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The Impact of Sound System Event Implementation and Visit Intensity on the Income of Micro, Small, and Medium Enterprises (MSMEs)

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Abstract

Purpose
This study aims to analyze the influence of sound system event attendance and visit intensity on the increase in income of Micro, Small, and Medium Enterprises (MSMEs) in Padomasan Village.
Methodology
This research employs a quantitative approach using a survey method, with data analysis conducted through the Structural Equation Modeling–Partial Least Squares (SEM-PLS) technique using SmartPLS software. Data were collected through questionnaires distributed to several MSME respondents in Padomasan Village.
Findings
The results of this study indicate that both the presence of sound system events and the intensity of visits have a positive and significant influence on the increase in MSME income in Padomasan Village.
Implications
Sound system events can serve as a major attraction for visitors, increasing the number of buyers and thereby having a positive impact on MSME income. In addition, a high level of visit intensity also contributes to the growth of MSME product sales.
Originality
The presence of sound system events and the frequency of visits are important factors that need to be considered in efforts to increase the income of MSMEs in Padomasan Village.

Introduction

Sound system–based entertainment events have become one of the most common forms of social and economic activity, particularly in rural areas. According to Anderson and Gale (1992), sound events, which involve music and amplified sound, primarily take place in rural communities, creating social spaces that connect individuals, enhance interaction, and foster community solidarity. In the economic context, Kotler and Keller (2012) note that such events can attract public attention, create marketing opportunities, and stimulate economic activity, especially for micro, small, and medium enterprises (MSMEs). However, the specific influence of these events on MSMEs in rural areas has received limited attention in previous research.

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Sound system events in Padomasan Village have become an essential element in various activities, ranging from family celebrations to community festivals. As stated by Sloboda (1991), the music produced by sound systems not only affects people's emotions but also creates an atmosphere that attracts more participants to an event. This situation potentially benefits local MSMEs, which rely on consumer presence during such occasions. Berglund and Lindvall (1995) further emphasize that despite challenges such as noise, well-organized events can generate significant benefits for the local economy.

From an economic perspective, Kotler and Keller (2012) emphasize that entertainment-based events, such as those utilizing sound systems, have the ability to attract public attention and generate a positive impact on local economic activity. For Micro, Small, and Medium Enterprises (MSMEs), such events present opportunities to reach new consumers and increase sales. In Padomasan Village, sound system events have become a unique attraction that draws not only local residents but also visitors from neighboring areas. These activities stimulate an increase in the number of buyers for MSMEs particularly those selling food, beverages, and traditional handicrafts thus directly contributing to their income growth.

Sound system events typically attract large crowds, becoming a magnet for people from outside the region. This situation creates a strategic opportunity for MSME actors to boost their sales due to the high number of visitors attending the events. Local products such as snacks, beverages, and handicrafts are among the most popular choices for visitors seeking refreshments or souvenirs. Moreover, service-based businesses, including parking rentals, public restrooms, and food stalls, also experience significant economic benefits from the influx of guests. Consequently, this phenomenon fosters more dynamic social interactions between local residents and outsiders, indirectly promoting Padomasan Village's MSME products to a broader market. Overall, the presence of such events generates a positive impact on local income growth and contributes to the sustainability of the rural economy.

The presence of sound system events, according to various scholars, has significant impacts across multiple dimensions. Socially, Anderson and Gale argue that sound systems often serve as unifying instruments music brings people together to enjoy collective experiences, create a festive atmosphere, and strengthen community bonds. Psychologically, as noted by Sloboda, the sound of music can influence emotions by improving mood and boosting enthusiasm, although excessively loud or prolonged exposure may lead to stress or discomfort. From an economic standpoint, Kotler and Keller emphasize that sound systems help attract public interest in events, generating financial benefits for both organizers and local vendors, although the costs of sound system usage can be substantial and may pose risks if the event fails to succeed (Daru et al., 2024).

However, Berglund and Lindvall highlight that noise pollution caused by sound systems often becomes an environmental concern, particularly when the volume is excessively high and disrupts nearby residents. Culturally, Hebdige asserts that sound systems have played a major role in popularizing and shaping musical genres such as reggae and hip-hop, though there is also a risk that the original cultural essence of such music may be lost through over-commercialization. Considering these diverse effects, the use of sound systems should be managed wisely to ensure that their benefits are maximized without disturbing the surrounding community. This study aims to examine the extent to which sound system events influence the income growth of Micro, Small, and Medium Enterprises (MSMEs) in Padomasan Village.

The research focuses on exploring the relationship between the use of sound systems in local events such as weddings and community festivals and MSME economic activities, including visitor numbers, product sales, and business attractiveness. Furthermore, this study seeks to determine whether such events can support the long-term growth of MSMEs by creating new marketing opportunities. The findings are expected to provide practical recommendations for event organizers and MSME actors to optimize economic benefits while contributing to more effective event planning in the future. This research presents novelty by analyzing the economic impact of sound system events on MSME income in rural areas, a topic that has received little scholarly attention. Previous studies have predominantly focused on the effects of music events in urban or

tourist regions. By integrating social and economic perspectives, this study offers new insights into how sound system events can contribute to the economic development of rural communities.

Research Methods

This study employs a quantitative research approach with a survey research design. The population of this research includes MSME traders in Krajan 1 Hamlet, Padomasan Village, RW.03, Jombang District. The study applies a probability sampling technique, specifically the simple random sampling method. This method is used because every MSME trader in Padomasan Village has an equal opportunity to be selected as a research sample, ensuring that the selection process is unbiased and representative of the population. Therefore, the research sample was randomly chosen from the total population. To determine the sample size, the researcher used the Slovin formula, as the total population size was known. The Slovin formula is expressed as follows:

$$n = \frac{N}{1 + N(e^2)}$$

Where:

$$n = \frac{N}{1 + \mathrm{N.e^2}}$$
$$= \frac{70}{1 + 70.(0{,}05^2)}$$
$$= \frac{70}{1 + 70.\ 0{,}0025}$$
$$= \frac{70}{1 + 0{,}175}$$
$$= \frac{70}{1{,}175}$$
$$= 59$$

The result of the sample size calculation shows that 59 respondents are required for this study. Data analysis in this research employs the Structural Equation Modeling (SEM) approach, which is a multivariate statistical analysis technique used to examine the relationships between variables simultaneously. The analysis was conducted using SmartPLS software version 3.0, which is suitable for testing complex causal relationships and evaluating both measurement and structural models within the research framework.

Results

Measurement Model (Outer Model)

The data collected from respondents' answers to the research questionnaire were then analyzed using Partial Least Squares (PLS), which is a Structural Equation Modeling (SEM) approach implemented through SmartPLS software version 3.0.

Convergent Validity Test

The convergent validity test was conducted using SmartPLS Version 3.2.9 and evaluated based on the *outer loadings* values or the Average Variance Extracted (AVE) of each indicator. An indicator is considered to meet the criteria for convergent validity and to possess a high level of validity when the *outer loadings* value exceeds 0.70. Construct validity is also assessed through the AVE value, where an AVE greater than 0.50 indicates that the construct is valid.

Table 1. Outer Loadings

Variable	Indicator	Outer Loading	Remarks
Sound System Event Attendance	KASS1	0.842	Valid
	KASS2	0.774	Valid
	KASS3	0.790	Valid
	KASS4	0.799	Valid

	KASS5	0.779	Valid
	KASS6	0.794	Valid
	KASS7	0.835	Valid
	KASS8	0.709	Valid
Visit Intensity	IK1	0.762	Valid
	IK2	0.803	Valid
	IK3	0.748	Valid
	IK4	0.847	Valid
	IK5	0.750	Valid
	IK6	0.808	Valid
	IK7	0.851	Valid
	IK8	0.745	Valid
	IK9	0.753	Valid
	IK10	0.765	Valid
MSME Income Improvement	PPU1	0.715	Valid
	PPU2	0.882	Valid
	PPU3	0.885	Valid
	PPU4	0.853	Valid
	PPU5	0.884	Valid
	PPU6	0.937	Valid

Source: SmartPLS Output, 2025

Based on Table 1, all indicators have *outer loadings* values greater than 0.70, indicating that they meet the validity criteria. This demonstrates that the convergent validity of all variables satisfies the required standards. Overall, all measurement items are valid and appropriately represent the constructs measured in this study.

Discriminant Validity Test (Fornell–Larcker Criterion)

The discriminant validity test was conducted using SmartPLS Version 3.2.9 and evaluated based on the Fornell–Larcker criterion by comparing the square root of the AVE (diagonal values) with the correlations between constructs. Discriminant validity is established when the square root of the AVE for each construct is greater than its correlations with other constructs. Additionally, discriminant validity was assessed through the *cross-loadings* of each indicator. An indicator is considered adequate when its loading value on its corresponding construct is at least 0.70 and higher than its loadings on other constructs. This ensures that each indicator is more strongly associated with its intended construct than with others. The results of the discriminant validity test are presented in the following table.

Table 2. Fornell–Larcker Criterion

Variable	IK	KASS	PPU
Visit Intensity	**0.785**		
Sound System Event Attendance	0.753	**0.791**	
MSME Income Improvement	0.791	0.791	**0.862**

Source: SmartPLS Output, 2025

Based on Table 2, the Fornell–Larcker values for all indicators are greater than the correlations with other constructs, indicating that the discriminant validity criteria are met. This result demonstrates that each measurement item predominantly measures its intended construct and has a low correlation with other constructs.

Table 3. Discriminant Validity (Cross Loadings)

Variable	Indicator	Outer Loadings
Sound System Event Attendance	KASS1	0.847
	KASS2	0.774
	KASS3	0.789
	KASS4	0.799
	KASS5	0.779
	KASS6	0.794
	KASS7	0.835
	KASS8	0.709
Visit Intensity	IK1	0.762
	IK2	0.803
	IK3	0.748
	IK4	0.847
	IK5	0.750
	IK6	0.808
	IK7	0.851
	IK8	0.745
	IK9	0.753
	IK10	0.765
MSME Income Improvement	PPU1	0.882
	PPU2	0.882
	PPU3	0.855
	PPU4	0.853
	PPU5	0.884
	PPU6	0.937

Source: SmartPLS Output, 2025

Based on Table 3, all indicators highlighted in red have *cross-loading* values greater than 0.70 and are higher than their correlations with other constructs, thereby meeting the criteria for discriminant validity. This indicates that each measurement item primarily measures its intended construct and exhibits low correlations with other constructs.

Reliability Test

The reliability test assesses the extent to which a measurement is consistent and dependable, producing uniform results under similar conditions. Reliability can be evaluated using the values of Cronbach's Alpha, Composite Reliability (ϱ_a), and Composite Reliability (ϱc). All values exceeding 0.70 are considered to indicate acceptable consistency or reliability (Ghozali & Kusumadewi, 2023).

Table 4. Reliability and Convergent Validity Test Results

Variable	Cronbach's Alpha	rho_A	Composite Reliability
Visit Intensity	0.930	0.935	0.941
Sound System Event Attendance	0.915	0.918	0.930
MSME Income Improvement	0.929	0.931	0.945

Source: SmartPLS Output, 2025

Based on Table 4, all variables show Cronbach's Alpha, rho_A, and Composite Reliability values greater than 0.70, indicating a high level of internal consistency and reliability. Specifically, the Visit Intensity variable has reliability coefficients of 0.930, 0.935, and 0.941, demonstrating excellent consistency among its indicators. Similarly, the Sound System Event Attendance variable shows strong reliability with values of 0.915, 0.918, and 0.930, while the MSME Income Improvement variable records the highest reliability values of 0.929, 0.931, and 0.945. These results confirm that all constructs in the model meet the reliability and convergent validity criteria, reflecting consistent and dependable measurement across indicators.

Structural Model (Inner Model)

The data collected from respondents through the research questionnaire were analyzed using Partial Least Squares (PLS), a type of Structural Equation Modeling (SEM), with the assistance of SmartPLS software version 3.0.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) indicates the proportion of variance in the dependent variable that can be explained by all independent variables. In general, an R^2 (R-square) value of 0.75 is considered strong, 0.50 is considered moderate, and 0.25 is considered weak. Therefore, the higher the R^2 (R-square) value, the better the model's predictive accuracy and overall quality. The following table presents the R^2 (R-square) values obtained in this study:

Table 5. R-Square Results

Variable	R Square	Adjusted R Square	Description
MSME Income Improvement	0.648	0.635	Moderate

Source: SmartPLS Output, 2025

Based on Table 5, the R-square value for the *MSME Income Improvement* variable is 0.648, which falls within the moderate category. This indicates that 64.8% of the variance in MSME income improvement can be explained by *Consumer Culture* and *Market Segmentation*, while the remaining 35.2% is influenced by other variables outside the scope of this research model.

Goodness of Fit Test

The Goodness of Fit (GoF) test is conducted to determine the overall feasibility and accuracy of a model, serving to validate the combined performance of both the measurement model (outer model) and the structural model (inner model). The GoF value ranges between 0 and 1. It is calculated as the square root of the product of the average AVE value and the average R-square (R^2) value. In the PLS approach, the GoF value must be calculated manually. The interpretation thresholds are as follows: GoF small = 0.10, GoF medium = 0.25, and GoF large = 0.38.

Table 6. Model Fit (AVE and R^2)

Variable	AVE Value	R Square
Visit Intensity	0.615	
Sound System Event Attendance	0.615	
MSME Income Increase	0.744	0.635
Mean Value	0.662	0.635
Mean Value AVE × R Square	0.420	

Source: SmartPLS Output, 2025

The calculated Goodness of Fit (GoF) value is $\sqrt{0.420} = 0.648$.

Based on Table 5, the GoF value of 0.648 falls within the large category. This indicates that the model demonstrates a high level of feasibility and accuracy, suggesting that it has strong explanatory power in representing the empirical data used in this study.

Effect Size Test (f^2)

The effect size (f^2) is used to assess the impact of independent variables on the dependent variable, with each variable associated with a different level of effect. An f^2 (f-square) value greater than 0 indicates an adequate effect, whereas an f^2 value less than 0 suggests an insufficient effect. According to Cohen's (1988) guidelines, f^2 values of 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively. The following table presents the f-square (effect size) results obtained in this study:

Table 6. Effect Size (f^2)

Variable	MSME Income Increase	Description
Visit Intensity	0.316	Small
Sound System Event Attendance	0.152	Small

Source: SmartPLS Output, 2025

Based on Table 6, the f-square values indicate that the variable Infrastructure Limitations has an insufficient effect size, with an f^2 value of less than 0.15, suggesting that its latent predictor exerts only a small effect at the structural level. In contrast, the Market Access variable shows an adequate effect size, with an f^2 value greater than 0.35, indicating that its latent predictor exerts a large effect when interpreted within the structural model.

Predictive Relevance Test (Q^2)

The Q-Square Predictive Relevance (Q^2) test is conducted to assess how well the model predicts observed values, serving as an indicator of the model's predictive validity. This value reflects the level of predictive accuracy obtained through the *blindfolding* procedure by examining the Q-square (Q^2) value. A Q^2 value greater than 0 or approaching 1 indicates that the model possesses strong predictive relevance. Conversely, a Q^2 value less than or equal to 0 suggests that the model has weak or no predictive relevance.

Table 7. Predictive Relevance (Q^2)

Variable	SSE	Q^2
MSME Income Increase	190.145	0.463

Source: SmartPLS Output, 2025

Based on Table 7, the Q-Square (Q^2) value for the Marketing Effectiveness variable is 0.438. Since the Q^2 value is greater than 0, this indicates that the research model possesses predictive relevance, meaning it has a good ability to predict the observed data.

Normed Fit Index (NFI)

The Normed Fit Index (NFI) is a comparative measure that evaluates the fit between the hypothesized model and the null model by comparing their respective chi-square values. The NFI value ranges from 0 to 1, where a value closer to 1 indicates a better and more optimal model fit. In general, the closer the NFI value is to one, the better the model's overall goodness of fit.

Table 8. Normal Fit Index (NFI)

Variable	Saturated Model	Estimated Model
Chi-Square	769.844	769.844
NFI	0.744	0.744

Source: SmartPLS Output, 2025

Based on Table 8, the NFI value of the model in this study is 0.470. This value, which falls within the acceptable range of 0 to 1, indicates that the model demonstrates an adequate level of fit. Although not perfect, an NFI of 0.470 suggests that the model possesses a reasonable degree of goodness of fit.

Hypothesis Testing of Direct Effects

The hypothesis testing for direct effects was evaluated by examining the original sample values and t-statistics of the direct paths. The test was performed using the bootstrapping procedure in SmartPLS 3.0. A relationship is considered statistically significant when the t-statistic value exceeds 1.671 and the p-value is less than 0.05.

Table 9. Direct Effect Hypothesis Testing

Variable	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Description
Visit Intensity → MSME Income Improvement	0,507	0,516	0,146	3,464	0,001	Accepted
Sound System Event Attendance → MSME Income Improvement	0,351	0,346	0,14	2,515	0,012	Accepted

Source: SmartPLS Output, 2025

Based on Table 9, the results of the direct effect test can be described as follows:

H1: Visit Intensity shows an original sample coefficient value of 0.507 (positive), a t-statistic value of 3.646 (> 1.671), and a p-value of 0.001 (< 0.05). These results indicate that Visit Intensity has a significant positive effect on MSME Income Improvement. Therefore, H1 is accepted.

H2: Sound System Event Attendance shows an original sample coefficient value of 0.351 (positive), a t-statistic value of 2.515 (> 1.671), and a p-value of 0.012 (< 0.05). These results indicate that Sound System Event Attendance has a significant positive effect on MSME Income Improvement. Therefore, H2 is accepted.

Discussion

Visit Intensity has a significant effect on MSME Income Improvement.

The data analysis reveals a significant positive correlation between *Visit Intensity* and *MSME Income Improvement*. This finding indicates that the higher the level of customer visits to micro, small, and medium enterprises (MSMEs), the greater the potential increase in income achieved. The causal relationship is reinforced by a positive and statistically significant regression coefficient. Specifically, for every one-unit increase in *Visit Intensity*, MSME income is predicted to increase by 0.507 units. The implications of this result are substantial. For MSME practitioners, the findings highlight the importance of implementing effective marketing strategies to attract and retain customers. Efforts such as social media promotion, customer loyalty programs, and continuous improvement of product or service quality can serve as concrete strategies to enhance visit intensity. Moreover, for the government and other stakeholders, these findings provide a valuable foundation for formulating policies that support MSME development. Initiatives such as improving access to entrepreneurship training, providing financial assistance, and enhancing

infrastructure facilities can increase the attractiveness of MSMEs as business destinations, ultimately contributing to local economic growth.

However, it is important to note that visit intensity is only one of several factors influencing MSME income. Other aspects such as macroeconomic conditions, business competition, and consumer preferences should also be considered in a more comprehensive analysis. Future research may involve additional variables and larger samples to strengthen the validity and generalizability of these findings. This result aligns with the study by Firdaus Nur (2023), who found that visit intensity significantly influences MSME income improvement, suggesting that repeated tourist visits to the same destination can increase business revenue. Similarly, Milatul (2023) emphasized that MSME income can be enhanced through supporting factors such as adequate public facilities and friendly customer service at business locations. Furthermore, Heryanto et al. (2022) asserted that MSME income could grow substantially if business owners upgrade their marketing or promotional methods by leveraging social media as an alternative marketing platform. In addition, Darmansyah et al. (2021) highlighted that MSMEs play a crucial role in strengthening Indonesia's economy as locally driven enterprises capable of withstanding global financial crises and providing essential goods and services to meet community needs.

Sound System Event Attendance has a significant effect on MSME Income Improvement.

The data analysis reveals a significant positive correlation between event attendance and the improvement of MSME income. This finding indicates that a higher level of event participation within a region can positively affect the business performance of local MSME actors. The causal relationship is supported by a positive and statistically significant regression coefficient, where each one-unit increase in the event attendance variable is predicted to result in a 0.351-unit increase in MSME income ($t = 2.515$; $p = 0.012$). The implications of this finding are extensive. For MSME practitioners, it highlights the importance of effective marketing strategies to attract and retain customers. The presence of *sound system events* can serve as a strong attraction for both local and international visitors, where visitors' interest in attending events translates into consumer buying intention. In tourism, stimuli that create attraction include uniqueness, beauty, authenticity, and value. Consumer purchasing decisions are inseparable from behavioral factors, which differ across situations and experiences. Recent events have shown an increase in visitor numbers at sound system festivals due to growing innovation and improved event quality.

According to Novitri and Syafri (2014), the tourism sector has a significant impact on local communities, particularly those living in tourism destination areas. This finding is further supported by Firdaus Nur (2023), who explained that the existence of tourism sites or special events can influence tourist interest, which in turn correlates with the income growth of nearby MSMEs. In other words, the attractiveness of a tourism destination deserves equal and consistent attention, particularly in terms of improving infrastructure and facilities. This can include adding outlets or business spaces for MSMEs that are directly connected to the continuity of local economic activity. As noted by Bagus Prasetyo and Sri Suryoko (2018), tourist attraction and visiting interest are inseparable elements of tourism activities. Furthermore, MSME income can increase significantly when entrepreneurs upgrade their marketing and promotional strategies by utilizing social media as an alternative promotional platform (Heryanto et al., 2022).

Conclusion

The results of this study provide important implications for the development of Micro, Small, and Medium Enterprises (MSMEs) in Padomasan Village. On one hand, organizing sound system events regularly can serve as an effective strategy to attract visitors and increase MSME income. On the other hand, efforts to enhance visit intensity such as through tourism and MSME promotion should also be carried out continuously and systematically. Based on the findings, it can be concluded that there is a significant relationship between the presence of sound system events and visit intensity with the increase in MSME income in Padomasan Village. Both independent variables, namely sound system event attendance and visit intensity, have a positive influence, both jointly and partially, on the dependent variable, MSME income growth. This indicates that these

two factors play a crucial role in supporting local economic development, particularly for MSME actors in Padomasan Village.

The study reveals that sound system events are effective in attracting a larger number of visitors, thereby positively affecting MSME sales performance. Furthermore, higher visit intensity creates opportunities for MSMEs to expand their market reach and introduce their products to a wider range of consumers. Thus, these two variables complement each other and work synergistically in increasing MSME income in Padomasan Village. The results of this study emphasize that consistent collaboration between local government and MSME actors is essential in developing programs that enhance MSME income through tourism activities and local product promotion. Finally, while this study successfully identifies the relationship between sound system event attendance, visit intensity, and MSME income growth in Padomasan Village, it acknowledges several limitations—such as a limited sample size and a narrow research scope focused only on one area. Therefore, future research is recommended to involve a larger population and broader regions to strengthen the generalizability of these findings.

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