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THE EFFECT OF VIRTUAL EVENTS IMPLEMENTATIONS TOWARDS BEHAVIOURAL INTENTION OF MILLENNIALS AND Z GENERATION IN INDONESIA

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ABSTRACT

To increase the productivity of the business event industry, event holders who have experienced restrictions during the first wave of the COVID-19 pandemic have decided to shift all types of activities onto the digital field. This paper was made to examine the meaning behind the shifting of virtual events and the impact it made on the Millennials and Z generations' behavioral intention in Indonesia. Considering the level of interest and susceptibility to technology, it can be assumed that the millennials and Z generations are superior to other generations in this matter. This paper focused on the importance of online event communication, engagement, interaction, and its relation to online event experiences, which may affect consumer satisfaction that leads to consumer behavior. The model in this paper uses samples of 230 respondents of Millennials and Z Generations in Indonesia that have attended virtual (online) events in the last three years. Structural equation modeling is used to analyze the data. The results show a positive relationship between Online Consumer-to-Consumer Interaction, Online Content Engagement, and Effective Communication to Online Event Experiences that affects Visitor Satisfaction. So that visitors of virtual events have positive Behavioral Intentions toward the virtual event. The findings of this paper may anticipate the future of implementing virtual events in any business-related industries, more so in the tourism business industry in Indonesia.

Keywords: *Virtual Event, Event Experiences, Behavioural Intention, Digital Business, Generation MZ*

1. Introduction

Information and communication technology (ICT) is developing rapidly. One by one, the industrial sector is undergoing a digital transformation marked by the use or utilization of digital technology in business activities. Not only in the business sphere, but directly the Indonesian people are more aware of this fairly rapid development and are adapting to these conditions. The development and widespread use of technology and digital technology have changed the way people communicate, both in their daily life and in their professional life (Çizmeci et al., 2015). Most of today's daily activities are attached to digital technology, namely the Internet. The Internet is a communication network that can connect electronic media. This technology was released around 1960 and, until now, has become a big part of the development of digital technology. Along with the rapid development of technology, it certainly impacts trends in the industry, which are also changing rapidly and causing intense competition for businesses in various industrial sectors.

With changes and intense global competition, innovation is important in creating and maintaining a competitive advantage. The ability to innovate is now potential in using technology to increase industrial and individual productivity. The rapid changes in information technology systems in Indonesia have a high impact on performance efficiency in various industrial and government sector companies. Today, the ability of companies to use the right marketing tools through virtual spaces is critical to success in the industry (D Labanauskaitė et al., 2020). Also, since the Covid-19 pandemic, the use of virtual spaces has been very easy to find in various industries. All activities in every scope and industry use digital technologies. As we can find,

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regular activities such as study and meetings, business activities such as conferences, or any events are moving to virtual space. The effect on the Event Industry itself is huge. It is all related to what we have been facing since 2020, pandemic covid-19. In order to prevent the spread of the virus, it is necessary to impose restrictions on the organisation of events. Starting from business activities such as meetings, seminars, conferences, and exhibitions to special events (such as music events) were dismissed and started switching to organizing virtual activities.

According to a report from We Are Social, we can know that starting in 2018, the number of Indonesians who use the Internet was around 132 million people, experiencing a fairly high increase of around 54% within three years. Those numbers show that Indonesian people have used internet technology to the fullest in the last three years to support their daily activities; we assumed they were involved in online events. Through this phenomenon, the event industry, or what can be called the MICE (Meeting, Incentive, Convention, Exhibition) industry in Indonesia, continues to innovate digitally by organizing all activities virtually or online. Although, several factors such as human resources, equipment, and technology readiness must be adjusted to support the implementation of virtual events. Not only that but there is a need for more education to the public about the technology used in implementing the virtual event. Despite some of these objections, digital technology continues to penetrate festivals and events worldwide (Van Winkle et al., 2018).

Millennials play a major role in today's connected world, where there is a convergence of various technologies and the Internet in science, economics, and innovation (Jose et al., 2019). Millennials and Gen Z (Generation M/Z) are referred to as digital natives, and the need for contactless services is expected to increase as people get used to interacting with machines or technology (Kim et al., 2021). As reported from Databoks.co.id, according to data from the population census of Statistics Indonesia in 2020, currently Generation Z and Millennials are the highest populations in Indonesia. So from the supporting data we obtained, Generation M/Z is the highest generation group that becomes a visitor and consumer of virtual events.

Surely we know that changing offline events to virtual events would allow visitors to experience significant differences when attending the event virtually and in person. Seeing this, with the transition to virtual, event organizers as the player in the event industry must pay attention to aspects of the visitor experience and other parties involved in organizing virtual events. The difference in experience will be related to the comfort and satisfaction of visitors when attending an event. According to this phenomenon, some previous research discusses and examines the relationship between event experiences and visitor satisfaction. Previous research by Kharouf et al. (2020) examines the experience of hosting virtual (online) events and their effect on consumer behavioural intentions at mega-events. This research provides an information basis for large event organizers to understand the online event experience for consumers, so they can increase future efforts to meet the expectations and needs of visitors for certain events.

Though it happens that there is a trend changing in organizing an event, from offline events to virtual events. However, it still becomes a question whether the transition from offline events to virtual events is just a trend that will fade in time or it could have a big impact on the performance of business activities. Despite the advances in implementing virtual events in theory and practice, there is a need to better understand how variables such as consumer-to-consumer interaction, content engagement, and effective communication affect online consumer experiences and consumer satisfaction. It would be necessary to conduct further analysis regarding the implementation of virtual events and their impact on the experience, satisfaction, and behavioural intentions of the visitors. This study will focus on the millennials and Z generations because these generations have more interest and sensitivity to technology, where virtual events use the latest technology. So it is hoped that we will find out whether the implementation of virtual events will continue to be implemented effectively in the future (the future of virtual events) and can meet the expectations and needs of event visitors as seen from the analysis of consumer satisfaction and behavioural intentions. Therefore, the research questions guiding this study are as follows:

RQ1: How does online interaction between consumers affect the virtual event experience for Generation M/Z in Indonesia?

RQ2: How does the involvement of online content affect the virtual event experience for Generation M/Z in Indonesia?

RQ3: How does effective communication affect the virtual event experience for Generation M/Z in Indonesia?

RQ4: How does affective, cognitive, physical, and novel virtual event experience affect consumer satisfaction (Generation M/Z) in virtual events?

RQ5: How does consumer satisfaction affect the behavioural intentions (intention to recommend & intention to revisit) of Generation M/Z in Indonesia?

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2. Literature Review

The proposed model (Fig. 1) examines the effect of online consumer-to-consumer interaction, online consumer engagement, and effective communication toward online event experiences. Through those relationships, we also would like to examine its effects on visitor satisfaction to behavioural intentions of virtual event visitors, which are Generation M/Z in Indonesia.

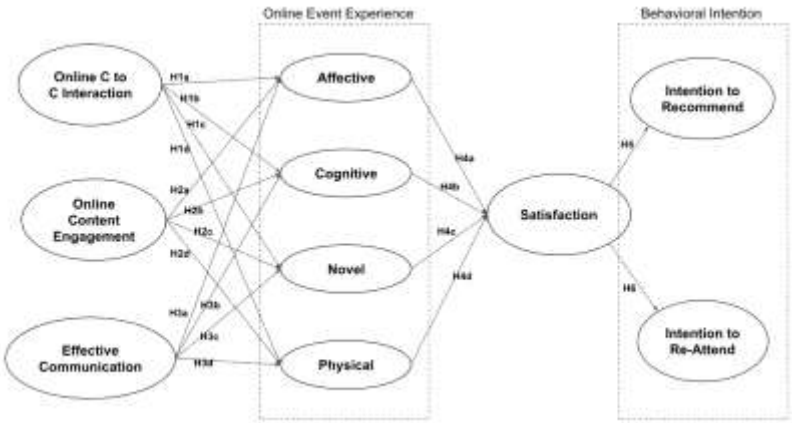

Fig. 1 Conceptual Model

2.1 Online Consumer-to-Consumer Interaction and Event Experiences.

Consumer-to-consumer interactions involve reciprocal behaviour between individuals, such as sharing information (Johnson et al., 2013). This is particularly relevant in the online environment, where consumers can access multiple digital tools that facilitate their interactions (Morgan-Thomas & Veloutsou, 2013). A previous study has stated that interactions between fellow consumers play an important role in shaping the experience of a service or service (Huang & Hsu, 2010). Therefore, the interaction between consumers and organisations in the Online Experience will result in a more active interaction role, which increases the possibility of positive perceptions about the organisation and its products and services (Vivek, Beatty, Dalela, & Morgan, 2014). So, to better understand the role of interaction between fellow consumers in consumers' online experiences at virtual events, the authors form the following hypothesis:

H1a. Online Consumer to Consumer Interaction has an effect on the Affective Engagement of Event Experiences.

H1b. Online Consumer to Consumer Interaction has an effect on the Cognitive Engagement of Event Experiences.

H1c. Online Consumer to Consumer Interaction has an effect on Experiencing Novelty of Event Experiences.

H1d. Online Consumer to Consumer Interaction has an effect on the Physical Engagement of Event Experiences.

2.2 Online Content Engagement and Event Experiences.

Consumers engaging with online content provided by an organisation is critical to improving the overall experience, whereas, in order to increase Online Content Engagement, organisations must design online experiences that are more active and interactive than what they are served through more traditional channels (Calder et al., 2009). Online Content Engagement can also generate entertainment benefits and has utilitarian value (such as: helping consumers to participate in events), and with certain objects promoted by events on online platforms, it can lead consumers to get a more positive event experience (Yoshida et al., 2018,), Kharouf et al., 2020). From this literature of the previous study, the following are the hypotheses:

H2a. Online Content Engagement has an effect on the Affective Engagement of Event Experiences.

H2b. Online Content Engagement has an effect on the Cognitive Engagement of Event Experiences.

H2c. Online Content Engagement has an effect on Experiencing the Novelty of Event Experiences.

H2d. Online Content Engagement has an effect on the Physical Engagement of Event Experiences.

2.3 Effective Communication and Event Experiences.

Effective Communication consists of two-way Communication where dialogue needs to include regular contact and follow-up between the organisation and its customers, which must be relevant, open, and transparent.

Communicating effectively with consumers is an important aspect of any organisation's marketing strategy (Adjei et al., 2010; Grissemann & Stokburger-Sauer, 2012). A brand or organisation has to build effective communication with all partners related because it will affect the experiences that the partners will be received. Effective Communication increases brand awareness and enhance brand experiences, as people tend to use the acquired knowledge to build experiences and make more relevant and definite conclusions (Drennan et al., 2015). So below are the hypotheses of the relationship between effective communication and event experiences:
H3a. Effective Communication has an effect on the Affective Engagement of Event Experiences.
H3b. Effective Communication has an effect on the Cognitive Engagement of Event Experiences.
H3c. Effective Communication has an effect on Experiencing Novelty of Event Experiences.
H3d. Effective Communication has an effect on the Physical Engagement of Event Experiences.

2.4 Online Event Experiences and Satisfaction.

Online consumer experience is influenced by the cognitive and affective states experienced by consumers during their online referrals and providing intensive information, interaction is determined by consumers anytime and anywhere, and organisations are presented through audio-visual means (Rose et al., 2012). Based on a previous study by Geus et al. (2016), event experiences consist of the Event Experiences Scale (EES), which consists of 4 experiential dimensions: (1) affective engagement, (2) cognitive engagement, (3) physical engagement and (4) experiencing Novelty. Affective engagement is related to a sense of adventure, excitement, intimacy with others, and feeling emotionally recharged (Geus et al., 2016). While Cognitive Engagement reflects on experiences related to awareness, perception, memory, learning, judgment, and understanding of an experience (Mannell & Kleiber, 1997). Experiencing Novelty illustrates that the taste of the event presents something different, foreign, unique, and outside of everyday life. Then the last is Physical Engagement represents the physical activity involved while attending an event (Geus et al., 2016).

Experience can affect Satisfaction (Aliman et al., 2016; Bigné et al., 2001; Kim & Brown, 2012; Lee, 2014; Qu, 2017; Radder & Han, 2015; Tanford & Jung, 2017). Overall, an individual's event experience more or less intensively enhances the value provided to participants at various events, creating a holistic and long-lasting personal satisfaction that makes the experience unique, unusual, and unforgettable. This context affects various dimensions of the visitor experience, thus affecting the Satisfaction of visitors who attend the virtual event. The following is a hypothesis compiled by the author:
H4a. Affective Engagement of Event Experiences has an effect on Satisfaction.
H4b. Cognitive Engagement of Event Experiences has an effect on Satisfaction.
H4c. Experiencing Novelty of Event Experiences has an effect on Satisfaction.
H4d. Physical Engagement of Event Experiences has an effect on Satisfaction.

2.5 Satisfaction and Behavioural Intentions.

Satisfaction is an assessment that a product or service feature, or the product or service itself, provides a level of Satisfaction related to pleasant consumption, including an under or over fulfillment level (Ryan, 2010). Satisfaction toward an event will drive participants' decisions to return to the festival in the future (Lee et al., 2017; Viljoen et al., 2018). Previous studies on events and festivals have shown that the intention to revisit an event results from participant satisfaction and the value they feel from the event (Viljoen et al., 2018). The relationship between loyalty, customer satisfaction, and service quality has become the focus of event and festival management. Previous research on events and festivals has shown that the intention to revisit an event results from participants' Satisfaction and the value they feel from attending the event (Viljoen et al., 2018). The following is the hypothesis proposed by the author:
H5. Satisfaction has an effect on the Intention to Recommend.
H6. Satisfaction has an effect on the Intention to Re-Attend.

3. Research Method

3.1 Design and Data Collection

This study uses a conclusive research design with a descriptive approach which is carried out to test and analyze the implementation of virtual events on the behavioural intention of millennial and Z generations in Indonesia. In this study, the measuring instrument was designed based on the instruments developed in the literature review. Research data used for this study is primary data because it is generated directly by researchers based on objectives related to problem-solving from the research (Malhotra et al., 2010). In this study, the population is targeted at the millennial generation and generation z in Indonesia, who have participated in virtual events for three years.

The data in this study were obtained directly by filling out online questionnaires, and pre-tests were carried out to support the questionnaire design, determine the boundaries of the questionnaire and improve the understanding of each item. The questionnaire was spread to the respondent using an online survey google form. Before spreading out the main questionnaire, a pre-test with 51 measurement items was conducted on 34 participants. After that, using 5 points Likert scale of items, a total of 44 items of the main questionnaire were spread to 230 respondents. Below is the table consisting of a profile of 230 respondents that participates in this study:

Table 1. Respondent Profile

	Sample (N= 230)	
	Frequency	Percentage
Age Group		
17-20	45	19.57%
21-25	108	46.96%
26-30	58	25.22%
31-35	14	6.09%
35-40	5	2.17%
Gender		
Female	104	45.22%
Male	126	54.78%
Education		
Senior high school	76	33.04%
Diploma	29	12.61%
Bachelor degree	113	49.13%
Master degree	12	5.22%
Occupation		
Student	82	35.65%
Employee	101	43.91%
Government officer	12	5.22%
Other	35	15.22%
Number of times attend a virtual event in the last 3 years		
1 time	6	2.61%
2 times	34	14.78%
3 times	60	26.09%
More than 3 times	130	56.52%

3.2 Measures

The research instrument was created from established scales in the literature. This study uses a model obtained from the modification of three reference journals in previous studies. Of the three reference journals, there are correlations between the variables contained in each journal that can be combined by the authors to be used as the latest research framework. The main study that becomes the main reference of this study is a study by Kharouf et al. (2020). The constructs that are adapted from the main reference are Online Consumer-to-consumer Interaction, Online Content Engagement, Effective Communication, Online Event Experiences, and Behavioral Intentions. A total of 5 items of Online Consumer-to-consumer Interaction, 5 items of Online Content Engagement, and 4 items of Effective Communication are obtained from the study of Kharouf et al. (2020). And other constructs, which are Online Event Experiences, Satisfaction, and Behavioral Intentions, were adapted from the other two journal references from Oklevik et al. (2022) and Hermann et al. (2021). All items were measured on a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5).

4. Results and Discussion

4.1 Model Assessment

The research instrument was created from established scales in the literature. This study uses a model obtained from the modification of All data were analysed using SmartPLS 3 and SPSS 26. The first assessment conducted before analysing the main data questionnaire is the Pre-Test assessment. A pre-test had been done with a total of 51 statement items from a total of 6 core variables constructed using SPSS 26. At this pre-test stage, there are several activities carried out by the author with the aim of knowing that the questionnaire with the measurement items can be declared feasible to be able to proceed to the stage of distributing the original questionnaire. Pre-test questionnaires were distributed to a total of 34 respondents so that later data processing and further data analysis could be carried out regarding the validity and reliability of each measurement item in

the construct. From the results of this pre-test analysis, the authors can find out about the indicators of the measurement items of each construct that can meet valid and reliable standards. The result of the validity and reliability test of the model is on the table below:

Table 2. Validity and Reliability Pre-test

Construct	Item	KMO	Component Matrix	Cronch Alpha
Online Consumer-to-Consumer Interaction	OCCI1	0.597	0.276	0.689
	OCCI2		0.753	
	OCCI3		0.407	
	OCCI4		0.480	
	OCCI5		0.807	
	OCCI6		0.812	
	OCCI7		0.482	
Online Content Engagement	OCE1	0.578	0.729	0.680
	OCE2		0.886	
	OCE3		0.725	
	OCE4		0.466	
	OCE5		0.022	
	OCE6		-0.069	
	OCE7		0.783	
Effective Communication	EC1	0.688	0.338	0.731
	EC2		0.694	
	EC3		0.838	
	EC4		0.798	
	EC5		0.766	
Affective Engagement of Online Event Experiences	AF1	0.776	0.662	0.815
	AF2		0.831	
	AF3		0.839	
	AF4		0.710	
	AF5		0.740	
Cognitive Engagement of Online Event Experiences	COG1	0.696	0.862	0.842
	COG2		0.808	
	COG3		0.896	
	COG4		0.823	
	COG5		0.521	
Experiencing Novelty of Online Event Experiences	ENV1	0.662	0.860	0.767
	ENV2		0.871	
	ENV3		0.748	
Physical Engagement of Online Event Experiences	PHY1	0.579	0.269	0.672
	PHY2		0.861	
	PHY3		0.922	
	PHY4		0.839	
Satisfaction	SAT1	0.806	0.479	0.847
	SAT2		0.681	
	SAT3		0.654	
	SAT4		0.751	
	SAT5		0.698	
	SAT6		0.671	
	SAT7		0.784	
	SAT8		0.801	
Intention to Recommend	BIRC1	0.67	0.775	0.817
	BIRC2		0.891	
	BIRC3		0.903	
Intention to Re-Attend	BIIT1	0.678	0.796	0.638
	BIIT2		0.744	
	BIIT3		0.386	
	BIIT4		0.806	

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Based on the table of the results of the pre-test validity test above states that seven measurement items do not meet the predetermined standards. The author uses the KMO test that is used to be able to show that a variable or research construct is declared valid if it is in the range 0.5-1, whereas if the KMO score of 0.5 indicates that the variables used are invalid and the factor analysis performed is inadequate (Malhotra, 2010). To conclude, the pre-test assessment shows 51 measurement items; seven items do not meet the valid criteria and eight measurement items that do not meet the reliable criteria. However, some items can still be reused with the implementation of the same statement/according to the reference journal, and revisions related to the delivery of sentences. Apart from that, seven items cannot be saved considering the very low value of the component matrix (<0.5) and statements that are too general. Based on the results of this pre-test, the authors reduced the number of measurement items to a total of 44 items. Several measurement items were also adjusted to the sentence by reviewing the reference journal of this study.

For the second stage of model assessment, 230 respondents' data of the main questionnaire was tested with Smart PLS 3. In order to test the validity and reliability of the research model, the tests carried out are Convergent Validity and Discriminant Validity. The convergent validity value includes the factor loading value on the latent variable with its indicators. The expected value must exceed 0.5. The test results show that all latent variable indicators are declared valid because they have a factor loading value above 0.5. It can be stated based on this research that all variables are valid. The next step of the model is calculating the scores of the average variance extracted (AVE) (Table 3). All AVE values were also greater than the recommended threshold of 0.50 for convergent validity (Fornell & Larcker, 1981).

In addition, Cronbach's alpha and composite reliability values were above 0.70 for all constructs. Composite Reliabilities (ρc) were also tested to determine the reliability of each indicator and latent variable in the model. The specified loading factor ranges from 0.505 to 0.911, higher than 0.5 as the lower acceptance limit. Composite reliability (ρc) was tested in this study to determine if all factors exceed the minimum requirement of 0.7.

Table 3. Composite Reliability (CR), Cronbach's Alpha (α), AVE

Construct	Cronbach's Alpha	Composite Reliability	AVE
OCCI	0.845	0.89	0.618
OCE	0.785	0.854	0.542
EC	0.704	0.817	0.529
AF	0.83	0.88	0.597
COG	0.838	0.884	0.605
ENV	0.799	0.881	0.712
PHY	0.799	0.882	0.716
SAT	0.877	0.903	0.543
BIRC	0.792	0.878	0.707
BIIT	0.78	0.872	0.695

Notes: *OCCI = Online Consumer-to-Consumer Interaction, OCE = Online Content Engagement, EC = Effective Communication, AF= Affective Engagement, COG = Cognitive Engagement, ENV = Experiencing Novelty, PHY = Physical Engagement, SAT = Satisfaction, BIRC = Intention to Recommend, BIIT = Intention to Re-Attend.*

Furthermore, to test discriminant validity, testing includes cross-loading factors, which are useful for finding out whether the construct has adequate discriminant by comparing the loading value on the intended construct, which must be greater than the loading value with other constructs. The result shows that the loading value between indicators and the latent variable itself is greater than the loading value between indicators and other latent variables. So to conclude, the present model of this study is valid and reliable to be used.

4.2 Hypothesis Testing

For testing the hypothesis of the model research, path coefficient testing was conducted on this research. Using Smart PLS, each hypothesis was tested by analysing the p-value to show the significance of the hypothesis. The data was bootstrapped with 5000 subsamples. Based on the results in table 4, it can be seen that the four hypotheses proposed in this study couldn't be accepted because the P-values are greater than 0,05. The four hypotheses are H1b which shows consumer-to-consumer interaction was not significantly related to cognitive engagement of online event experience. Then following by other not significant hypotheses, which are H1d (Online consumer-to-consumer interaction to Physical Engagement of Online Event Experiences), H3c (Effective Communication to Experiencing Novelty of Event Experiences), and also H4c (Experiencing Novelty

of Event Experiences to Satisfaction). Other than those four hypotheses, all of the hypotheses can be accepted and supported because each of the effects shown has a P-Values <0.05.

Table 4. Path Coefficient

Hypothesis - Path		Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H1a	OCCI -> AF	0.304	0.075	4.053	0.000
H1b	OCCI -> COG	-0.105	0.087	1.201	0.115
H1c	OCCI -> ENV	0.249	0.119	2.094	0.018
H1d	OCCI -> PHY	0.090	0.090	1.003	0.158
H2a	OCE -> AF	0.504	0.070	7.201	0.000
H2b	OCE -> COG	0.451	0.111	4.080	0.000
H2c	OCE -> ENV	0.423	0.111	3.827	0.000
H2d	OCE -> PHY	0.404	0.101	4.014	0.000
H3a	EC -> AF	0.134	0.069	1.944	0.026
H3b	EC -> COG	0.368	0.105	3.512	0.000
H3c	EC -> ENV	0.094	0.098	0.956	0.170
H3d	EC -> PHY	0.259	0.094	2.753	0.003
H4a	AF -> SAT	0.444	0.075	5.953	0.000
H4b	COG -> SAT	0.199	0.064	3.125	0.001
H4c	ENV -> SAT	0.110	0.073	1.498	0.067
H4d	PHY -> SAT	0.213	0.074	2.897	0.002
H5	SAT -> BIRC	0.768	0.030	25.500	0.000
H6	SAT -> BIIT	0.740	0.026	28.250	0.000

4.3 Discussion

The study examined a theoretically derived structural model of the Online Consumer-to-consumer Interaction, Online Content Engagement, and Effective Communication, and its relation to four dimensions of Online Event Experiences (Affective, cognitive, novelty, physical) and visitor satisfaction to find out the effect on behavioural intention of Generation M/Z in Indonesia. Adapted to a previous research model conducted by Kharouf et al. (2020), and model modification with other two references which are study from Oklevik et al. (2022) and Hermann et al. (2021). This study has sought to enhance the understanding of how virtual event' visitors' satisfaction influences their behavioural intentions by analysing the impact of communication, engagement, also the experiences of the consumers, which are Generation M/Z in Indonesia who are highly adaptive to technology.

This study demonstrated that when attending a virtual event, consumers often interact online with others by sharing common interests. In addition, through the interaction of fellow visitors online, consumers feel they can be more influenced and easily get information related to the virtual event they attend. That way, in the implementation of virtual events, consumers need to interact with other consumers so that they can get a good event experience. The result of data analysis shows that interaction between consumers has a significant and positive effect on online event experiences, though there were two measurement items that don't have a positive impact on two dimensions of event experiences. These online interactions highlight the need to understand the drivers of creating positive online event experiences (Kharouf et al., 2020).

The results of this study also show that online content engagement between online event visitors and event organizers will have a positive influence on the online event experienced by visitors. As we know, the M/Z generation tends to be active in using social media in their daily lives. By providing online content on social media, virtual event organizers will be able to improve the experience of these consumers when attending online events. The more varied and also the more active the involvement of online content, it could affect the consumer experience. So this result is also in line with previous research, which states that certain objects promoted by events on online platforms can lead consumers to get a more positive event experience (Yoshida et al., 2018, Kharouf et al., 2020).

Effective communication has several benefits for organisations, such as reduced risk perception and positive consumer evaluation of the overall experience (Klaus, 2013). In this study, the result shows that if the virtual event organizer's communication is delivered clearly and transparently, it will affect the visitor experience of the virtual event because visitors can find out all related information continuously and can carry out activities effectively according to their previous expectations.

We also found that experiencing the novelty aspect of online event experiences does not affect attendees' satisfaction at the online event significantly. Considering that the implementation of virtual events can be fairly

new and must go through adequate adaptation and education so that the experience can be in accordance with visitors' expectations and satisfaction. Other than that, all aspect or dimension of online event experiences shows positive and significant influences on satisfaction. An individual's event experience more or less intensively enhances the value provided to participants at various events, thereby creating a holistic and long-lasting personal satisfaction that makes the experience unique, unusual and unforgettable (Hermann et al., 2021).

The last result about the influence between Satisfaction and Behavioral Intentions of Generation M/Z in Indonesia on Virtual Events shows a positive and significant effect. The relationship between the loyalty of the visitors that we can see from their behavioural intentions, customer satisfaction, and online event experiences has become the focus of virtual event management. In line with previous research, satisfaction with an event will encourage participants' decisions to return to the festival in the future (Lee et al., 2017; Viljoen et al., 2018). And previous studies on events and festivals have shown that the intention to revisit an event is the result of participant satisfaction and the value they feel from the event (Viljoen et al., 2018). The result shows it also applies to the implementation of virtual events that might be the future of the event industry.

5. Conclusion and Implications

5.1 Conclusion

Contribute to the existing knowledge by outlining some aspects that contribute to improving the online event experience and their impact on subsequent behavioural intentions. The findings of this research help fill a literature gap by investigating the visitors' satisfaction when experiencing virtual events and the influence on consumers' intentions to recommend the virtual event to others, say positive things, and attend the next virtual events in the future. By conducting this research, it can be seen that implementing virtual events in Indonesia can be an option in the future, not only the trend because of the effect of pandemic covid-19. Of course, prioritizing aspects of communication, engagement, experience, and satisfaction of event visitors. With more education and awareness of the virtual event, consumers can increase their desire to suggest this virtual event to their environment and can increase their desire to attend virtual events again in the future.

This study has a number of theoretical implications for the virtual event implementation literature. Firstly, this study provides empirical evidence supporting the virtual event experience framework, demonstrating the role of interactions, engagement, and communication in creating a great online event experience. Also, with a great experience of the virtual event, visitors or consumers can increase their satisfaction with the virtual events so that they are willing to recommend to other people about the virtual event and give their positive testimony to others. Showing the high satisfaction of the visitors, they also would like to attend another virtual event in the future. In conclusion, by improving the experience and satisfaction of visitors at virtual events, the implementation of virtual event system will continue to be implemented effectively in the future (meet the future of virtual events). It can meet the expectations and needs of event visitors as seen from the analysis of consumer satisfaction and behavioural intentions.

5.2 Managerial Implication

Due to the improvement of the digital environment in any industry, managers should invest in the quality of the presence of the virtual event in the future. An effective interaction, engagement, also communication between consumers of the events need to be facilitated through the development of the online event experiences. By promoting information exchange between consumers and the organisation, online event managers are likely to provide consumers with more control over their experiences (Kasavana et al., 2010). In summary, this research was driven by the need to understand consumers' online event experiences. The results obtained from participants which are Generation M/Z in Indonesia, show that online consumers for consumer interaction, effective communication, and online content engagement all affect consumers' online experience to some extent. So all the stakeholders in the event industry should look at these aspects to improve the experience of organizing virtual events.

5.3 Limitation

This study has several limitations, among others is this study was only conducted to a specific segment with is millennials and the Z generation in Indonesia. Also, this study used the cross-sectional method. For the next research, it would probably be better to use the longitudinal method to collect the data from the survey in order to get the bigger picture of customer experiences of virtual events and in line with the trend of technology changing in Indonesia.

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