recognized destinations listed in the ICCA World Ranking (Gopinath, 2023). These three festivals collectively accommodated an estimated daily audience of 16,000 attendees, with Yogyakarta accounting for approximately 8,000 attendees, Jakarta 5,000, and Bali 3,000. These figures were used as contextual information for the study. Data was collected at the three selected festival sites during the respective event periods between June and August 2026.

4.2. Sampling and Respondents

Purposive sampling was applied to define respondent eligibility criteria, wherein participants were required to: (1) be aged between 18 and 50 years, (2) have attended at least one leisure event — either a festival or music concert — within the past year, and (3) be present as an audience member at one of the three festival sites during the data collection period. Festival crew, vendors, and event organizers were excluded from the sample. Within this eligible population, convenience sampling was subsequently employed as the operational recruitment technique, wherein participants were selected based on their availability and willingness to participate (Creswell & Creswell, 2018). Eligible visitors completed the questionnaire during or after their attendance at the events. This approach enabled the study to capture visitors' expectations and perceptions in the context of their actual festival experience. However, because responses were collected at different stages of event attendance, the extent of visitors' exposure to event practices may have varied at the time of questionnaire completion.

From past study, he sample size was determined using the Slovin formula (Cahigas et al., 2023) at a 5% margin of error, yielding a minimum of 390 respondents, which was rounded up to

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400. Respondents were distributed proportionally across sites: Yogyakarta (n = 200; 50.00%), Jakarta (n = 125; 31.25%), and Bali (n = 75; 18.75%).

Table 1. Research Sites and Respondent Distribution

Destination	Province	Event Type	n	%
Yogyakarta	Yogyakarta	Music Festival (Prambanan Jazz)	200	50
Bali	Bali	Music Festival Bali (Ubud Village Jazz Festival)	75	18,75
Jakarta	Jakarta	Music Festival Jakarta	125	31.25

Source: Authors' fieldwork data (2026)

4.3. Measurement Instrument

The questionnaire instrument was developed based on a comprehensive literature review and operationalized into three main constructs: Expectation Confirmation Theory (ECT), Consumer Perception Theory, and Green Event implementation. The expectation construct was measured using the dimensions of ECT, namely formulation of expectation, interaction and experience, confirmation or disconfirmation, and cognitive (Oliver, 1980; Shukla et al., 2025). Consumer perception was measured through three dimensions: exposure, attention, and interpretation (Wardhana, 2024). Meanwhile, the Green Event implementation construct was assessed based on the five dimensions outlined in the ASEAN Guidelines on Green Meetings: venue, transportation, food and beverages, materials and digitalization, and waste management (The ASEAN Secretariat, 2020). The questionnaire comprised 35 items measured using a five-point Likert scale, ranging from 1 to 5. The items were developed based on relevant theoretical literature and sustainability guidelines, with wording tailored to the context of music festivals and concerts in Indonesia.

4.4. Data Analysis

Exploratory Factor Analysis (EFA) was conducted to identify the principal factors shaping visitor perceptions and expectations, followed by Confirmatory Factor Analysis (CFA) to validate the identified factor structure (Widaman & Helm, 2023), utilizing AMOS software. Findings from participatory observation were incorporated as contextual data to enrich the interpretation of quantitative results. Both EFA and CFA were conducted using the same sample of 400 respondents. Thus, the CFA assessed model fit but did not provide independent validation using a separate sample. Future research should validate the measurement model using an independent sample. This study received ethical approval from the event organizers. All respondents participated voluntarily by providing informed consent prior to completing the questionnaire. Respondent data were kept strictly confidential and utilized exclusively for the purposes of this research.

4.5. Participatory Observation

Participatory observation was conducted at the three selected festival sites to document the implementation of observable sustainability practices and provide contextual information for interpreting the survey findings. Observations were undertaken in July and August by researchers. The observations focused on the implementation of sustainability by the festival organizer also include the venue conditions, local transportation access, printed materials and waste management.

The research was initiated with data collection and participatory observation, conducted simultaneously with questionnaire distribution at music festival venues across three cities. The sequence of implementation was as follows: Prambanan Jazz Festival in Yogyakarta (4–6 July 2025), Ubud Jazz Festival in Bali (1–2 August 2025), and a music festival in Jakarta (22–24 August 2025). The questionnaire was designed to measure demographic characteristics,

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expectations, and perceptions of music festival visitors toward eco-friendly events. Data were collected on-site through a digital form distributed to visitors upon the conclusion of each festival.

5. Results

5.1. Environmental Branding Strategies

The majority of respondents fell within the 18–27 age group (69.8%), with females comprising the dominant gender (54%). The most prevalent educational background was undergraduate degree (45.5%), and the most dominant occupation was student (42.5%), followed by private sector employees (21%). In terms of domicile, the largest proportion originated from the Greater Jakarta area — Jabodetabek (42.5%), followed by other regions in Java such as Semarang, Yogyakarta, and Surabaya (34.3%). Regarding monthly income, the majority fell within the category of less than IDR 2,500,000 (25%), reflecting the characteristics of students or young individuals without a stable income. Overall, the respondent profile indicates that music festival visitors in this study are predominantly young people, particularly university students with a higher education background residing in the Jabodetabek area and with relatively low-income levels.

Table 2. Respondent Profile

Domicile	**Frequency**	**%**	**Age**	**Frequency**	**%**
Jabodetabek	170	42.5	18-27 Years	279	69.8
Jawa (Semarang, Yogyakarta, Surabaya etc.)	137	34.3	28-37 Years	89	22.3
Bali Nustra	57	14.3	38-47 Years	28	7
Others	36	9	> 48 Years	4	1
Total	**400**	**100.0**	**Total**	**400**	**100.0**

Gender	**Frequency**	**%**	**Occupation**	**Frequency**	**%**
Male	179	44.8	Student	170	42.5
Female	216	54	Civil	20	5
Prefer not to answer	5	1.3	Private	84	21
Total	**400**	**100.0**	Self-employed	50	12.5
			Others	76	19
Monthly Income	**Frequency**	**%**	**Total**	**400**	**100.0**
< RP.2.500.000	100	25.0			
Rp 2.500.000 - Rp 4.500.000	91	22.8	**Education**	**Frequency**	**%**
Rp 4.500.000 - Rp 6.600.000	57	14.3	High School	125	31.3
Rp 6.700.000 - Rp 8.700.000	25	6.3	Diploma	55	13.8
Rp 8.800.000 - Rp 10.000.000	31	7.8	Bachelor's	182	45.5
> Rp 10.000.000	42	10.5	Master/Doctoral	26	6.5
Prefer not to answer	54	13.5	Prefer not to answer	12	3
Total	**400**	**100.0**	**Total**	**400**	**100.0**

Source: Primary data collected by the authors 2025

Despite their relatively low income, these characteristics did not constitute a primary barrier to attendance decisions. This finding is consistent with previous research indicating that performer relevance exerts a greater influence on attendance decisions than ticket price, suggesting that the appeal of the artist or performer serves as the primary motivating factor for attending a music festival, even when ticket prices are relatively high (Octarina & Kurniawan, 2021).

5.2. Exploratory Factor Analysis (EFA) Model

Exploratory Factor Analysis (EFA) was conducted to identify the underlying factor structure shaping visitor perceptions and expectations toward green event implementation in the context of leisure events. Prior to factor extraction, the Kaiser-Meyer-Olkin (KMO) value of 0.974 confirmed excellent sampling adequacy, and Bartlett's Test of Sphericity was statistically

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significant ($\chi^2 = 11393.024$, df = 595, $p < 0.001$), indicating that the data were suitable for factor analysis (Kaiser, 1970; Shrestha, 2021).

Three indicators were identified as constituting the perception construct, namely Exposure (EXS), Attention (ATT), and Interpretation (INT) as (Loading F1) with factor loadings ranging from 0.664 to 0.741. Meanwhile, two indicators were identified as forming the expectation construct, namely Formulation of Expectation (FOE) and Interaction and Experience (INE) as (Loading F2) with factor loadings ranging from 0.668 to 0.764, alongside green event indicators examined across five dimensions: Venue (VNE), Transportation (TRN), Food and Beverages (FNB), Document and Materials (MTR), and Waste Management (WSM) as (Loading F3). The factor loading results for each construct are presented in the following table 2.

Table 3. EFA Model Assessment

Item	Loading F1	Loading F2	Loading F3	Construct	EFA Result	Suitabilty
EXS1	.676	–	–	Perception	Factor 1	✓
EXS2	.703	–	–	Perception	Factor 1	✓
EXS3	.722	–	–	Perception	Factor 1	✓
ATT1	.664	–	–	Perception	Factor 1	✓
ATT2	.672	–	–	Perception	Factor 1	✓
ATT3	.694	–	–	Perception	Factor 1	✓
INT1	.741	–	–	Perception	Factor 1	✓
INT2	.678	–	–	Perception	Factor 1	✓
FOE1	–	.751	–	Expectation	Factor 2	✓
FOE2	–	.764	–	Expectation	Factor 2	✓
FOE3	–	.703	–	Expectation	Factor 2	✓
INE1	–	.681	–	Expectation	Factor 2	✓
INE2	–	.715	–	Expectation	Factor 2	✓
INE3	–	.726	–	Expectation	Factor 2	✓
CND1	–	.694	–	Expectation	Factor 2	✓
CND2	–	.673	–	Expectation	Factor 2	✓
CND3	–	.668	–	Expectation	Factor 2	✓
CGA1	–	.709	–	Expectation	Factor 2	✓
CGA2	–	.721	–	Expectation	Factor 2	✓
CGA3	–	.688	–	Expectation	Factor 2	✓
VNE1	–	–	.745	Green Event	Factor 3	✓
VNE2	–	–	.726	Green Event	Factor 3	✓
VNE3	–	–	.719	Green Event	Factor 3	✓
TRN1	–	–	.702	Green Event	Factor 3	✓
TRN2	–	–	.711	Green Event	Factor 3	✓
TRN3	–	–	.685	Green Event	Factor 3	✓
FNB1	.701	–	–	Green Event	Factor 1	X
FNB2	.738	–	–	Green Event	Factor 1	X
FNB3	.806	–	–	Green Event	Factor 1	X
MTR1	.642	–	–	Green Event	Factor 1	X
MTR2	.674	–	–	Green Event	Factor 1	X
MTR3	.656	–	–	Green Event	Factor 1	X
WSM1	.768	–	–	Green Event	Factor 1	X
WSM2	.606	–	–	Green Event	Factor 1	X
WSM3	.631	–	–	Green Event	Factor 1	X

Source: Primary data collected by the authors 2025

Based on the results of the analysis, the factor loadings indicate that 36 indicators exceeded the threshold of 0.60, suggesting strong contributions and supporting their retention within the factor model. A key finding reveals that the indicators related to FNB (food and beverages), MTR (materials and documents), and WSM (waste management) do not emerge as distinct dimensions of green events. Instead, these indicators are associated with the Perception construct.

This finding suggests that, from the perspective of music festival visitors, aspects such as waste management are not perceived as technical policies implemented by event organizers, but

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rather as part of their overall experience during the event. Practices such as reducing plastic bottle usage, providing adequate waste bins, and implementing waste segregation directly influence how visitors perceive the sustainability of the festival. Therefore, green event practices, particularly those related to operational aspects, are perceived by visitors as tangible and directly experienced, rather than as general sustainability concepts that are not immediately felt by visitors.

5.3. Confirmatory Factor Analysis (CFA) Model Analysis

Following the identification of the factor structure through EFA, Confirmatory Factor Analysis (CFA) was conducted to validate and confirm whether the identified indicators adequately measure the intended constructs in accordance with the theoretical framework of this study. The results of the CFA indicate that the proposed model demonstrates an acceptable level of goodness of fit. The Chi-square value is 749.251 with a significance level of 0.000. Although statistically significant, this result is commonly observed in large sample sizes (N = 400), and therefore other fit indices are considered more reliable for model evaluation. The Goodness of Fit Index (GFI) is 0.901, and the Adjusted Goodness of Fit Index (AGFI) is 0.864, indicating a good level of model fit. The Root Mean Square Error of Approximation (RMSEA) is 0.043, which is below the recommended threshold of 0.08, suggesting a low level of model error and good approximation of the data. In addition, the Tucker Lewis Index (TLI) is 0.963, and the Normed Fit Index (NFI) is 0.935, both exceeding the recommended threshold of 0.90, indicating a strong incremental fit. Other parsimony-based indices further support the model fit, including the Parsimonious Comparative Fit Index (PCFI) of 0.750 and the Parsimonious Normed Fit Index (PNFI) of 0.722, both above the minimum threshold of 0.50. These results indicate that the model is relatively efficient and parsimonious while remaining representative. Overall, it can be concluded that the CFA model tested in this study meets the required goodness of fit criteria.

Table 4. Goodness of Fit Result for the CFA Model

Goodness of Fit Indices	**Model Value**	**Cut-off Criteria**	**Interpretation**
Chi-Square	749,251	Small, non-significant (sensitive to large sample size)	Marginal fit, acceptable due to large sample size
Probability	0,000	≥ 0,05	Not achieved
GFI	0,901	≥ 0,90	Good
AGFI	0,864	≥ 0,80	Acceptable
RMSEA	0,043	≤ 0,08 (ideal ≤ 0,05)	Excellent
TLI	0,963	≥ 0,90 (ideal ≥ 0,95)	Excellent
NFI	0,935	≥ 0,90	Good
PCFI	0,750	≥ 0,50	Acceptable
PNFI	0,722	≥ 0,50	Acceptable

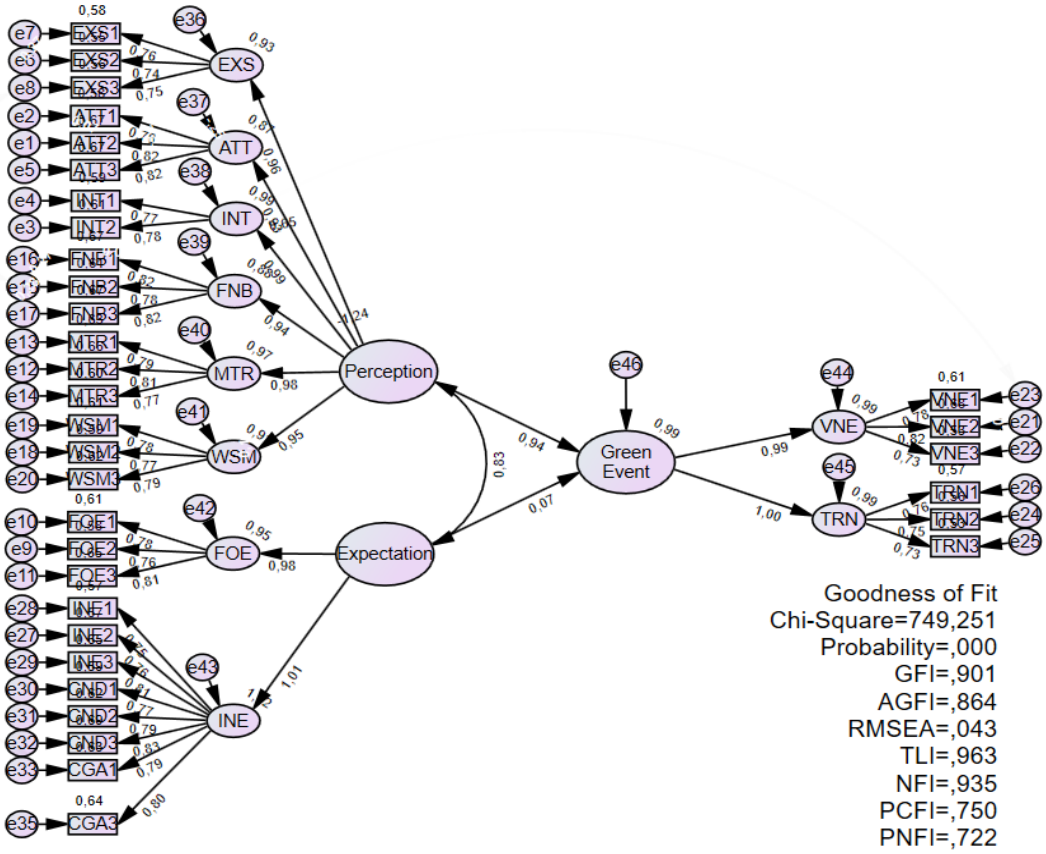
Source: Source: Processed data, 2025

The structural relationships among latent constructs indicate that Perception has a positive effect on Green Event, with a loading value of **0.35** (see Table 4). Similarly, Expectation also shows a positive effect on Green Event, with a loading value of **0.43** (see Table 4). These findings suggest that better participants' perceptions and expectations are associated with higher evaluations of Green Event implementation.

In addition, a positive correlation is observed between Perception and Expectation, with a coefficient of **0.32** (see Table 4). This indicates that both variables are interrelated in shaping participants' attitudes toward Green Event. The indicators for each construct demonstrate high loading factors, generally exceeding 0.70, indicating that all indicators are valid measures of their respective constructs. Therefore, the model is considered reliable for explaining the relationships among perception, expectation, and Green Event evaluation.

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Figure 1. Confirmatory Factor Analysis (CFA) Model of Perception, Expectation, and Green Event



Source: Processed data, 2025

The Perception exerts a positive and significant effect on Green Event with a path coefficient of **0.35,** suggesting that the more favorably visitors perceive the event's facilities, attractions, interactions, food and beverages, materials, and supporting systems, the higher their evaluation of Green Event implementation. Furthermore, Expectation demonstrates a positive and significant effect on Green Event with a path coefficient of **0.43**, indicating that visitors' anticipations regarding eco-friendly event organization, comfort, safety, and service standards contribute more substantially to a positive evaluation of Green Event. In addition to these direct effects, a positive correlation of **0.32** was identified between Perception and Expectation, implying that visitors who hold favorable perceptions of their event experience tend to maintain correspondingly high expectations, with both variables mutually reinforcing positive evaluations of Green Event implementation. Accordingly, hypotheses H1, H2, and H3 are all supported, confirming that the structural model proposed in this study is statistically acceptable.

Table 5. Hypothesis Testing Results of the CFA Model

Hypothesis	Path Between Variables	Path Coefficient (Estimate)	Interpretation
H1	Perception → Green Event	0,35	Positive and significant effect
H2	Expectation → Green Event	0,43	Positive and significant effect
H3	Perception ↔ Expectation (cor\relation)	0,32	Positive, significant

Source: Processed data, 2025

6. Discussion

This study highlights how visitors' expectations toward green events interact with their perceived value after attending the event. By integrating Expectation Confirmation Theory (ECT) and Consumer Perception Theory, this research provides a more comprehensive understanding of

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how visitors evaluate sustainability aspects within leisure events, particularly music festivals. The findings suggest that both expectation formation and post-experience perception play a significant role in shaping the overall evaluation of green event implementation.

6.1. Factors Shaping Music Festival Visitors' Expectations and Perceptions Toward Green Events

The findings indicate that visitors' expectations toward green music festivals extend beyond environmentally friendly practices within the event venue. Instead, they encompass broader aspects, including accessibility through integrated public transportation (0.764), allowing sustainability to be experienced throughout the entire event journey. This suggests that sustainability is not perceived as a standalone concept within the event space but as a holistic experience that begins prior to event attendance (0.751). Furthermore, the respondents in this study attended music festivals within the past year, indicating that they possess prior experience and relatively well-formed expectations regarding feasible sustainability practices. This supports the argument that visitors' expectations are shaped by past experiences, as emphasized in Expectation Confirmation Theory. In this context, sustainability in festival settings is not only associated with on-site practices but also with supporting infrastructure that enables environmentally friendly mobility (Larasti, 2022).

Transportation emerges as a critical issue in music festivals, as it contributes significantly to carbon emissions and local impacts such as congestion and pollution (Larasti, 2022). The findings reveal that, in Indonesia, private vehicle usage still dominates due to limited public transportation access to festival venues, which are often located outside city centers. Although transportation choices are not entirely within the control of event organizers, they still play a strategic role in promoting sustainable behavior. This can be achieved through the provision of environmentally friendly alternatives, such as shuttle services, bicycle parking, ridesharing initiatives, and incentive-based programs, as well as the implementation of sustainability practices in other aspects of the event (Gultom et al., 2025; Larasti, 2022). Similar practices have been observed in international festivals such as Glastonbury and Coachella, which emphasize facilitating access to environmentally friendly transportation options and providing incentives for visitors who adopt sustainable travel behaviors (Larasti, 2022). These findings reinforce the notion that event organizers can influence visitor behavior not through direct control, but through strategic facilitation and experience design.

Within the framework of Expectation Confirmation Theory (ECT), the dimension of interaction and experience represents what visitors see, feel, and experience throughout the festival. This includes aspects such as open spatial layout, effective circulation, cleanliness of the festival area, the provision of environmentally friendly food and beverages without single-use packaging, and waste management practices through organic and inorganic waste separation facilities, as well as visitors' primary motivations for attending the festival. The findings indicate that waste management is a key factor shaping both visitors' expectations and perceptions of sustainability-oriented music festivals. In the Indonesian context, festivals typically run for multiple days, from daytime to nighttime, with restrictions on bringing food and beverages from outside the venue. As a result, the use of single-use packaging, unsegregated food waste, and plastic bottles remains unavoidable (Li et al., 2021). Visitor participation in waste reduction and prevention efforts is influenced by several factors, including participant characteristics, place of origin, and frequency of attendance (Martinho et al., 2018). In this regard, event organizers play a crucial role in providing clear guidelines and consistent policies. Visitors' expectations of green event implementation are not formed in isolation, but rather through a combination of factors such as knowledge, environmental awareness, personal values, social influence, and attachment to the festival location (Martinho et al., 2018; Wong et al., 2020). When sustainability initiatives

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meet or exceed these expectations, visitors are more likely to become engaged and develop positive perceptions of the festival (Khalufi et al., 2025).

Another important determinant of visitor perception is interpretation, which highlights the significant role of performing artists in communicating sustainability messages on stage. This suggests that the perception of a green festival is not shaped solely by event organizers, but also by musicians and supporting teams involved in the event (Brooks et al., 2009a). The involvement of artists enhances the credibility of the festival as a green event and encourages sustainable behavior among visitors. This is consistent with Publicover et al. (2017), who emphasize the role of music as an effective medium for environmental education and advocacy, as well as its emotional impact in motivating pro-environmental behavior.

Interestingly, food and beverage practices, including the use of environmentally friendly packaging, were initially positioned under the green event construct but emerged as a key determinant of visitor perception. This is likely because these aspects are directly experienced by visitors during the event. Field findings reveal that environmentally friendly food options, such as plant-based choices, are still limited. Although visitors may understand the importance of sustainable consumption, this awareness does not always translate into reduced plastic usage. Not all vendors utilize eco-friendly packaging, resulting in food waste and packaging waste remaining major contributors after residual waste (Martinho et al., 2018). These findings highlight the need for greater attention to food and beverage practices to minimize environmental impact.

In terms of waste management, visitors perceive that the availability of waste separation facilities, supported by staff or volunteers who guide proper disposal practices, has been effective. This experience even encourages visitors to become more environmentally conscious after attending the event. This finding aligns with (Zelenika et al., 2018), which demonstrates that volunteer involvement can significantly reduce waste contamination, by more than 84% across different waste streams in event settings. However, challenges remain, as public participation is often limited due to low environmental awareness, despite a general willingness to engage in waste separation practices (Abdulredha et al., 2017)

From the perspective of Expectation Confirmation Theory (ECT), visitors attend festivals with initial expectations regarding comfort, environmental responsibility, and overall event quality. These expectations serve as a benchmark for evaluating whether a festival can be categorized as a green event. Therefore, green event implementation in the context of music festivals is not solely assessed based on technical practices, but also on the extent to which the experienced outcomes are able to confirm or exceed visitors' initial expectations.

6.2. The Influence of Visitor Expectations and Perceptions on Green Event Evaluation

The findings demonstrate that visitor expectations exert a stronger influence on green event evaluation than perceptions formed during the event itself ($\beta = 0.43$ vs. $\beta = 0.35$), suggesting that assessments of sustainability implementation are substantially pre-formed prior to arrival. This is attributable to visitors' prior knowledge and experience attending comparable festivals, which not only informs their evaluations but also motivates pro-environmental behavior extending into daily life (Ramli et al., 2024; Wong et al., 2020). This finding is consistent with the *expectancy-value* mechanism documented by Wong et al. (2020), wherein visitors who anticipate tangible green benefits develop more favorable attitudes and higher event valuation. Beyond prior experience, expectations are further shaped by pre-event information, organizer image, marketing communications, and the festival's established sustainability reputation — reflecting the *attention* and *interpretation* stages of Consumer Perception.

Nevertheless, while visitor expectations and perceptions toward sustainable festival concepts demonstrate positive and significant effects, the primary motivation for attendance remains dominated by other factors. Specifically, 39% of respondents attended due to the performing

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artist or musician, 21% due to the concept of the festival, and only 8.5% cited sustainability as their primary reason for attendance. This finding is consistent with Bauer et al. (2024), who reported that 90.4% of festival visitors do not regard sustainability as their primary attendance motivation, prioritizing instead entertainment needs and the desire to escape daily routines. Furthermore, the analysis reveals that demographic variables such as age, gender, and educational background exert only a limited influence on perceptions of sustainability importance, a finding consistent with Borges et al. (2024), who noted that demographic contributions to sustainable behavior vary considerably across cultural contexts.

7. Conclusions

This study examined visitor perceptions and expectations toward green event implementation at music concerts in Indonesia, drawing on Consumer Perception Theory and Expectation Confirmation Theory (ECT) as the theoretical framework. Based on data collected from 400 respondents across three music festivals in Yogyakarta, Bali, and Jakarta, the findings yield four principal conclusions. First, and most critically, the EFA and CFA results indicate that Food and Beverages (FNB), Document and Materials (MTR), and Waste Management (WSM) do not emerge as distinct dimensions of green event implementation as theoretically proposed. Instead, these indicators are subsumed within the visitor perception construct, suggesting that attendees do not cognitively differentiate these sustainability attributes as independent dimensions. Rather, they are experienced holistically as part of the overall event perception.

Furthermore, although both green event implementation and visitor perception demonstrate positive and significant effects, sustainability remains a secondary driver of attendance. Empirical findings reveal that 39% of visitors attend primarily due to performing artists, while only 8.5% identify sustainability as their main motivation. This highlights a persistent attitude–behavior gap between environmental awareness and actual attendance decisions.

These findings extend the application of Expectation Confirmation Theory (ECT) and Consumer Perception Theory within the context of leisure events, emphasizing the critical role of pre-event sustainability communication in shaping visitor expectations. More importantly, the absorption of green events attributed into the broader perception construct underscores the necessity for event organizers to integrate sustainability seamlessly into the overall event experience, rather than presenting it as a distinct or standalone initiative.

This study contributes to the still-limited body of research on green events from a visitor perspective in Southeast Asia. It also opens avenues for future research to explore the longitudinal impact of green event participation on pro-environmental behavior, examines the moderating role of cultural factors across diverse leisure event contexts, and incorporate multi-stakeholder perspectives to better understand the adoption and evolution of green event practices in developing countries.

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10. Conflict of Interest

The authors declare no conflict of interest.

11. Declaration of the use of AI

The authors declare that generative AI tools were used only to improve vocabulary and word choice during the preparation of this article. The study design, data collection, analysis, and interpretation of findings were conducted entirely by the authors. All AI-assisted suggestions were reviewed and revised by the authors, who take full responsibility for the content and integrity of the final manuscript

12. Authors' Contribution

Liza Khairunnisa Gultom: Conceptualization, Methodology, Formal Analysis, Writing – Original Draft, Writing – Review & Editing. **Rendy Sarudin**: Data Curation, Software, Formal Analysis. **Adhi Tri Rachmadi**: Visualization, Data Curation. **Julibeth M. Albarracin**: Writing – Review & Editing.

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