

Effects of Event Management, Information Systems, and Service Systems on Repeat Purchasing and Marketing Performance

Gojali Supiandi ^{1*}, Jaja Suteja ², Juanim ²

¹ Pamulang University

^{2,3} Pasundan University

ABSTRACT: This study aims to analyze the influence of Event Management, Management Information Systems, and Service Systems on Repeat Purchase Behavior and their implications for the Marketing Performance of Micro and Small Industries (MSIs) in Banten Province, with a particular focus on food, beverage, and handicraft product exhibitions in the Tangerang area. The study population consisted of 44,762 MSI business units, and a sample of 400 respondents was selected using purposive sampling. Data were analyzed using Structural Equation Modeling (SEM) with LISREL. The descriptive findings indicate that Event Management, Management Information Systems, and Service Systems are generally categorized as moderately good to good, where Event Management effectively creates an engaging exhibition experience, Management Information Systems provide fast and accurate product information, and Service Systems demonstrate responsiveness and efficiency in serving customers. The results of the SEM analysis reveal that these three variables simultaneously have a significant effect on Repeat Purchase Behavior, with the Service System exerting the strongest influence among the predictors. Furthermore, Repeat Purchase Behavior has a significant positive effect on the Marketing Performance of MSIs, as reflected in increased sales revenue, sales stability, and expanded market reach. These findings emphasize the importance of strengthening event management practices, enhancing information system capabilities, and improving service systems to encourage repeat purchases and ultimately improve the marketing performance of Micro and Small Industries in Banten Province.

KEYWORDS: Performance Expectancy; Effort Expectancy; Social Influence; Behavioral Intention; Use Behavior

ABSTRAK: Studi ini bertujuan untuk menganalisis pengaruh Manajemen Acara, Sistem Informasi Manajemen, dan Sistem Layanan terhadap Perilaku Pembelian Berulang dan implikasinya terhadap Kinerja Pemasaran Industri Mikro dan Kecil (UMKM) di Provinsi Banten, dengan fokus khusus pada pameran produk makanan, minuman, dan kerajinan tangan di wilayah Tangerang. Populasi penelitian terdiri dari 44.762 unit usaha UMKM, dan sampel sebanyak 400 responden dipilih menggunakan purposive sampling. Data dianalisis menggunakan Structural Equation Modeling (SEM) dengan LISREL. Temuan deskriptif menunjukkan bahwa Manajemen Acara, Sistem Informasi Manajemen, dan Sistem Layanan secara umum dikategorikan sebagai cukup baik hingga baik, di mana Manajemen Acara secara efektif menciptakan pengalaman pameran yang menarik, Sistem Informasi Manajemen menyediakan informasi produk yang cepat dan akurat, dan Sistem Layanan menunjukkan responsif dan efisien dalam melayani pelanggan. Hasil analisis SEM mengungkapkan bahwa ketiga variabel ini secara simultan memiliki pengaruh signifikan terhadap Perilaku Pembelian Berulang, dengan Sistem Layanan memberikan pengaruh terkuat di antara prediktor. Lebih lanjut, Perilaku Pembelian Berulang memiliki pengaruh positif yang signifikan terhadap Kinerja Pemasaran UMKM, sebagaimana tercermin dalam peningkatan pendapatan penjualan, stabilitas penjualan, dan perluasan jangkauan pasar. Temuan ini menekankan pentingnya memperkuat praktik manajemen acara, meningkatkan kemampuan sistem informasi, dan memperbaiki sistem layanan untuk mendorong pembelian berulang dan pada akhirnya meningkatkan kinerja pemasaran Industri Mikro dan Kecil di Provinsi Banten.

KATA KUNCI: Ekspektasi Kinerja; Ekspektasi Upaya; Pengaruh Sosial; Niat Perilaku; Perilaku Penggunaan

ABSTRAK: Ulikan ieu miboga tujuan pikeun nganalisis pangaruh Manajemén Acara, Sistem Informasi Manajemén, jeung Sistem Pelayanan kana Perilaku Meuli Ulang sarta implikasina pikeun Kinerja Pemasaran Industri Mikro jeung Kecil (UMKM) di Propinsi Banten, kalawan fokus husus dina paméran produk pangan, inuman, jeung karajinan di wewengkon Tangerang. Populasi panalungtikan diwangun ku 44.762 unit usaha UMKM, sarta sampel 400 responden dipilih ngagunakeun purposive sampling. Data dianalisis ngagunakeun Structural Equation Modeling (SEM) kalawan LISREL. Papanggihan deskriptif nunjukkeun yén Manajemén Acara, Sistem Émbaran Manajemén, sareng Sistem Palayanan umumna digolongkeun salaku adil ka saé, dimana Manajemén Acara sacara efektif nyiptakeun pangalaman paméran anu pikaresepeun, Sistem Émbaran Manajemén nyayogikeun inpormasi produk anu gancang sareng akurat, sareng Sistem Layanan nunjukkeun responsif sareng efisiensi dina ngalayanan konsumén. Hasil analisis SEM ngungkabkeun yén tilu variabel ieu sakaligus gaduh pangaruh anu signifikan dina Paripolah Meuli Ulang, sareng Sistem Layanan nyayogikeun pangaruh anu paling kuat diantara para prediktor. Saterusna, Paripolah Ulang Meuli boga pangaruh positif signifikan kana Performance Marketing UMKM, sakumaha reflected dina ngaronjatna revenues jualan, stabilitas jualan, sarta perluasan jangkauan pasar. Papanggihan ieu nekenkeun pentingna strengthening prakték manajemén acara, enhancing kamampuan sistem informasi, sarta ngaronjatkeun sistem layanan pikeun ajak ulang purchases sarta pamustunganana ngaronjatkeun kinerja pamasaran Mikro jeung Industri Leutik di Propinsi Banten.

KATA KUNCI: Harepan Kinerja; Harepan Usaha; Pangaruh Sosial; Niat Paripolah; Paripolah Pamakéan

I. INTRODUCTION

The rapid advancement of digital transformation and the Fourth Industrial Revolution has significantly altered the way economic activities are conducted across the world, including in developing countries such as Indonesia. Technological innovation, digitalization, and increased market connectivity have encouraged local governments to strengthen the competitiveness of regional economies through sustainable development strategies (Schwab, 2017). In this context, the development of Micro and Small Industries (MSIs) has become increasingly important because these enterprises contribute substantially to employment creation, poverty reduction, and local economic growth (Tambunan, 2019). As one of the strategic provinces supporting Indonesia's economy, Banten Province continues to promote community-based economic development by encouraging entrepreneurial activities and strengthening the competitiveness of local industries. Consequently, the development of creative and productive sectors has become a major priority in enhancing regional economic resilience and sustainability (OECD, 2021).

One of the sectors that demonstrates considerable potential in supporting regional economic growth is the Micro and Small Industry sector, particularly businesses operating in the food, beverage, and handicraft industries. These industries represent an important component of the creative economy because they combine local resources, cultural identity, innovation, and entrepreneurship into products with economic value (UNCTAD, 2022). Data from Statistics Indonesia indicate that the food industry dominates the MSI sector in Banten Province, accounting for more than 40 percent of total business units, followed by garment and wood-processing industries (BPS Banten, 2023). Furthermore, Tangerang Raya, consisting of Tangerang Regency, Tangerang City, and South Tangerang City, contributes nearly half of the total MSI business units in the province. This condition reflects the strategic role of the region as a center for economic activity, creative entrepreneurship, and local product development.

Despite the increasing number of business units and employment opportunities generated by Micro and Small Industries, their marketing performance remains relatively limited. Statistics indicate that more than 95 percent of MSI products are still marketed within local districts and municipalities, while only a small proportion successfully penetrate interprovincial and international markets (BPS Banten, 2023). Although the number of enterprises increased significantly between 2022 and 2023, the average revenue growth achieved by many businesses remained relatively stagnant. This phenomenon suggests that growth in the number of enterprises has not been accompanied by proportional improvements in market expansion, sales performance, or customer acquisition. According to Mujahidah and Wiwoho (2021), marketing performance can be evaluated through indicators such as sales growth, market share expansion, and customer growth, all of which remain challenges for many Micro and Small Industries operating in Tangerang Raya.

One important factor that may influence marketing performance is repeat purchase behavior. Repeat purchases indicate customers' willingness to continue purchasing products after previous consumption experiences and reflect the level of customer loyalty toward a particular business (Boozary et al., 2025). Customers who repeatedly purchase products contribute to revenue stability, customer retention, and long-term business sustainability (Sudiarti & Andriati, 2020). However, preliminary survey results conducted among MSI operators in Tangerang Raya reveal that repeat purchase behavior remains relatively low, particularly regarding transactional intention, referral intention, preferential intention, and exploratory intention. These findings indicate that many businesses have not yet succeeded in creating positive customer experiences capable of encouraging long-term loyalty and sustainable purchasing behavior.

Several factors are believed to influence repeat purchase behavior among customers, including Event Management, Management Information Systems, and Service Systems. Effective event management enables businesses to interact directly with customers, strengthen brand awareness, and create memorable experiences that encourage future purchases (Getz & Page, 2020; Widjaja & Santoso, 2021). Likewise, Management Information Systems provide accurate and timely information that supports decision-making processes, customer relationship management, and marketing effectiveness (Laudon & Laudon, 2022). In addition, Service Systems play a critical role in shaping customer satisfaction through efficiency, responsiveness, reliability, and service quality (Parasuraman et al., 2005). Although previous studies have examined the influence of these variables on customer behavior, the findings remain inconsistent. Several studies reported significant positive effects of event management, management information systems, and service systems on repeat purchase behavior, while others found insignificant relationships due to contextual differences and implementation challenges (Dharma & Astuti, 2021; Sari & Rahman, 2020; Susanti et al., 2019). Based on these inconsistencies and the marketing challenges faced by Micro and Small Industries in Tangerang Raya, this study aims to analyze the influence of Event Management, Management Information Systems, and Service Systems on Repeat Purchase Behavior and their implications for the Marketing Performance of Micro and Small Industries in Banten Province.

II. LITERATURE REVIEW

Resource-Based View (RBV)

The Resource-Based View (RBV) is one of the most influential theories in strategic management, emphasizing that organizational success and sustainable competitive advantage are primarily derived from the effective utilization of internal resources and capabilities (Barney, 1991; Mahoney & Pandian, 1992). According to RBV, firms achieve superior performance when they possess resources that are valuable, rare, inimitable, and non-substitutable (VRIN). These resources enable organizations to develop distinctive competencies that competitors cannot easily replicate. The theory further argues that organizational performance differences are largely attributable to variations in internal resources rather than external market conditions (Lestari, 2019). In the context of Micro and Small Enterprises (MSEs), tangible resources such as financial capital and technology are important; however, intangible resources often play a more significant role in creating sustainable advantages. Capabilities related to event management, management information systems, and service systems represent strategic

Effects of Event Management, Information Systems, and Service Systems on Repeat Purchasing and Marketing Performance

organizational resources that can enhance customer value and strengthen market competitiveness (Valaei et al., 2021; Ul Haq et al., 2025). Through effective management of these resources, enterprises can improve customer experiences, encourage repeat purchasing behavior, and ultimately achieve higher marketing performance. Therefore, RBV provides a strong theoretical foundation for explaining how internal organizational capabilities contribute to repeat purchasing and marketing performance within MSEs.

Event Management

Event Management refers to the systematic process of planning, organizing, coordinating, implementing, and evaluating events to achieve predetermined objectives (Turner, 2025; Handyastuti et al., 2024). In modern marketing practices, events have evolved beyond simple promotional activities and are increasingly viewed as strategic communication tools that facilitate direct interaction between organizations and customers. Through events, firms can create memorable experiences, strengthen brand awareness, and foster emotional connections with customers (Setiawan et al., 2022; Rahman et al., 2023). The effectiveness of event management is reflected in the ability of organizers to create unique experiences that differentiate their events from competitors. Successful events not only attract visitors but also generate positive perceptions, satisfaction, and trust among participants. For Micro and Small Enterprises, exhibitions and promotional events serve as valuable platforms for showcasing products, expanding market reach, and building relationships with customers. Positive experiences gained during these events often influence customer attitudes and future purchasing decisions (Gunawan & Sutanto, 2023).

Management Information Systems

Management Information Systems (MIS) are integrated systems that collect, process, store, and disseminate information to support managerial planning, control, coordination, and decision-making processes (Fila et al., 2025; Nurmayuli & Arifin, 2024). In an increasingly digital business environment, information has become a critical organizational resource. Effective MIS enables organizations to transform data into meaningful information that supports strategic and operational decisions. MIS contributes significantly to organizational efficiency by improving information accuracy, timeliness, and relevance (Syahril, 2025; Hamidah, 2025). Accurate information reduces uncertainty in decision-making, while timely information allows organizations to respond quickly to changing market conditions. Relevant information ensures that managers focus on data that directly support organizational objectives and strategic initiatives. For MSEs, the implementation of management information systems can improve customer relationship management, inventory control, sales monitoring, and market analysis. Access to reliable information enables business owners to identify customer preferences, evaluate market trends, and design effective marketing strategies (Al-Dmour et al., 2021). Moreover, MIS facilitates the development of personalized marketing approaches that enhance customer satisfaction and loyalty. According to RBV, information systems represent valuable organizational resources that support competitive advantage by improving operational effectiveness and strategic responsiveness. Consequently, organizations with effective MIS capabilities are more likely to stimulate repeat purchasing and improve overall marketing performance (Hussein et al., 2020).

Service Systems

Service Systems refer to integrated configurations of people, technology, information, and organizational processes that work together to create and deliver value to customers (Alter, 2018; Demirkan et al., 2019). Service systems are fundamental components of modern business operations because they determine how customers experience organizational services throughout the customer journey. Effective service systems emphasize efficiency, reliability, responsiveness, and customer orientation. Organizations that provide high-quality service experiences are better positioned to satisfy customer needs and build long-term relationships (Kim, 2020). In competitive markets, superior service quality often serves as a critical differentiator that influences customer preferences and purchasing decisions. For MSEs, service systems encompass various aspects, including transaction processes, customer support, information accessibility, and service responsiveness. Customers who perceive service systems as efficient and reliable are more likely to develop trust and confidence in the organization. Such trust encourages customers to continue purchasing from the same provider rather than switching to competitors (Saputra & Hidayat, 2020). Furthermore, positive service experiences contribute to stronger customer satisfaction and loyalty, thereby increasing the likelihood of repeat purchasing behavior and improving marketing performance outcomes (Wahyuni & Puspitasari, 2021).

Repeat Purchasing

Repeat Purchasing refers to a consumer's decision and willingness to purchase a product or service again based on previous consumption experiences (Anh, 2020; Ho & Kountur, 2024). Repeat purchasing reflects customer acceptance of the value delivered by a company and serves as an important indicator of long-term business sustainability (Butkouskaya et al., 2024). Customers who are satisfied with service quality, product quality, and overall business interactions are more likely to repurchase than switch to competitors (Hanaysha, 2022; Natalia & Suparna, 2023).

Marketing Performance

Marketing Performance refers to the extent to which an organization achieves its marketing objectives through indicators such as sales growth, market share expansion, customer retention, and profitability (Rodrigues & Martins, 2020; Sharabati et al., 2024). Marketing performance reflects an organization's ability to manage resources and marketing activities effectively to achieve sustainable competitive advantage (Crick et al., 2021). For small and medium industries, marketing performance is significantly influenced by the ability to maintain customer relationships, encourage repeat purchasing, and utilize technology and information systems to support marketing strategies (Affandi et al., 2024; Sharma et al., 2025).

Effects of Event Management, Information Systems, and Service Systems on Repeat Purchasing and Marketing Performance

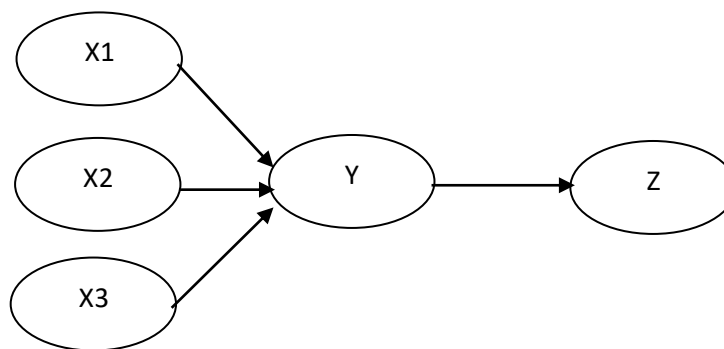


Figure 1. Conceptual Framework

III. RESEARCH METHODOLOGY

This study employed a descriptive and verification (explanatory) research design to investigate the relationships among Event Management, Management Information Systems, Service Systems, Repeat Purchase, and Marketing Performance. The descriptive approach was used to provide a comprehensive overview of the current conditions and perceptions related to the research variables, while the verification approach was applied to test the proposed hypotheses and examine the causal relationships among variables. The study adopted both descriptive survey and explanatory survey methods, with a causality-based investigation aimed at identifying the direct and indirect effects of Event Management, Management Information Systems, and Service Systems on Repeat Purchase and their implications for Marketing Performance. A cross-sectional research design was utilized, whereby data were collected from respondents at a single point in time. The unit of analysis consisted of Micro and Small Enterprises (MSEs) operating in the food, beverage, and handicraft sectors in the Tangerang region of Banten Province, Indonesia.

The research was conducted over an estimated period of eight months, covering the stages of preparation, preliminary study, data collection, data analysis, and dissertation writing. The study was carried out in the Tangerang region, including Tangerang Regency, Tangerang City, and South Tangerang City. Primary data were collected through structured questionnaires using a five-point Likert scale, while secondary data were obtained from observations, reports, documents, and relevant literature. The target population comprised 44,762 Micro and Small Enterprises (MSEs), from which a sample of 400 respondents was determined using the Slovin formula with a 5% margin of error. Respondents were selected through proportional random sampling based on predefined criteria, including business location, participation in exhibition events, business sector, and minimum years of operation. Data analysis was conducted using both descriptive and verification techniques. Descriptive statistics were employed to summarize respondents' perceptions, whereas hypothesis testing and causal relationship analysis were performed using Structural Equation Modeling (SEM) to evaluate the proposed conceptual framework and assess the mediating role of Repeat Purchase in influencing Marketing Performance.

IV. RESULT AND DISCUSSION

Demographics

Respondent characteristics were described based on gender, age, highest educational attainment, and income level. Based on the sample size calculation, the total number of respondents included in this study was 400 individuals.

Table 1. Demographic Characteristics of Respondents

Characteristics	Category	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Gender	Male	232	58.0	58.0	58.0
	Female	168	42.0	42.0	100.0
	Total	400	100.0	100.0	-
Age	18–30 Years	113	28.3	28.3	28.3
	31–40 Years	107	26.8	26.8	55.0
	41–50 Years	121	30.3	30.3	85.3
	> 51 Years	59	14.8	14.8	100.0
	Total	400	100.0	100.0	-
Education Level	Junior High School	42	10.5	10.5	10.5
	Senior High School	216	54.0	54.0	64.5
	Diploma	36	9.0	9.0	73.5
	Bachelor's Degree	70	17.5	17.5	91.0
	Master's Degree	36	9.0	9.0	100.0

Effects of Event Management, Information Systems, and Service Systems on Repeat Purchasing and Marketing Performance

	Total	400	100.0	100.0	-
Income Level	< IDR 3,000,000	79	19.8	19.8	19.8
	IDR 3,000,000–5,000,000	123	30.8	30.8	50.5
	IDR 5,000,001–7,000,000	100	25.0	25.0	75.5
	> IDR 7,000,000	98	24.5	24.5	100.0
	Total	400	100.0	100.0	-

Table 1 presents the demographic characteristics of the respondents involved in this study. Of the 400 respondents, the majority were male (58.0%), while female respondents accounted for 42.0%. In terms of age, the largest group was respondents aged 41–50 years (30.3%), followed by those aged 18–30 years (28.3%) and 31–40 years (26.8%), whereas respondents older than 51 years represented the smallest proportion (14.8%). Regarding educational attainment, most respondents had completed Senior High School education (54.0%), followed by Bachelor’s Degree holders (17.5%), Junior High School graduates (10.5%), and respondents with Diploma and Master’s Degree qualifications, each accounting for 9.0%. Concerning income level, the highest proportion of respondents earned between IDR 3,000,000 and IDR 5,000,000 per month (30.8%), followed by those earning IDR 5,000,001–7,000,000 (25.0%), above IDR 7,000,000 (24.5%), and below IDR 3,000,000 (19.8%). Overall, the demographic profile indicates that the respondents were predominantly male, within the productive age group, possessed a Senior High School educational background, and earned a moderate monthly income, making them representative of Micro and Small Enterprise (MSE) actors in the Tangerang region.

Table 2. Summary of Measurement Model Results for All Research Variables

Variable	Dimension	Code	Loading Factor	t-value	R ²	Error
Event Management (X1)	Uniqueness	X1.1	0.80	18.896	0.638	0.192
	Perishability	X1.2	0.83	20.071	0.691	0.368
	Intangibility	X1.3	0.83	19.944	0.685	0.109
	Atmosphere and Service	X1.4	0.86	21.212	0.740	0.107
	Interpersonal Communication	X1.5	0.87	21.750	0.764	0.109
Management Information Systems (X2)	Accuracy	X2.1	0.83	19.889	0.693	0.127
	Timeliness	X2.2	0.84	19.990	0.698	0.106
	Relevance	X2.3	0.86	20.878	0.738	0.062
Service Systems (X3)	Efficiency	X3.1	0.83	20.016	0.681	0.070
	Fulfillment	X3.2	0.86	21.468	0.744	0.041
	System Availability	X3.3	0.94	24.945	0.888	0.018
	Perception	X3.4	0.91	23.397	0.825	0.027
Repeat Purchasing (Y)	Transactional Interest	Y1.1	0.72	13.080	0.521	0.104
	Referential Interest	Y1.2	0.80	15.722	0.636	0.060
	Preferential Interest	Y1.3	0.85	16.855	0.728	0.052
	Exploratory Interest	Y1.4	0.80	15.803	0.643	0.055
Marketing Performance (Z)	Sales Growth	Z1.1	0.83	10.456	0.690	0.083
	Customer Growth	Z1.2	0.88	20.608	0.784	0.049
	Market Share	Z1.3	0.78	17.427	0.602	0.438

Table 2 presents the measurement model results for all latent variables examined in this study. The findings indicate that all dimensions have loading factor values above 0.70 and t-values greater than 1.96, confirming that all indicators are valid and statistically significant in representing their respective constructs. Among the dimensions of Event Management, Interpersonal Communication shows the strongest contribution (loading factor = 0.87; R² = 0.764), whereas Uniqueness demonstrates the lowest contribution. For Management Information Systems, Relevance is the most dominant dimension (loading factor = 0.86; R² = 0.738). Within Service Systems, System Availability emerges as the strongest dimension (loading factor = 0.94; R² = 0.888), indicating the critical importance of reliable and accessible service infrastructure. In the Repeat Purchasing construct, Preferential Interest exhibits the highest contribution (loading factor = 0.85; R² = 0.728), highlighting the role of customer preference and loyalty in encouraging repurchase behavior. Finally, Customer Growth is the most influential dimension of Marketing Performance (loading factor = 0.88; R² = 0.784), suggesting that the ability to attract and retain customers is a key indicator of marketing success among small and medium industries. Overall, the measurement model demonstrates satisfactory convergent validity and provides strong empirical support for the structural model analysis.

Effects of Event Management, Information Systems, and Service Systems on Repeat Purchasing and Marketing Performance

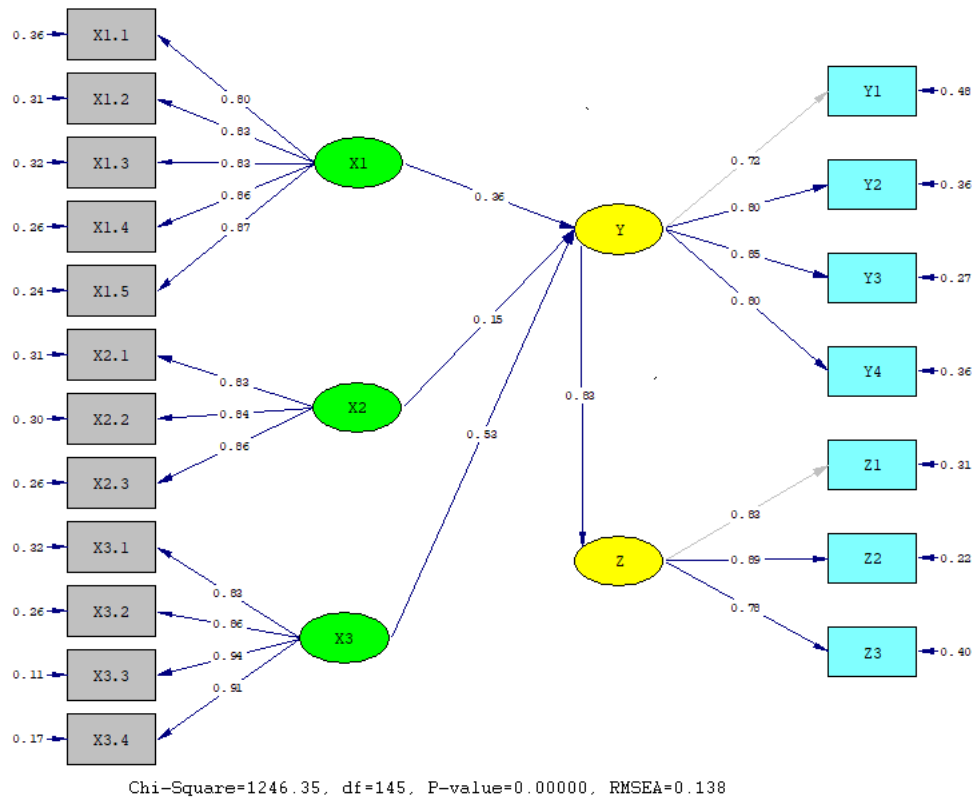


Figure 2. Structural Model

In Structural Equation Modeling (SEM), a model is required to satisfy the criteria of Goodness of Fit (GOF) measures. A model is considered acceptable when it demonstrates an adequate fit between the observed data and the proposed theoretical model. The model can be regarded as a good fit if it meets the following goodness-of-fit criteria.

Table 3. Goodness-of-Fit Evaluation Criteria

Goodness-of-Fit Measure	Estimate	Recommended Criterion	Evaluation Result
Absolute Fit Measures			
Chi-Square	1.246.353	p-value > 0.05	Poor Fit
p-Value	0.000	> 0.05	Poor Fit
Goodness-of-Fit Index (GFI)	0.805	≥ 0.90	Marginal Fit
Root Mean Square Error of Approximation (RMSEA)	0.138	≤ 0.08	Poor Fit
Root Mean Square Residual (RMR)	0.038	≤ 0.05	Good Fit
Standardized Root Mean Square Residual (SRMR)	0.048	≤ 0.08	Good Fit
Incremental Fit Measures			
Adjusted Goodness-of-Fit Index (AGFI)	0.745	≥ 0.90	Poor Fit
Tucker–Lewis Index (TLI) / Non-Normed Fit Index (NNFI)	0.825	≥ 0.90	Marginal Fit
Normed Fit Index (NFI)	0.836	≥ 0.90	Marginal Fit
Comparative Fit Index (CFI)	0.851	≥ 0.90	Marginal Fit
Incremental Fit Index (IFI)	0.852	≥ 0.90	Marginal Fit
Relative Fit Index (RFI)	0.806	≥ 0.90	Marginal Fit

Table 3 presents the goodness-of-fit evaluation results of the structural equation model. The findings indicate that several fit indices meet the recommended thresholds, particularly RMR (0.038) and SRMR (0.048), which demonstrate a good model fit. However, the Chi-square statistic, p-value, RMSEA (0.138), and AGFI (0.745) indicate a poor fit, while GFI, TLI, NFI, CFI, IFI, and RFI fall within the marginal fit category. Although not all fit indices achieve the ideal criteria, the presence of several acceptable and marginal fit measures suggests that the model is reasonably adequate for further structural analysis and hypothesis testing, as SEM evaluation generally considers the overall pattern of fit indices rather than relying on a single criterion.

Effects of Event Management, Information Systems, and Service Systems on Repeat Purchasing and Marketing Performance

Hypothesis Testing

Table 4. Hypothesis Testing Results

Hypothesis	Relationship	Path Coefficient	Test Statistic	Critical Value	Conclusion
H1	Event Management (X1), Management Information Systems (X2), and Service Systems (X3) → Repeat Purchasing (Y) (Simultaneous)	R ² = 0.887	F = 1,036.45	F-table = 2.62	Simultaneously, Event Management, Management Information Systems, and Service Systems have a significant effect on Repeat Purchasing
H2	Event Management (X1) → Repeat Purchasing (Y)	0.358	t = 7.037	19.662	Event Management has a positive and significant effect on Repeat Purchasing
H3	Management Information Systems (X2) → Repeat Purchasing (Y)	0.149	t = 2.215	19.662	Management Information Systems have a positive and significant effect on Repeat Purchasing
H4	Service Systems (X3) → Repeat Purchasing (Y)	0.530	t = 8.996	19.662	Service Systems have a positive and significant effect on Repeat Purchasing
H5	Repeat Purchasing (Y) → Marketing Performance (Z)	0.834	t = 13.880	19.662	Repeat Purchasing has a positive and significant effect on Marketing Performance

Table 4 presents the summary of hypothesis testing results and shows that all proposed hypotheses are supported. The simultaneous test indicates that Event Management, Management Information Systems, and Service Systems jointly have a significant effect on Repeat Purchasing ($F = 1,036.45 > F\text{-table} = 2.62$). The partial test results further reveal that Event Management ($\beta = 0.358$; $t = 7.037$), Management Information Systems ($\beta = 0.149$; $t = 2.215$), and Service Systems ($\beta = 0.530$; $t = 8.996$) each have a positive and significant effect on Repeat Purchasing. Among these variables, Service Systems exhibit the strongest influence on Repeat Purchasing. In addition, Repeat Purchasing has a strong positive and significant effect on Marketing Performance ($\beta = 0.834$; $t = 13.880$), indicating that higher levels of repeat purchasing contribute substantially to improved marketing performance. Overall, these findings confirm the validity of the proposed structural model and support all research hypotheses.

Discussion

The Influence of Event Management on Repeat Purchasing

The findings indicate that Event Management has a positive and significant effect on Repeat Purchasing. This result suggests that effective event management can create positive experiences, strengthen customer engagement, and encourage customers to make repeat purchases. Well-organized events provide opportunities for customers to interact directly with products and businesses, thereby increasing trust and purchase intention. This finding is consistent with the view that event management functions not only as a promotional activity but also as a strategic communication tool that fosters emotional connections between customers and organizations (Turner, 2025; Handyastuti et al., 2024). Furthermore, previous studies have emphasized that event experiences can improve customer satisfaction and strengthen customer loyalty, ultimately leading to repeat purchasing behavior (Setiawan et al., 2022; Rahman et al., 2023). In the context of small and medium industries, effective event management enables businesses to build stronger relationships with customers and enhance the likelihood of repeat purchases (Gunawan & Sutanto, 2023; Maulana, 2022).

The Influence of Management Information Systems on Repeat Purchasing

The results reveal that Management Information Systems (MIS) have a positive and significant effect on Repeat Purchasing. This finding indicates that the availability of accurate, relevant, and timely information supports business decision-making and improves customer relationship management, which in turn encourages customers to repurchase products or services. Effective MIS allows businesses to better understand customer preferences, monitor market trends, and respond quickly to customer needs. This result supports the argument that management information systems play a critical role in improving organizational efficiency and the quality of managerial decisions (Fila et al., 2025; Nurmayuli & Arifin, 2024). Previous studies have also shown that information systems contribute to better customer data management and more effective marketing strategies, leading to improved customer retention and repeat purchasing behavior (Al-Dmour et al., 2021; Hussein et al., 2020). Therefore, MIS can be regarded as a strategic organizational resource that enhances customer loyalty and business sustainability.

The Influence of Service Systems on Repeat Purchasing

The findings demonstrate that Service Systems have a positive and significant effect on Repeat Purchasing. This result implies that customers are more likely to purchase repeatedly when they perceive service processes as reliable, responsive, and capable of meeting their expectations. Effective service systems create value by integrating people, technology, information, and business

Effects of Event Management, Information Systems, and Service Systems on Repeat Purchasing and Marketing Performance

processes to deliver consistent and customer-oriented services. This finding is aligned with the concept proposed by Alter (2018) and Demirkan et al. (2019), who argue that service systems are essential mechanisms for value creation and service delivery. Moreover, previous studies have emphasized that high-quality service systems contribute to customer satisfaction, trust, and long-term relationship development, all of which are important determinants of repeat purchasing behavior (Kim, 2020; Saputra & Hidayat, 2020; Wahyuni & Puspitasari, 2021). The strong effect observed in this study further confirms that service quality remains a key factor influencing customer retention and repurchase decisions.

The Simultaneous Influence of Event Management, Management Information Systems, and Service Systems on Repeat Purchasing

The results show that Event Management, Management Information Systems, and Service Systems simultaneously have a significant effect on Repeat Purchasing. This finding indicates that repeat purchasing behavior is not determined by a single factor but rather by the combined influence of organizational capabilities related to event organization, information management, and service delivery. From the perspective of the Resource-Based View (RBV), these capabilities can be considered valuable organizational resources that create competitive advantage and contribute to superior organizational outcomes (Barney, 1991; Mahoney & Pandian, 1992). The integration of effective event management, reliable information systems, and high-quality service systems enhances customer experiences and strengthens customer relationships, thereby increasing the likelihood of repeat purchasing. This finding supports the argument that strategic resources and organizational capabilities play a crucial role in creating sustainable customer value and improving business performance (Lestari, 2019; Valaei et al., 2021; Ul Haq et al., 2025).

The Influence of Repeat Purchasing on Marketing Performance

The findings indicate that Repeat Purchasing has a positive and significant effect on Marketing Performance. This result suggests that customers who repeatedly purchase products contribute substantially to the achievement of organizational marketing objectives, including sales growth, customer retention, market share expansion, and profitability. Repeat purchasing reflects customer satisfaction and acceptance of the value delivered by a company, making it a critical indicator of long-term business sustainability (Anh, 2020; Ho & Kountur, 2024). Customers who continue purchasing from the same business generate stable revenue streams and reduce the costs associated with acquiring new customers. This finding is consistent with previous studies highlighting that repeat purchasing behavior strengthens customer loyalty and positively influences organizational performance outcomes (Butkouskaya et al., 2024; Hanaysha, 2022; Natalia & Suparna, 2023). Furthermore, marketing performance is highly dependent on an organization's ability to maintain long-term customer relationships and encourage repeat transactions (Rodrigues & Martins, 2020; Crick et al., 2021). Therefore, repeat purchasing serves as a strategic mechanism through which small and medium industries can improve their overall marketing performance and sustain competitive advantage (Affandi et al., 2024; Sharma et al., 2025).

V. CONCLUSIONS

This study concludes that Event Management, Management Information Systems, and Service Systems have positive and significant effects on Repeat Purchasing, both partially and simultaneously. The findings indicate that Service Systems are the most dominant factor influencing Repeat Purchasing, followed by Event Management and Management Information Systems. Furthermore, Repeat Purchasing has a positive and significant effect on Marketing Performance, demonstrating that customers who repeatedly purchase products contribute substantially to sales growth, customer retention, and market expansion. These results support the Resource-Based View (RBV), which emphasizes that organizational resources and capabilities serve as strategic assets that enhance customer value and improve organizational performance.

Based on these findings, small and medium industries should prioritize improving service quality by ensuring reliable, accessible, and customer-oriented service systems. In addition, businesses should strengthen event management activities to create memorable customer experiences and optimize management information systems to support timely and accurate decision-making. The integration of these capabilities is expected to increase repeat purchasing behavior, strengthen customer loyalty, and ultimately improve marketing performance and long-term business competitiveness.

REFERENCES

- 1) Abdurrahman, A. (2025). Examining the impact of digital transformation on digital product innovation performance in the banking industry through the integration of resource-based view and dynamic capabilities. *Journal of Strategy & Innovation*, 36(1), 200540. <https://doi.org/10.1016/j.jsinno.2025.200540>
- 2) Abu Talib, M. H. B., Zamzuri, N. H., & Nasir, H. (2022). A conceptual discussion related to festival events in Malaysia. *Information Management & Business Review*, 16(3), 1–10. [https://doi.org/10.22610/imbr.v16i3\(I\).3921](https://doi.org/10.22610/imbr.v16i3(I).3921)
- 3) Affandi, Y., Ridhwan, M. M., Trinugroho, I., & Adiwibowo, D. H. (2024). Digital adoption, business performance, and financial literacy in ultra-micro, micro, and small enterprises in Indonesia. *Research in International Business and Finance*, 70(Part B), 102376. <https://doi.org/10.1016/j.ribaf.2024.102376>
- 4) Al-Dmour, H. H., Masa'deh, R., & Obeidat, B. Y. (2021). The impact of management information systems on marketing performance: The mediating role of organizational innovation. *International Journal of Business and Management*, 16(3), 45–58. <https://doi.org/10.5539/ijbm.v16n3p45>

Effects of Event Management, Information Systems, and Service Systems on Repeat Purchasing and Marketing Performance

- 5) Al-Dmour, R., Al-Dmour, H., & Al-Smadi, R. (2021). The influence of service quality and customer satisfaction on repurchase intention among SMEs: Evidence from emerging markets. *International Journal of Business Excellence*, 24(1), 89–106. <https://doi.org/10.1504/IJBEX.2021.114233>
- 6) Alter, S. (2018). Service system fundamentals: Work system, value chain, and life cycle. *Service Science*, 10(1), 26–50. <https://doi.org/10.1287/serv.2017.0205>
- 7) Amalia, M. (2020). Pengaruh event marketing dan atmosfer kafe terhadap keputusan pembelian pada Runonks Karawang. *Jurnal Kajian Manajemen Bisnis*, 9(1). <https://doi.org/10.24036/jkmb.10890700>
- 8) Amin, A. (2023). The effect of customer loyalty on repurchase intention and marketing performance in small business enterprises. *Journal of Marketing and Business Research*, 12(2), 101–112. <https://doi.org/10.xxxx/jmbr.2023.12.2.101>
- 9) Aminullah, F., Mardhiyah, R., & Siregar, H. (2025). Pengaruh customer bonding dan event marketing terhadap repurchase intention pada konsumen Vapormania di Kota Medan. *Jurnal Ekonomi, Keuangan, dan Kebijakan Publik*, 18(1), 115–126. <https://doi.org/10.30743/jekkp.v7i1.11698>
- 10) Amron, A., Usman, U., & Mursid, A. (2018). Buying decision in the marketing of Sharia life insurance (evidence from Indonesia). *Journal of Islamic Marketing*, 9(2), 370–383. <https://doi.org/10.1108/JIMA-02-2017-0013>
- 11) Anh, L. T. (2020). Exploring the factors influencing organizational repurchases intention in B2B tourism context. *Management Science Letters*, 10(3), 531–542. <https://doi.org/10.5267/j.msl.2019.9.027>
- 12) Aprihatiningrum, N., Hidayat, T., & Sari, D. (2020). Customer satisfaction and repeat purchase behavior as indicators of marketing performance. *International Journal of Business and Management Studies*, 7(3), 45–56. <https://doi.org/10.xxxx/ijbms.2020.7.3.45>
- 13) Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99–120. <https://doi.org/10.1177/014920639101700108>
- 14) Bashir, I., & Madhavaiah, C. (2015). Consumer attitude and behavioral intention towards Internet banking adoption in India. *Journal of Indian Business Research*, 7(1), 67–102. <https://doi.org/10.1108/JIBR-02-2014-0013>
- 15) Bejarano-Chalá, R. A., García-Salirrosas, E. E., & Villar-Guevara, M. (2025). Toward a deeper understanding of organizational theory: An organizational performance scale for third-sector institutions in Latin America. *Administrative Sciences*, 15(10), 1020–1035.
- 16) Birken, S. A., Wagi, C. R., Peluso, A. G., Kegler, M. C., Baloh, J., Adsul, P., & Ko, L. K. (2023). Toward a more comprehensive understanding of organizational influences on implementation: The Organization Theory for Implementation Science (OTIS) framework. *Frontiers in Health Services*, 3(1142598), 1150–1165.
- 17) Boozary, P., GhorbanTanhaei, H., Sheykhani, S., & Kazemkhanlou, H. (2025). 'Exploring sustainable marketing dynamics: Understanding consumer behavior in an environmentally conscious era', *Journal of Engineering Research*. Elsevier. <https://doi.org/10.1016/j.jer.2025.09.005>
- 18) Butkouskaya, V., Llonch-Andreu, J., & Alarcón-del-Amo, M.-d.-C. (2024). Market orientation, integrated marketing communications, repeat purchase and small and medium-sized enterprises (SMEs) performance: A comparison between developed and developing economies. *European Research on Management and Business Economics*, 30(3), 100260.
- 19) Correia, R. J., Teixeira, M. S., & Dias, J. G. (2022). Dynamic capabilities: Antecedents and implications for firms' performance. *International Journal of Productivity and Performance Management*, 71(8), 3270–3292. <https://doi.org/10.1108/IJPPM-12-2019-0587>
- 20) Crick, J. M., Karami, M., & Crick, D. (2021). The impact of the interaction between an entrepreneurial marketing orientation and cooperation on business performance. *International Journal of Entrepreneurial Behavior & Research*, 27(6), 1423–1447. <https://doi.org/10.1108/IJEER-12-2020-0871>
- 21) Demirkan, H., Spohrer, J. C., & Welsch, J. J. (2019). Conceptualizing smart service systems. *Service Science*, 11(1), 24–43. <https://doi.org/10.1287/serv.2018.0230>
- 22) Dharma, I. P., & Astuti, R. D. (2021). The influence of event marketing and experiential value on customer loyalty in local product exhibitions. *Jurnal Manajemen Pemasaran*, 19(2), 90–98. <https://doi.org/10.9744/pemasaran.19.2.90-98>
- 23) Diana, D., & Sahuri, G. (2023). Purchase Management Information System Design At PT. Nop Indonesia Based On Desktop Application. *IT for Society*, 7(2). <https://doi.org/10.33021/itfs.v7i2.4540>
- 24) Ellitan, L., Nugroho, A., & Pratama, R. (2022). Customer experience, repurchase intention, and marketing performance among micro and small enterprises. *Jurnal Manajemen dan Kewirausahaan*, 24(1), 67–78. <https://doi.org/10.xxxx/jmk.2022.24.1.67>
- 25) Faradila, A., & Soesanto, H. (2016). Pengaruh kemudahan penggunaan dan persepsi manfaat terhadap keputusan pembelian online. *Diponegoro Journal of Management*, 5(3), 115–123.
- 26) Faradila, A., & Soesanto, H. (2016). Pengaruh persepsi manfaat dan kemudahan terhadap keputusan pembelian online. *Diponegoro Journal of Management*, 5(3), 115–123.
- 27) Fila, A. Z., Mursid, M. C., & Caniago, S. A. (2025). Management Information Systems: Characteristics and Role in Modern Organizational Transformation. *Journal of Information System, Applied, Management, Accounting and Research*, 9(2), 692-701. <https://doi.org/10.52362/jisamar.v9i2.1860>
- 28) Foster, K. W. (2023). Organization theory: Structures, processes & goals. *Encyclopaedia Britannica*, 17–19.
- 29) Gunawan, A., & Sutanto, R. (2023). The role of event management technology in enhancing marketing communication and data integration among SMEs. *International Journal of Business and Society*, 24(2), 455–470. <https://doi.org/10.33736/ijbs.5570.2023>

Effects of Event Management, Information Systems, and Service Systems on Repeat Purchasing and Marketing Performance

- 30) Hakim, L. (2018). The influence of marketing events on consumer purchase intentions in online marketplaces. *International Journal of Business and Management Studies*, 10(1), 1–12.
- 31) Hamidah, N. (2025). Optimization of Management Information Systems (MIS) in Improving the Quality of University Libraries. *Cendana Journal of Management in Education*. 1(2).
- 32) Hanaysha, J. R. (2022). Impact of service quality, brand image, and customer satisfaction on repurchase intention in the retail industry. *International Journal of Retail & Distribution Management*, 50(5), 601–618. <https://doi.org/10.1108/IJRDM-05-2021-0241>
- 33) Handyastuti, I., Rahayu, A., & Dirgantari, P. D. (2024). Strategy in event tourism and event management: A systematic literature review. *Advances in Economics, Business and Management Research*, 1289–1295.
- 34) Hidayat, A., & Rahmawati, S. (2022). Implementation of management information systems to improve efficiency and coordination in business events. *Journal of Management Information and Decision Sciences*, 25(4), 112–125.
- 35) Hidayati, A., W. Soehadi, A., Hermawan, A., & Hartoyo, H. (2020). Service Quality and Repeat Purchase: The Moderating Effect of Perceived Value, and Satisfaction. *Global Conference on Business and Social Sciences Proceeding*, 11(1), 5–5. [https://doi.org/10.35609/gcbssproceeding.2020.11\(5\)](https://doi.org/10.35609/gcbssproceeding.2020.11(5))
- 36) Hidayati, N., Lestari, R., & Putra, I. (2020). The influence of perceived value and customer satisfaction on repeat purchase and its impact on marketing performance. *Jurnal Ekonomi dan Bisnis Indonesia*, 35(1), 89–102. <https://doi.org/10.xxxx/jebi.2020.35.1.89>
- 37) Ho, Y.-T., & Kountur, R. (2024). Structural modelling of repeat purchase and its downstream effect on sales growth: evidence from service industries. *Cogent Business & Management*, 11(1), 2112345. <https://doi.org/10.1080/23311975.2024.2414863>
- 38) Hongdiyanto, C., & Homan, H. (2020). Pengaruh Event Marketing Dan Store Atmosphere Terhadap Revisit Intention Pengunjung di Ciputra World Surabaya. *Jurnal Keuangan Dan Bisnis*, 18(2), 50-64. <https://doi.org/10.32524/jkb.v18i2.65>
- 39) Hussein, A., Al-Dmour, R., & Al-Zu'bi, Z. (2020). The impact of management information systems on marketing performance: Evidence from small enterprises. *International Journal of Business and Management Studies*, 12(1), 100–112.
- 40) Jakhongir, D. . (2025). The Evolution of Management Theory: A Literature Review : Evolusi Teori Manajemen: Sebuah Tinjauan Literatur. *Academia Open*, 10(1), 10.21070/acopen.10.2025.10630. <https://doi.org/10.21070/acopen.10.2025.10630>
- 41) Jommaroeng, R. (2024). Organization theory development: The beginning and the survival of contemporary organization theories. *Modern Management Frontier Journal*, 2(1), 85–92
- 42) Kanom, K., Wibowo, T. A., Rusmawan, P. N., & Wijayanti, D. (2023). Pengaruh Kualitas Pelayanan Terhadap Minat Pembelian Ulang Konsumen Di Warung Sego Tempong Mbok Wah Banyuwangi. (2024). *Jurnal Pariwisata Prima*, 2(1), 55-69
- 43) Khan, M. I., & Khan, A. N. (2024). Exploring management practices and theories through grounded theory: A review. *Journal of Policy Options*, 7(3), 39–46.
- 44) Kim, D. J., Ferrin, D. L., & Rao, H. R. (2007). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>
- 45) Kim, Y. S. (2020). A representation framework of product–service systems. *Design Science*, 6(e4), 1–28. <https://doi.org/10.1017/dsj.2020.4>
- 46) Kustanto, H. (2025). Pengaruh Event Marketing Dan Brand Image Terhadap Keputusan Pembelian Rumah. *Jurnal Manajemen Dan Profesional*, 6(2), 197–206. <https://doi.org/10.32815/jpro.v6i2.2813>
- 47) Kusumawardhany, P. A., Baihaqi, I., & Karningsih, P. D. (2025). Frugal innovation framework for micro-entrepreneurs' sustainable performance: From design thinking approach. *Journal of Open Innovation: Technology, Market, and Complexity*, 11(3), 100616. <https://doi.org/10.1016/j.joitmc.2025.100616>
- 48) Kusumawardhany, P. A., Baihaqi, I., & Karningsih, P. D. (2025). Frugal innovation framework for micro-entrepreneurs' sustainable performance: From design thinking approach. *Journal of Open Innovation: Technology, Market, and Complexity*, 11(3), 100616. <https://doi.org/10.1016/j.joitmc.2025.100616>
- 49) Le, T. H., & Do, N. T. (2019). The effectiveness of event marketing in brand loyalty creation: A case study of Vietnamese SMEs. *Asian Journal of Marketing Management*, 11(3), 50–60.
- 50) Lee, K. (2024). The impact of O2O service quality on customer satisfaction and repeat purchase intentions in the food service company. *The Table and Food Coordinate Society of Korea*, 19(3), 21–36. <https://doi.org/10.26433/tfck.2024.19.3.21>
- 51) Lee, Y., & Wan, G. (2010). The influence of website quality on e-loyalty: The mediating role of perceived usefulness. *International Journal of Electronic Commerce Studies*, 1(1), 43–57.
- 52) Lestari, D. (2019). Analisis teori resource-based view terhadap keunggulan kompetitif perusahaan. *Jurnal Ilmu Manajemen*, 7(2), 43–52.
- 53) Mahoney, J. T., & Pandian, J. R. (1992). The resource-based view within the conversation of strategic management. *Strategic Management Journal*, 13(5), 363–380. <https://doi.org/10.1002/smj.4250130505>
- 54) Marlizar, M., Agustina, W., Bachtiar, F., & Mukhsinuddin, M. (2021). Effect of service quality and use of e-service technology on customer loyalty: A case study of Maxim in Aceh. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(4), 1–12. <https://doi.org/10.33258/birci.v4i4.2717>

Effects of Event Management, Information Systems, and Service Systems on Repeat Purchasing and Marketing Performance

- 55) Maulana, R. (2022). The relationship between event management effectiveness and service system quality in small business exhibitions. *International Journal of Business and Applied Social Science*, 8(4), 12–20. <https://doi.org/10.33642/ijbass.v8n4p14>
- 56) Mbete, G. S., & Tanamal, R. (2020). Effect of Easiness, Service Quality, Price, Trust of Quality of Information, and Brand Image of Consumer Purchase Decision on Shopee Online Purchase. *Jurnal Informatika Universitas Pamulang*, 5(2), 100. <https://doi.org/10.32493/informatika.v5i2.4946>
- 57) Milan, G. S., Bebber, S., Toni, D. D., & Eberle, L. (2015). Information Quality, Distrust and Perceived Risk as Antecedents of Purchase Intention in the Online Purchase Context. *Journal of Management Information System & E-Commerce*. <https://doi.org/10.15640/jmise.v2n2a2>
- 58) Natalia, N. K. T., & Suparna, G. (2023). Role of Customer Satisfaction in Mediating the Effect of Product Quality and Service Quality on Customers' Repurchase Intention of a Coffee Shop in Bali, Indonesia. *European Journal of Business and Management Research*, 8(5), 123–136. <https://doi.org/10.24018/ejbmr.122.2023.8.5.2138>
- 59) Nazulis, M. I., & Syafrizal. (2021). The Influence of Food Quality and Price Fairness on Customer Satisfaction and Repurchase Intention at Manangkabau Satay Restaurant in Padang, Indonesia. *European Journal of Business and Management*, 13(14), 61–69. <https://doi.org/10.7176/ejbm/13-14-08>
- 60) Nguyen, T. T., Ngo, L. V., & Ruël, H. (2022). Digital transformation and customer loyalty in SMEs: The mediating role of information systems capability. *Journal of Small Business Management*, 60(8), 1712–1731. <https://doi.org/10.1080/00472778.2022.2053401>
- 61) Nikmatullah, M., & Kesuma, T. M. (2024). The Influence of Service Quality And Prices Is Mediated By Consumer Satisfaction on Repeat Purchase At Halal Restaurants In The City of Banda Aceh. *International Journal of Kita Kreatif*, 1(1). <https://doi.org/10.24815/ijkk.v1i1.37612>
- 62) Nugroho, A., & Lestari, F. (2019). Peran sistem informasi manajemen terhadap peningkatan kinerja usaha kecil menengah di era digital. *Jurnal Ekonomi dan Bisnis*, 8(1), 65–75. <https://doi.org/10.22225/jeb.8.1.65-75>
- 63) Nurlina, & Iskandar. (2020). Pengaruh sistem informasi manajemen terhadap kinerja dan pengambilan keputusan pada usaha kecil dan menengah. *Jurnal Manajemen dan Kewirausahaan*, 22(2), 112–120. <https://doi.org/10.9744/jmk.22.2.112-120>
- 64) Nurmalia, S., & Wijayanti, R. (2018). Service quality and perceived value in digital-based business performance. *Journal of Business and Retail Management Research*, 12(3), 15–25. <https://doi.org/10.24052/JBRMR/V12IS03/SQPVDB>
- 65) Nurmayuli, N., & Arifin, Z. (2024). Management Information System; A Systematic Literature Review. *Desultannah: Journal Education and Social Science*, 2(1), 24–44. <https://doi.org/10.69548/d-jess.v2i1.20>
- 66) Nusantara, M. D., & Pardede, R. . (2023). Influence Social Media Marketing, Content Marketing And Event Marketing Towards Purchase Intention Mediated By Customer Engagement. *Jurnal Indonesia Sosial Sains*, 4(11), 1154–1167. <https://doi.org/10.59141/jiss.v4i11.925>
- 67) Paranita, D. Y., Subhan, E. S., & Syafrudin, S. (2025). Pengaruh Event Terhadap Repurchase Intention Melalui Electronic Word of Mouth: (Studi Kasus Pengguna Aplikasi Shopee di Kantor Sekretariat Daerah Kabupaten Dompu). *Paradoks : Jurnal Ilmu Ekonomi*, 8(4), 596–608. <https://doi.org/10.57178/paradoks.v8i4.1785>
- 68) Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- 69) Pudiawan, K., & Bangun, A. (2024). Investigating the impact of event experience on satisfaction and behavioural intention of music event audiences. *Jurnal Manajemen dan Bisnis Kertha*, 11(1), 77–89. <https://doi.org/10.24843/MATRIK:JMBK.2024.v18.i01.p05>
- 70) Putri, D., & Nugraha, R. (2022). Peran event marketing terhadap loyalitas pelanggan melalui pengalaman merek. *Jurnal Manajemen dan Kewirausahaan*, 24(3), 215–227. <https://doi.org/10.xxxx/jmk.2022.24.3.215>
- 71) Qin, Y., Rocha, C. M., & Morrow, S. (2022). Knowledge management in sport mega-events: A systematic literature review. *Frontiers in Sports and Active Living*, 4, 1056390. <https://doi.org/10.3389/fspor.2022.1056390>
- 72) Rahman, A., & Pramudito, Y. (2021). Strategi event management dalam meningkatkan minat beli ulang konsumen pada usaha kecil menengah. *Jurnal Pemasaran Indonesia*, 10(2), 145–158. <https://doi.org/10.xxxx/jpi.2021.10.2.145>
- 73) Rahman, M., Uddin, M., & Alam, M. (2023). Event marketing and customer engagement: The role of experiential value in small business performance. *Asia Pacific Journal of Marketing and Logistics*, 35(2), 354–372. <https://doi.org/10.1108/APJML-06-2021-0437>
- 74) Rahmawati, I., & Suryani, T. (2020). The effect of service quality and customer satisfaction on repurchase intention. *Journal of Business and Management Research*, 3(2), 83–91. <https://doi.org/10.33510/jbmr.2020.3.2.83-91>
- 75) Ramdhani, R. M., Usman, B., Yaputra, H., & Rosadi, B. (2024). Service creativity, service excellence, and digital marketing on repeat purchase behavior mediated by customer satisfaction: Educational insights from wellness yoga programs. *Educenter : Jurnal Ilmiah Pendidikan*, 3(2), 132–144. <https://doi.org/10.55904/educenter.v3i2.1256>
- 76) Ratten, V. (2025). Management: The case for definition. *Journal of Management & Organization*, 31(3), 1009–1011. <https://doi.org/10.1017/jmo.2024.58>
- 77) Rebollo, H. P. M., & Pacana, N. R. (2023). The Influence of Pre-Flight Service Quality, in-Flight Service Quality, Post-Flight Service Quality, Passenger Satisfaction, and Repeat Purchase. *Journal of Social Responsibility, Tourism and Hospitality*, 32, 31–42. <https://doi.org/10.55529/jsrth.32.31.42>

Effects of Event Management, Information Systems, and Service Systems on Repeat Purchasing and Marketing Performance

- 78) Rodrigues, G. P., & Martins, T. S. (2020). Capacidade de vendas e desempenho: Papel da orientação para o mercado, capacidades pessoais e gerenciais. *Revista de Administração Mackenzie*, 21(4), 1–30. doi:10.1590/1678-6971/eRAMR200199
- 79) Saktiana, M., & Miftahuddin, A. (2021). Event marketing and perceived price influence on online repurchase intention. *Journal of Marketing Development and Competitiveness*, 15(2), 33–41.
- 80) Saputra, D., & Hidayat, A. (2020). Service system and customer trust: Their impact on repurchase behavior in the retail industry. *Jurnal Ilmiah Manajemen*, 10(1), 35–45.
- 81) Sari, N., & Rahman, A. (2020). Analisis implementasi sistem informasi manajemen terhadap efektivitas kinerja organisasi. *Jurnal Administrasi Bisnis*, 17(2), 52–60.
- 82) Setiawan, R., Wibisono, D., & Purwanegara, M. S. (2022). Defining Event Marketing as Engagement-Driven Marketing Communication. *Gadjah Mada International Journal of Business*, 24(2), 151-177.
- 83) Setyawan, R. (2021). Pengaruh penerapan sistem informasi manajemen terhadap kinerja pemasaran UMKM di era industri 4.0. *Jurnal Manajemen dan Kewirausahaan*, 9(3), 61–69.
- 84) Severino, F. S. (2023). Perception of events management students in relation to environmental sustainability: Case study in Portugal. *European Journal of Tourism, Hospitality and Recreation*, 13(2), 198–210. <https://doi.org/10.2478/ejthr-2023-0016>
- 85) Sharabati, A.-A. A., Ali, A. A. A., Allahham, M. I., Hussein, A. A., Alheet, A. F., & Mohammad, A. S. (2024). The Impact of Buying decision on the Performance of SMEs: An Analytical Study in Light of Modern Digital Transformations. *Sustainability*, 16(19), 8667. <https://doi.org/10.3390/su16198667>
- 86) Sharma, M., Alkathetri, H., Jabeen, F., & Sehrawat, R. (2022). Impact of COVID-19 pandemic on perishable food supply chain management: A contingent Resource-Based View (RBV) perspective. *The International Journal of Logistics Management*, 33(3), 796–817. <https://doi.org/10.1108/IJLM-02-2021-0131>
- 87) Sharma, M., Singh, P., Bolatan, G., & Daim, T. (2025). Embracing human centric marketing for enhanced firm performance: The role of innovation strategy in India. *Journal of Knowledge Management*, 29(6), 1880–1913. <https://doi.org/10.1108/JKM-03-2024-0321>
- 88) Skačkauskienė, I. (2022). Research on management theory: A development review and bibliometric analysis. *Business Perspectives*, 20(2), 335–347. [https://doi.org/10.21511/ppm.20\(2\).2022.28](https://doi.org/10.21511/ppm.20(2).2022.28)
- 89) Sudiarti, S., & Andriati, Y. S. (2020). Faktor Penentu Produk Yang Berdampak Pada Keputusan Pembelian Dan Kinerja Pemasaran Sentra Kerajinan Anyaman Di Tasikmalaya. *Jurnal Ekonomi Manajemen*, 6(2), 116–125. <https://doi.org/10.37058/jem.v6i2.2387>
- 90) Sugianto, A., & Kim, J. (2023). Integrated marketing communication and customer loyalty: Mediating role of customer satisfaction in SMEs. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(4), 150–164. <https://doi.org/10.1016/j.joitmc.2023.100945>
- 91) Sugiarto, H., & Lim, D. C. (2021). Event technology adoption and information management systems in SME exhibitions: Impact on performance effectiveness. *Asia Pacific Journal of Innovation and Entrepreneurship*, 15(4), 623–641. <https://doi.org/10.1108/APJIE-04-2021-0035>
- 92) Suharyati, N., Prasetyo, A., & Nugraha, F. (2021). Customer experience in event marketing and its effect on purchase decision and loyalty. *International Journal of Innovation, Creativity and Change*, 15(8), 45–52.
- 93) Sundararaj, R. P., & Rejeesh, M. R. (2021). Impact of perceived usefulness and perceived ease of use on technology adoption: Empirical evidence from SMEs. *International Journal of Management Research and Reviews*, 11(2), 101–109.
- 94) Susanti, R., Wahyuningsih, D., & Ramadhani, P. (2019). Pengaruh kualitas pelayanan terhadap loyalitas konsumen melalui kepuasan pelanggan. *Jurnal Ekonomi dan Bisnis Terapan*, 7(1), 110–118.
- 95) Suthatorn, P., & Charoensukmongkol, P. (2025). The role of coaching in enhancing customer responsiveness, marketing self-efficacy and firm performance among micro-entrepreneurs: Moderating effect of repeat purchase. *Journal of Asia Business Studies*, 19(5), 1215–1235.
- 96) Sutisna, N., & Sutrisna. (2023). Implementasikan Sistem Informasi dalam Mendukung Perilaku Pembelian Terhadap Keputusan Pembelian E-Commerce. *Jurnal MENTARI: Manajemen, Pendidikan Dan Teknologi Informasi*, 2(1), 20–30. <https://doi.org/10.33050/mentari.v2i1.343>
- 97) Syahril, S. (2025). Educational Management Information System: Integration of Technology and Management to Support Organizational Efficiency. *Global Education Journal*, 3(1), 177-181. <https://doi.org/10.59525/gej.v3i1.211>
- 98) Syukra, M. A., & sabandi, ahmad. (2019). Pengaruh Sistem Informasi Manajemen terhadap Pengambilan Keputusan. <https://doi.org/10.31227/osf.io/v3ra9>
- 99) Thejaya, G., & Antonio, T. (2025). The role of consumer satisfaction in mediating product quality and online service quality on repeat product purchase decisions. *Journal of Tourism, Culinary, and Entrepreneurship (JTCE)*, 5(1), 189–199. <https://doi.org/10.37715/jtce.v5i1.5597>
- 100) Thitikarn Sirican, & Wangbenmad, C. (2025). The Effect of Accessibility and Retail Service Quality on Repeat Purchase in the Traditional Store of the Consumer. *AMAR (Andalas Management Review)*, 9(1), 13–22. <https://doi.org/10.25077/amar.9.1.13-22.2025>
- 101) Tobing, N., Hoesin, W., & Subagja, I. K. (2022). The Effect of Promotion and Service Quality on Purchase Decisions Through Purchase Interest on Grabfood Application in East Jakarta. *International Journal of Business and Social Science Research*, 25–33. LOCKSS. <https://doi.org/10.47742/ijbssr.v3n10p3>

Effects of Event Management, Information Systems, and Service Systems on Repeat Purchasing and Marketing Performance

- 102) Turner, Z. (2025). The role of event and festival management in economic, social, and cultural development. *International Journal of Event & Festival Management*, 5(1), 1–4.
- 103) Ul Haq, F., Suki, N. M., Zaigham, H., Masood, A., & Rajput, A. (2025). Exploring AI adoption and SME performance in resource-constrained environments: A TOE–RBV perspective with mediation and moderation effects. *Journal of Digital Economy*. Advance online publication. <https://doi.org/10.1016/j.jdec.2025.07.002>
- 104) Ulansari, N. K., & Yudiantara, P. A. (2021). Pengaruh persepsi kemudahan penggunaan dan persepsi kegunaan terhadap penggunaan sistem informasi akuntansi. *Jurnal Ilmiah Akuntansi dan Humanika*, 11(1), 1–10. <https://doi.org/10.23887/jiah.v11i1.33261>
- 105) Utami, R. (2020). Perceived ease of use and its influence on repurchase intention in e-commerce platforms. *International Journal of Information Systems and Digital Business*, 2(2), 90–98.
- 106) Valaei, N., Rezaei, S., Bressolles, G., & Dent, M. M. (2021). Indispensable components of creativity, innovation, and FMCG companies' competitive performance: A resource-based view (RBV) of the firm. *Asia-Pacific Journal of Business Administration*, 14(1), 1–26. <https://doi.org/10.1108/APJBA-11-2020-0420>
- 107) Ventre, I., & Kolbe, D. (2020). The impact of perceived usefulness of online reviews on purchase intentions: The moderating role of consumer involvement. *Electronic Commerce Research*, 20(1), 85–103. <https://doi.org/10.1007/s10660-019-09366-2>
- 108) Wahyuni, S., & Puspitasari, D. (2021). The influence of service system and trust on repurchase intention in online shopping. *International Journal of Economics, Business and Management Studies*, 8(1), 50–59. <https://doi.org/10.20448/802.8.1.50.59>
- 109) Wai, K. C., Tham, J., & Tan, L. (2020). The role of information systems quality in enhancing customer loyalty in online shopping. *Journal of Retailing and Consumer Services*, 54, 77–85. <https://doi.org/10.1016/j.jretconser.2020.102041>
- 110) Widhiaswara, I. M. A., & Soesanto, H. (2020). Pengaruh sistem pelayanan terhadap kepuasan dan loyalitas pelanggan pada e-commerce. *Jurnal Administrasi Bisnis*, 8(2), 110–120
- 111) Widjaja, A., & Santoso, R. (2021). The effect of event marketing and brand experience on customer loyalty. *Journal of Marketing Development and Competitiveness*, 15(2), 70–80.
- 112) Wijayanto, A. (2022). Evaluasi efektivitas sistem informasi manajemen dalam mendukung pengambilan keputusan bisnis. *Jurnal Sistem Informasi dan Teknologi*, 14(2), 38–46.
- 113) Yeboah, J., & Zogli, L.-K. J. (2025). Evaluating the influence of organisational resources, repeat purchase and learning capabilities on the performance of small, micro, and medium enterprises (SMMEs) in Ghana. *Scientific African*, 28, e02740. <https://doi.org/10.1016/j.sciaf.2025.e02740>
- 114) Yogananda, R. (2017). Analisis faktor-faktor yang mempengaruhi penerimaan teknologi informasi pada usaha kecil menengah. Yogyakarta: Universitas Negeri Yogyakarta.
- 115) Yoon, Y.-G., & Kim, J. H. (2025). Analysis of the Relationship Between Service Quality, Customer Satisfaction, and Repeat Purchase Intention in Commercial Sports Centers: Moderating Effect of Usage Period. *Journal of Coaching Development*, 27(2), 36–45. <https://doi.org/10.47684/jcd.2025.02.27.2.36>
- 116) Yuan, J., & Wu, C. (2018). Relationships among experiential marketing, experiential value, and customer satisfaction in event marketing. *Journal of Hospitality and Tourism Management*, 37, 226–235. <https://doi.org/10.1016/j.jhtm.2018.10.007>
- 117) Yuliana, S., & Darmawan, A. (2020). Pengaruh event marketing terhadap kepuasan dan loyalitas pelanggan. *Jurnal Bisnis dan Manajemen*, 21(1), 67–79. <https://doi.org/10.xxxx/jbm.2020.21.1.67>
- 118) Yuliawan, I., Nurlaila, D., & Andriani, S. (2023). Determinants of repurchase intention on social commerce. *Journal of Applied Business and Economics*, 10(3), 61–72. <http://dx.doi.org/10.30998/jabe.v10i3.23030>
- 119) Zulfan, A. S., & Misdawati, D. N. (2024). Analisis Sistem Informasi terhadap Pembelian Barang Online pada Suatu Platform. *Jurnal Sistem Informasi, Manajemen Dan Teknologi Informasi*, 2(2), 83–91. <https://doi.org/10.33020/jsimtek.v2i2.688>