

## APPLICATION OF INTERNET OF THINGS TECHNOLOGY IN MODERN THEATRE ARTS TO ENHANCE BRAND IMAGE

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### Abstract

Theatrical arts have been an important part of human culture for centuries and have been able to improve the image of the theatre arts community in this modern era. This research focuses on *Internet of Things* (IoT) technology as a bridge for innovation in theatre arts, especially in increasing the interest on visiting theatre arts performances in Bandung. The author will discuss how the application of IoT technology has changed the way we understand, create, and enjoy theatre arts, and how IoT technology provides the ability to integrate various elements in theatre productions, including lighting, sound, special effects, and interaction, thereby increasing audience interest. This study uses a quantitative approach with mediating variables and uses a *Structural Equation Model* (SEM) to test direct and indirect effects. The population was not specified but the sample was at least 200 respondents. The research was conducted from September to November 2023 on potential audiences or connoisseurs of performing arts but never watched theatre arts, especially at the Baraya Theatre Community in Bandung City with a focus on brand image, consumer interest, and the use of IoT in theatrical performances.

**Keywords:** Brand Image, *Internet of Things* (IoT), Consumer Interest.

### INTRODUCTION

Art provides a platform for our imagination and love of all things, and it has a very broad meaning and encompasses many different types of art, one of which is acting, also known as drama or theatre arts. Theatre art consists of various other arts, with acting as the main element and stage decoration and layout. A theatre performance shows an opening dance or body movement to show the quality of human resources within the theatre arts (Hartono, 2019). So, a lot of people say that

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theatre arts are a combination of various arts and that who studies all types of arts is the same as studying theatre arts.

According to Williams (2020) drama, like poetry and prose, must be read to be appreciated, meaning the same as any other literary appreciation, that is, the appraisal of literary works of high quality and the assignment of reasonable value to them based on the clear, conscious, and critical observations and experiences of those involved in the theatre arts. The experiences that result from an appreciation of the story will take us into the real world beyond the drama. Ultimately, the values of the self in the human resources of the theatre arts may change.

Theatre performances can increase the actualisation and appreciation of various things, especially because theatre performances or performances often raise social themes that are tailored to the target audience, which usually has the ability to arouse thinking, sharpen intelligence, and increase sensitivity to environmental problems. According to Wijaya, (2019) theatre art is one of the most dynamic mediums in delivering messages, inviting reflection, and educating the public. In another perspective, behind the entertainment presented, theatre has the power to shape character, sharpen empathy, and foster interpersonal skills in the individuals involved and the audience.

For theatre artists, the process of rehearsal, discussion, and performance requires discipline, teamwork, and a deep understanding of their characters and stories. Communication skills, an understanding of character psychology, and the ability to work in a team are some of the qualities that are enhanced in this process, which requires good human resource management (Armstrong & Taylor, 2023). Actors and crew learn how to convey messages effectively, capture audience emotions, and work under pressure. All these qualities, without realising it, increase the capacity of the human resources involved. Furthermore, for the audience, theatre arts invite them to reflect on themselves and the society around them. Through the themes raised, the audience is invited to think about social, cultural and even personal issues that are relevant to real life. This process of reflection can lead to increased social awareness, empathy for others, and a deeper understanding of issues. Thus, the audience is not only entertained, but also enlightened and has new insights that can be applied in everyday life.

According to Nonaka & Takeuchi in Baccera-Fernandez et al. (2014) the management of a business organisation recognises that change is a natural part of the business environment. Resources play a role in helping organisations adapt to rapid changes, such as changes in technology or changes in business strategy to be able to attract consumer/customer attention in improving the quality of service from an organisation or company. When resources have high knowledge, skills, and dedication, it is reflected in the quality of performances produced. A well-written script requires a deep understanding of the characters and plot, an experienced

director is able to direct actors in a way that stirs the audience's emotions, while an expert technical crew ensures lighting, sound, and stage sets support the storyline perfectly. In addition, customer services, such as ticket sales, welcoming, and facilities for the audience are also enhanced when the human resources managing them are highly competent and dedicated.

In the theatre community in the Baraya Theatre environment in Bandung City, the intensity of theatre performances began to increase since the Covid-19 Pandemic was declared to have decreased the spread of the outbreak in early 2023. This is evidenced by the request from the Persatuan Mahasiswa Anak Johor (PERMAJ) Universitas Kebangsaan Malaysia (UKM) requesting that Theatre Performing Arts be held in Bandung City to the Indonesian Institute of Cultural Arts (ISBI) and the theatre community in Bandung City in March 2023. This consistently continued until the theatre art performances held at the Rumentang Siang Arts Building in Bandung City until September 2023, where at least every month consistently held theatre art performances since the Covid-19 Pandemic was declared an Endemic in early 2023. The theatre arts community in Bandung has a very good image in the eyes of the World Theatre Arts community, one of which is the request of the Persatuan Mahasiswa Anak Johor (PERMAJ) Universitas Kebangsaan Malaysia (UKM) to the Indonesian Institute of Arts and Culture (ISBI) Bandung as the host.

According to Kotler & Keller (2018) organisations that successfully build a strong brand image usually do so with consistency, authenticity, and effective communication. When such organisations gain recognition, it means they have successfully conveyed their brand message and values to their target audience in a convincing and memorable way. This recognition not only increases customer loyalty and brings in new consumers, but also strengthens the brand's position in the market and provides a competitive advantage. In the long run, a positive brand image can increase the value of brand equity, influence consumer interest, and be a decisive factor in brand resilience amidst difficult conditions.

However, the level of arts performances that are held consistently does not show an increase in the number of audiences each month, even though performances are held by various communities, organisations and institutions. The enthusiastic interest of audiences to watch theatre arts in Bandung can be seen in ticket sales from March 2023 to September 2023 which can be presented in the following table.

Table 1: Number of Audiences for Theatre Performances in Bandung City

Month	March	April	May	June	July	August	September
Target	400	400	400	500	500	500	500

<b>Realisation</b>	<b>157</b>	<b>201</b>	<b>213</b>	<b>199</b>	<b>204</b>	<b>210</b>	<b>311</b>
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Source: Pre-research Survey, 2023

The table above shows that there is no significant and consistent increase in the number of audiences interested in coming and watching theatre arts performances in Bandung, where the high frequency of performances is held including at the Rumentang Siang Arts Building, Taman Budaya Bandung and from various performances held at universities or colleges in Bandung that have Theatre Arts Study Programs. This shows that the audience's interest in theatre arts performances in Bandung is still low. According to Gobe (2020) consumer interest refers to the desire, interest, or interest of consumers in certain products or services. It is a tendency or predisposition that motivates a person to consider, seek information, or make a purchase. In this condition, the brand image of theatre performance art by the art community in Bandung City is very well known to Malaysia, which gets a collective impression and perception of a brand in the minds of a community and is often one of the determining factors in an individual's interest in taking action, which in this case is enjoying performing arts. A brand with a positive image can evoke a deep sense of trust, quality and emotional attachment, all of which contribute to increased consumer interest in the product or service.

According to Alijoyo (2023), their image also believes that the branding process becomes more efficient and effective with the support of artificial intelligence, while the ability of artificial intelligence to direct brands to the right market segmentation also helps. Organisations believe that artificial intelligence is helping them overcome complex industry challenges and making an overall positive impact.

The alleged problem with consumer interest in attending theatre performances is the quality of the presentation. This is a concern for one of the organisations involved in theatre arts, Teater Baraya, which was formed in October 2011 in Bandung with the initiative of a group of young people with a keen interest in acting, and who wanted a vehicle for the expression of their minds, thoughts, feelings and creations. Baraya, a Sundanese word meaning "brother", reflects the unitary nature of the community, which comprises people from various demographic classifications. The organisation points out that the quality of its human resources plays an important role in determining whether theatre arts can provide an experience that satisfies, educates and inspires its audience. The organisation collaborates theatre performance with technology and IoT (Internet of Things) to achieve visual effects and convenience in the application of technology to improve the quality of theatre presentation.

In the world of theatre performance art, IoT is playing an increasingly important role in enhancing the quality and depth of the experience for audiences. While traditional theatre may seem far removed from technology, developments in IoT provide opportunities for integration between technology and artistic expression. Through interactive stage design, IoT sensors and devices can create stage sets that are responsive to actors' movements or audience reactions. This allows for dynamic changes in light, sound, or visual effects based on the action on stage, providing a new dimension to storytelling. Additionally, IoT can assist in production management, monitoring equipment conditions, or even creating sophisticated costumes that interact with actors or the surrounding environment. Overall, the application of IoT in theatre not only enhances the technical aspects of a production, but also enriches the way stories are presented and enjoyed by the audience, which the Baraya Theatre community is already doing.

Research conducted by Alijoyo (2023) on risk management maturity models aims to assist companies in assessing risk management practices and the effectiveness of risk management in various sectors, but there is still a lack of research tracking the progress and status of risk management maturity models at the company/organisation level. Following this problem, the purpose of this study is to list and synthesise risk management maturity models and map their similarities and differences to determine and identify the sophistication of existing enterprise risk management maturity models. The process of synthesising enterprise risk management maturity models uses a literature review approach on established existing risk management maturity models. In addition, the enterprise risk management maturity model of interest is one that emphasises practicality, not theory. The findings show that enterprise risk management maturity models have their own level of complexity and characteristics, which indicates that not all maturity models are suitable for every enterprise, and technological aspects are increasingly important in today's sophisticated enterprise risk management maturity models. Therefore, enterprises are advised to choose a risk management maturity model that suits their risk management capabilities and effectiveness and utilise technological advances to improve their risk management maturity.

Similar research on the role of IoT in theatre performances was conducted by Aranyossy (2022) discussing the adoption of technology in the digital entertainment industry during the Covid-19 pandemic, with a focus on online theatre streaming. The results of this study also show that the Covid-19 pandemic has accelerated the adoption of technology in the digital entertainment industry, including IoT services. From the results of the study, it can be concluded that factors such as perceived usefulness, perceived ease of use, perceived reliability, perceived security, perceived satisfaction, and social influence have a significant effect on consumer interest in using IoT. The Covid-19 pandemic has accelerated the adoption

of technology in the digital entertainment industry, including services through IoT. Therefore, companies can strengthen the adoption of technology in the digital entertainment industry by paying attention to the factors that influence consumer interest.

Furthermore, research conducted by Modliński and Pinto (2020) discusses the management of replacement and complementary technologies in cultural institutions, focusing on the market/mission perspective. This research shows that the management of replacement and complementary technologies in cultural institutions can be carried out by considering market and mission perspectives. The results also show that the management of replacement and complementary technologies in cultural institutions can help improve operational effectiveness and efficiency. This research suggests that cultural institutions can strengthen the management of substitute and complementary technologies by considering market and mission perspectives and strengthen organisational cultures that support knowledge creation and conversion. From the results of the study, it can be concluded that the management of substitute and complementary technologies in cultural institutions can be done by considering market and mission perspectives and help improve operational effectiveness and efficiency. Therefore, cultural institutions can strengthen the management of replacement and complementary technologies by considering market and mission perspectives and strengthening the organisational culture that supports knowledge creation and conversion.

Research conducted by Heuling (2021) discusses the impact of a science theatre project in increasing students' interest in science. The results of this study also show that science theatre projects can help students understand science concepts in a more interesting and interactive way. The results showed that science theatre projects can increase students' interest in academic fields and help them understand concepts in a more interesting and interactive way. Therefore, educators can use science theatre projects to increase students' interest in academic fields and strengthen organisational cultures that support knowledge creation and conversion.

Based on the above description, it shows how technology, especially IoT, and innovative methods such as science theatre, can influence and enrich the world of entertainment after critical periods such as the Covid-19 pandemic, and create a gap in the lack of interest in watching theatre performances needs to be researched, so this research examines the application of IoT technology in modern theatre arts.

### ***Problem Formulation***

Based on the background described above, the problem formulation is as follows.

1. Brand image can influence consumer interest in watching theatre arts performances in Bandung;
2. Brand image can influence the use of *Internet of Things* Technology in theatre arts performances in Bandung City;
3. The use of *Internet of Things* Technology can influence consumer interest in theatre arts performances in Bandung City;
4. The use of *Internet of Things* Technology can mediate brand image in influencing consumer interest in watching theatre arts performances in Bandung City.

## **REVIEW OF THEORY AND PREVIOUS RESEARCH**

### ***Relationship between Brand Image and Consumer Interest***

Research conducted by Mahirah and Slamet (2023) discusses the effect of price, service quality, and brand image on buying interest in using online transportation in Batam City. The results of this study indicate that the price factor and brand image have a significant effect on buying interest in using online transportation in Batam City. However, this study also found that the service quality factor has no significant effect on purchase intention to use online transport in Batam City. In conclusion, this study suggests that online transport companies can strengthen purchase intention by considering price and brand image factors.

Research conducted by Yuliana and Pamikatsih (2023) discusses the effect of price, product quality, and brand image on iPhone purchase intention in Solo Raya. This research was conducted using purposive sampling method and data collection techniques in the form of questionnaires distributed online through social media. This study shows that price, product quality, and brand image have a positive and significant effect on iPhone purchase intention in Solo Raya. This study involved 140 people. The results showed that businesses can strengthen consumer buying interest by considering price, product quality, and brand image factors. In conclusion, this study shows that price, product quality, and brand image contribute positively and significantly to iPhone purchase intention in Solo Raya. Therefore, businesses can strengthen consumer purchase intention by considering these factors.

Research conducted by Sherly et al. (2023) discusses the effect of product quality, brand image, and celebrity endorsers on buying interest in MS Glow products. The focus of this research is to find out how product quality, brand image, and celebrity endorsers impact the desire to buy MS Glow products. This research was conducted using a sample of MS Glow product users in Serang and Cilegon. Purposive sampling was used to collect a sample of 100 people. The results showed that product quality, brand image, and celebrity endorsers have a positive and significant effect on the purchase intention of MS Glow products. From the results of this study, it can be concluded that product quality, brand image, and celebrity

endorsers have a positive and significant effect on buying interest in MS Glow products.

Research conducted by Ferdianti and Greece (2023) discusses the role of Instagram content in mediating the influence of brand image on buying interest in the Geoff Max brand. The purpose of this study was to determine how Geoff Max's Instagram content affects its brand image and brand buying interest. This study uses purposive sampling method with 150 people surveyed. The results show that Instagram content has a positive and significant effect on Geoff Max's brand image and its brand purchase intention. In conclusion, this study proposes that companies consider using Instagram content more frequently.

### ***Relationship between Brand Image and Use of Internet Of Things Technology***

Research conducted by Liu, Lyu, and Gao (2021) discusses the development path of consumer marketing brands based on image recognition technology. This research shows that image recognition technology can be used to build consumer marketing brands in a more effective way. The results also show that image recognition technology can help improve consumer experience and strengthen brand image. This research suggests that companies can take advantage of image recognition technology to strengthen consumer marketing brands and strengthen brand image. From the results of the study, it can be concluded that image recognition technology can be used to build consumer marketing brands in a more effective way and help improve consumer experience and strengthen brand image. Therefore, companies can utilise image recognition technology to strengthen consumer marketing brands and strengthen brand image.

Research conducted by Fu (2022) discusses the era of internationalisation is the era of the Internet of Everything. It not only drives global economic growth but also undermines the traditional brand development model in all walks of life, promotes the comprehensive upgrading of traditional brands, and gives birth to a large number of new generation online brands. The visual expression of the overall brand promotion strategy is the visual design of the brand. Communication and appeal are the most specific and direct in the entire brand identity system. With the popularity of the Internet, the rise of platforms, the replacement of mobile devices, and the rapid development of new media technologies, the media and methods of brand communication renewal are becoming more abundant. A brand image that conforms to the characteristics of the times, as a spiritual outlook, helps to better enhance brand value. This research focuses on online brand image design in an international context. The visual communication-based brand image design service model is more conducive to brand development and is aimed at stimulating how design thinking can deepen the brand image to a certain extent.



Research conducted by Azaria and Utami (2022) aims to evaluate how green advertising and brand image impact the desire to buy Zorlien Led products moderated by the internet. This research was conducted in Jakarta, Java, Sumatra, Padang, Medan, and Lampung. The purposive sampling method was used, and data were collected through questionnaires distributed to 97 people who use Zorlien Led products. The results show that green marketing and brand image have no positive or significant influence on purchase intention of Zorlien Led products. In contrast, the moderation of internet technology on brand image has no positive or significant influence on the purchase intention of Zorlien Led products. This research can help businesses develop effective marketing strategies to increase consumer buying interest in their products.

#### ***Use of Internet of Things Technology with Consumer Interest***

Research conducted by Marquerette and Hamidah (2023) examined how service features and affiliate marketing affect e-commerce customers' purchase intention. This research was conducted through purposive sampling technique, with 100 respondents. The results show that affiliate marketing and service features have a positive and significant impact on the purchase intention of e-commerce consumers. The results of this study encourage e-commerce companies to consider using affiliate marketing and service features to increase consumer purchase intention. The conclusion is that affiliate marketing and service features have a positive and significant impact on e-commerce consumers' purchase intention. Therefore, e-commerce companies may consider using affiliate marketing and service features to increase their consumers' purchase intention.

Research conducted by Contini, et al. (2023) discusses the effect of blockchain technology in strengthening consumer preferences for trust attributes in food products. This research shows that blockchain technology can increase the credibility of quality signals on labels through transparency and accountability in the supply chain, thereby reducing consumer uncertainty about trust attributes in food products and facilitating informed choices. The research was conducted using a choice experiment with 300 Italian consumers, focusing on craft beer and analysing how blockchain technology strengthens organic and DOP certification. The results show that blockchain technology can increase consumer preferences for trust attributes in food products, such as organic and DOP certifications. This research suggests that manufacturers and policymakers can utilise blockchain technology to strengthen consumer preferences for trust attributes in food products and promote proactive engagement in sustainability and public health. From the results of the study, it can be concluded that blockchain technology can enhance consumer preferences for trust attributes in food products and facilitate informed choices. Therefore, manufacturers and policymakers can utilise blockchain technology to

strengthen consumer preferences for trust attributes in food products and promote proactive engagement in sustainability and public health.

### ***Use of Internet of Things Technology Mediates Brand Image and Consumer Interest***

Research conducted by Talwar, et al. (2020) discusses consumer resistance to digital innovation by conducting a systematic review and developing a framework. This research aims to develop a framework that can help understand consumer resistance to digital innovation and the factors that influence it. This research was conducted using a systematic review approach by analysing 54 studies selected for content analysis to identify thematic focus, identify research gaps, recommend future research directions, and develop a framework. The results show that consumer resistance to digital innovation can be influenced by factors such as distrust, discomfort, uncertainty, and privacy concerns. This research suggests that companies can consider these factors in designing digital innovations and marketing strategies to reduce consumer resistance. From the results of the study, it can be concluded that consumer resistance to digital innovation can be influenced by factors such as distrust, discomfort, uncertainty, and privacy concerns. Therefore, companies can consider these factors in designing digital innovations and marketing strategies to reduce consumer resistance.

Research conducted by Ruswandi, Hartoyo, and Najib (2021) this study discusses how Zomato uses the Attention, Interest, Search, Action, & Share (AISAS) model to promote itself. The purpose of this study is to evaluate how effective Zomato's promotion is based on the concept of marketing communication derived from technological advances, namely the (AISAS) model, and how the company can increase the number of purchases of its customers. To conduct this research, a descriptive approach was used by sending questionnaires to 180 Zomato Gold members. A Structural Equation Model (SEM) was used to analyse the relationship between the variables of promotion, attention, interest, search, action and sharing. The results showed that the advertisements used based on the AISAS model were not effective in encouraging customers to purchase goods at Zomato Gold restaurants. Therefore, Zomato should increase promotional activities on social media by fully utilising social media features to attract more customers.

This study suggests that Zomato can increase promotional activities on social media to increase consumer attention to promotions and strengthen consumer buying interest. From the results of the study, it can be concluded that the effectiveness of promotional advertising based on the AISAS model is not significant in encouraging consumers to make purchases by visiting restaurants with Zomato Gold benefits. Therefore, Zomato needs to increase promotional activities on social media to increase consumer attention to this promotion by maximising social media features.

### Research Paradigm and Hypothesis

Based on the problems that have been described, the paradigm of this research is as follows.

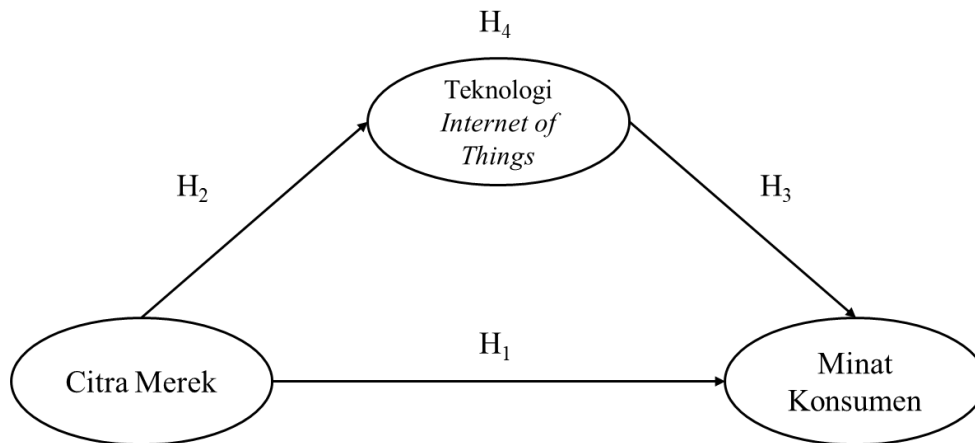


Figure 1. Research Paradigm

### Research Hypothesis

Based on the research paradigm above, the research hypothesis can be proposed as follows.

- H<sub>1</sub> : Brand image affects consumer interest in watching theatre arts performances in Bandung City
- H<sub>2</sub> : Brand image influences the use of *Internet of Things* Technology in theatre arts performances in Bandung City.
- H<sub>3</sub> : The use of *Internet of Things* Technology affects consumer interest in theatre arts performances in Bandung City.
- H<sub>4</sub> : The use of *Internet of Things* Technology mediates brand image in influencing consumer interest in watching theatre arts performances in Bandung City.

### RESEARCH METHODS

This study uses a quantitative approach, where there are alleged problems that have mediating variables so that there is an indirect effect in this study. The hypothesis testing method in this study uses the *Structural Equation Model* (SEM), where this method can test indirect effects and direct effects on the alleged problems raised in this study. The population in this study has an indeterminate number, namely potential audiences or connoisseurs of theatre performing arts but there is no interest or have never watched live performing arts with the benchmark of theatre art performances held by the Baraya Theatre Community in Bandung City.

So that the sample of this study was determined to be at least 200 respondents to adjust to the SEM hypothesis testing technique that had been determined (Sugiyono, 2019). This research was conducted from September 2023 to November 2023, with the limitations of research variables that are suspected to be a problem are brand image, consumer interest and the use of *Internet of Things* Technology in the scope of theatre performing arts.

The results of the opposed hypothesis test regarding the magnitude of the influence between variables can be explained in the table below.

Table 2. Percentage of the Coefficient of Determination

Coefficient of Determination	Indicators
82% - 100%	Very close influence
49% - 81%	Close Influence
17% - 48%	Moderately Strong Influence
5% - 16%	Influence Not Intimate
0% - 4%	Very little influence

Source: Sugiyono (2019)

## HYPOTHESIS TEST RESULTS

### Research Model

The results of data processing using the *Structural Equation Model (SEM)* with AMOS software, the research model will be displayed in the figure below.

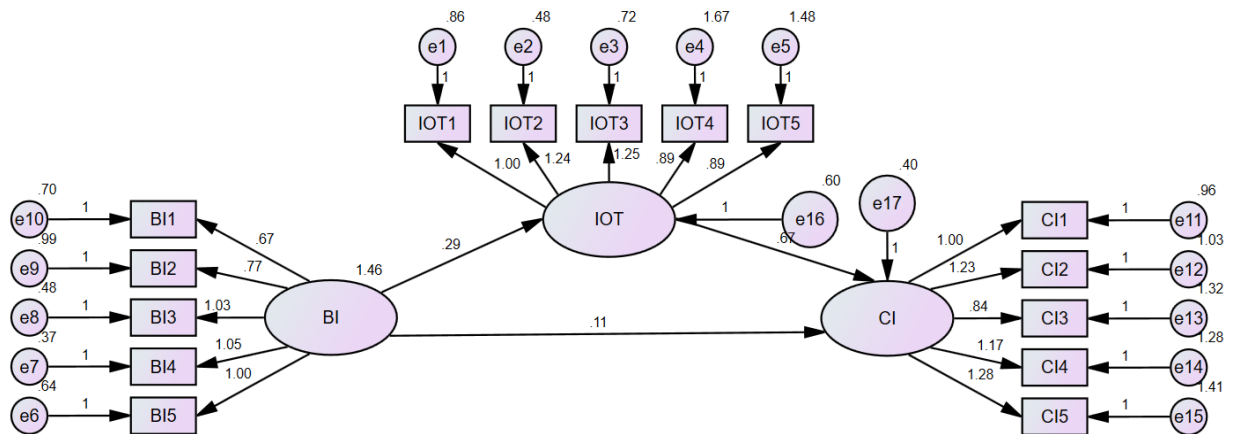


Figure 2. Research model

Based on the findings of the significance test of the estimated *standardised loading* value in the measurement model, it is objectively determined that each indicator on the latent variable has shown significant results, with a p value of 0.001, and the loading value of each indicator is greater than 0.50. With these results, it can be

concluded that to measure latent variables, all indicators are valid. *Cronbach's alpha* was used in the reliability test of this study which was measured using the SPSS 23 programme, with an *acceptance parameter* > 0.70. In addition, this study also considers the *Construct Reliability* (CR) and *Average Variance Extracted* (AVE) values which are determined manually using the following equation:

$$CR = \frac{(\sum_{i=1}^n \lambda_i)^2}{(\sum_{i=1}^n \lambda_i)^2 + (\sum_{i=1}^n e_i)}$$

$$AVE = \frac{(\sum_{i=1}^n \lambda_i^2)}{n}$$

*Construct Reliability* has a parameter whose value must be greater than 0.7, so that the indicator is declared reliable to measure latent variables. The recommended value of the AVE parameter must be greater than 0.5. Based on the results of data processing, the *Cronbach's Alpha*, *Construct Reliability* (CR), and *Average Variance Extracted* (AVE) values in this study have met the requirements, so the indicators used in this study are reliable.

Table 3. Reliability Test Results

Latent Variable	Indicator measurement	Standard loading d	Ca	CR	AVE
Brand Image	BI1	0,784	0,786	0,896	0,572
	BI2	0,692			
	BI3	0,853			
	BI4	0,715			
	BI5	0,629			
Use of Technology <i>Internet of Things</i>	IOT1	0,667	0,797	0,898	0,539
	IOT2	0,813			
	IOT3	0,849			
	IOT4	0,639			
	IOT5	0,644			
Consumer Interest	CI1	0,616	0,795	0,844	0,519
	CI2	0,837			
	CI3	0,783			
	CI4	0,602			
	CI5	0,741			

Based on the research model, the model fit index can be explained in the following table.

Table 4. Research Model Fit Test

Test Statistic Description	Critical Value	Results	Description
<b>Absolute Suitability Measure</b>			
Chi-Square	-	62,212	
Degree of Freedom (DF)	-	57	
p-value	$\geq 0,050$	0,055	Fit
CMIN/DF	$\leq 2,000$	1,359	Fit
Adjusted Goodnes of Fit (GFI)	$\geq 0,900$	0,941	Fit
Root Mean Square Error of Approximation (RMSEA)	$\leq 0,080$	0,075	Fit
<b>Comparative Suitability Measure</b>			
Adjusted Goodnes of Fit Index (AGFI)	$\geq 0,900$	0,981	Fit
Comparative Fit Index (CFI)	$\geq 0,900$	0,969	Fit
Tucker Lewis Index (TLI)	$\geq 0,900$	0,942	Fit

Based on the results of the model fit test above, the results show 'Fit' and then the analysis in this study can be continued.

#### **Hypothesis Test Results Direct Effect**

Based on the results of the fit test of the previous analysis model that has been explained, the results of the direct effect hypothesis test can be explained in the table below.

Table 5. Hypothesis Test Results of Direct Effect

Hypothesis	Relationship	Estimate	S.E.	C.R.	P	Conclusion
$H_1$	CI <--- BI	0,288	0,061	4,734	***	Positive & Significant
$H_2$	IOT <--- BI	0,666	0,115	5,780	***	Positive & Significant
$H_3$	CI <--- IOT	0,109	0,061	1,803	0,071	Positive & Significant

Based on the results of direct hypothesis testing, it can be concluded that all hypothesis test results can directly influence positively and significantly with the value of hypothesis test can directly affect positively and significantly with a value of C.R. < 2,000 and P value > 0.050.

Table 6. Standardised Regression Weights

Hypothesis	Relationship	Coefficients Determination	Conclusion
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Hypothesis	Relationship	Coefficients Determination	Conclusion
$H_1$	CI $\leftarrow$ BI	0,148	Not Strong Influence
$H_2$	IOT $\leftarrow$ BI	0,410	Moderately Strong Influence
$H_3$	CI $\leftarrow$ IOT	0,634	Strong Influence

In the results of hypothesis testing based on *Standardised Regression Weights*, it shows that the Hypothesis.

The 1st hypothesis shows a *Coefficients Determination* value of 0.148 or 14.8% with the conclusion that the effect is not strong but significant. Furthermore, the 2nd hypothesis test shows a fairly strong influence and the 3rd hypothesis test shows a strong influence.

#### **Indirect Effect Hypothesis Test Results**

The mediating variable in this study with the results of the indirect effect hypothesis test can be explained in the table below.

Table 7. Hypothesis Test Results of Indirect Effect

Hypothesis	Relationship	Estimate	P	Conclusion
$H_4$	CI $\leftarrow$ IOT $\leftarrow$ BI	0,260	0,001	Positive & Significant

In the results of hypothesis testing based on indirect effects, namely mediating variables, it can affect significantly but with a positive value. This is also supported by the results of the data shown in the *Standardized Indirect Effects* table of the AMOS program, which shows that the *Coefficients Determination* value is 0.260 or 26.0% with the conclusion of a strong influence as a mediating variable.

#### **MANAGERIAL IMPLICATIONS**

The results of the hypothesis testing above can provide managerial implications with the following description.

1. Managerial Implications for the Effect of Brand Image on Interest in Watching Theatre Arts Performances, where managers in the theatre industry should understand that brand image plays an important but not sole role in attracting audiences. To increase interest, they must continue to build and maintain a positive reputation through production quality, creativity, and value offered to the audience. However, it is also important to integrate other elements that influence audience decisions such as price, accessibility, and the uniqueness of the show. In their communication strategy, it is necessary to convey these attributes and communicate brand values effectively. Collaborating with other

parties for image enhancement can also be considered, such as partnerships with famous artists or cultural festivals to strengthen the brand image.

2. Managerial Implications for the Influence of Brand Image on the Use of IoT Technology in Theatre, where theatre managers should recognise that technological innovations such as IoT can provide a competitive advantage and strengthen brand image. Therefore, investment in these technologies not only enhances the audience experience but also increases the perceived value and modernity of the theatre group itself. To maximise this, managers should ensure that their staff are trained to use IoT technologies effectively and that audiences are informed about how these technologies enhance their theatre experience. They also need to monitor the latest technological developments and evaluate the potential integration of new IoT features on a regular basis.
3. Managerial Implications for the Effect of IoT Technology Use on Consumer Interest in Theatre Arts Performance, it emphasises the importance for theatre managers to not only adopt IoT technology but also to promote it as part of the theatre experience. Managers should focus their marketing on the ways that technology enriches the audience experience, such as personalisation and interactivity. This investment in technology should be followed by efforts to ensure audiences are aware of the benefits they receive, such as social media campaigns or pre-show technology demonstrations. This also means that in long-term planning, budgets for technology updates and innovation should be increased.
4. Managerial Implications for the Mediating Role of IoT Technology between Brand Image and Consumer Interest, where managers should consider IoT as an essential strategic tool in the development of their brand image. It is not just about improving the technical performance of performances but also about how technology can improve consumer perceptions of the brand. Investments in IoT should be integrated into branding and marketing strategies. Managers need to ensure that their teams are made up of individuals with the relevant skills to fully utilise these IoT technologies and explore new ways to strengthen the link between brand image and audience interest through these innovations. They also need to liaise with technology vendors to continuously update and improve their IoT implementations in line with the latest trends.

## **Discussion**

This study investigates the use of Internet of Things (IoT) technology in modern theatre art to improve brand image and audience interest in Bandung. The results of this study provide important insights into the relationship between brand image, the use of IoT technology, and consumer interest in theatre performances.



This discussion will compare this study's findings with those of previous studies and explain the implications.

**The influence of brand image on interest in attending theatre performances is a significant topic.**

The first finding indicates that brand image has a positive impact on consumer interest in attending theatre performances in Bandung. Previous research by Girsang et al. (2020) showed that a positive brand image can increase consumer interest in certain products or services, including performing arts. However, the study found that while brand image is important, it is not the main factor driving audience interest. This is consistent with research by Balmer and Shafranskaya et al. (2021), which emphasises that other factors such as performance quality, ticket prices, and personal preferences also play an important role in consumers' decisions to attend theatre events.

Another study by Hemsley-Brown et al. (2016) also emphasized the importance of brand image in attracting audiences, but emphasized that diversity in programs and innovation in performances are key supporting factors. Therefore, theatre groups must consider various elements other than brand image to increase their appeal. Factors such as the availability and convenience of facilities, effective marketing, and interaction with the audience through social media can also play an important role in increasing audience interest in attending the show.

**The influence of brand image on the use of IoT technology in theaters is significant.**

This study also found that brand image has a positive and significant impact on the use of IoT technology in theaters. These findings are in line with research by Usai et al. (2021), which shows that organisations with innovative brand imagery are more likely to adopt new technologies to improve their services. The use of IoT in theatre, such as automated stage lighting and remotely controlled audio, can improve the audience experience, which in turn can improve the theatre's brand image.

For example, research by Chen (2021) found that the adoption of digital technology in the creative industries, including theatre, can significantly improve public perceptions of a brand's innovation and modernity. This shows that IoT adoption is not only about improving operations but is also an effective marketing strategy to build and strengthen a brand image in the eyes of consumers. The public is more likely to value theater groups that are considered technologically advanced, leading to increased audience attendance and participation.

### **The effect of using IoT technology on consumer interest in theatre arts performances**

The results of this study show that the use of IoT technology has a positive and significant impact on consumer interest. Research by Taherdoost (2018) supports these findings, demonstrating that the adoption of advanced technology can enhance consumer interest and satisfaction. Audiences in the city of Bandung seem to appreciate the immersive and personalised experience offered by IoT technology, which can improve the quality and professionalism of theatre performances.

Research by Taherdoost (2018) also found that the use of interactive technology in the performing arts can increase audience engagement and provide a more engaging and memorable experience. The integration of IoT technology in theatre not only boosts audience interest but also fosters innovation in the presentation and interaction of performances. This provides an opportunity for theatre groups to experiment with new technologies and create unique and immersive experiences for audiences.

### **The role of IoT technology as a mediator between brand image and consumer interest is significant.**

The study found that IoT technology mediates the relationship between brand image and consumer interest. These findings show that the use of IoT technology not only improves brand image but also directly drives audience interest in attending theatre performances. This is consistent with research by Oyman et al. (2022), which shows that technological innovation can increase positive perceptions of brands and increase consumer interest.

Khoirunnisa and Albari's (2023) research revealed that technology, particularly in the creative industry, can act as a potent mediator between brand image and consumer interest. The use of advanced technologies such as IoT can give the impression that a theatre group is innovative and future-oriented, which in turn can attract more audiences. This emphasises the importance for theatre groups to not only focus on improving their brand image but also integrate the latest technology to strengthen relationships with audiences and increase their interest.

### **Conclusion**

The conclusions in the hypothesis test results can be described as follows.

1. The effect of brand image on interest in attending theatre performances, where brand image in the context of theatre arts in Bandung City shows a positive impact on consumer interest in attending performances. This means that, when a theatre group has a good image in the public's mind - be it through a

reputation for quality, creativity, or other values - more people are likely to be interested in watching their performances. However, this influence is not considered strong, which could mean that while brand image is a relevant factor, it is not the main determinant driving the audience's decision to attend a performance. This could be due to a range of other factors that also influence interest, such as the type of show, ticket price, location, and personal preferences of the audience. As such, theatre groups may need to look at other factors besides brand image to increase audience interest.

2. The effect of Brand Image on the Use of *Internet of Things* (IoT) Technology in Theatre, where in this point, brand image was identified as having a fairly strong positive and significant impact on the use of IoT technology in theatre in Bandung City. This indicates that theatre groups that are perceived as innovative and technologically advanced, perhaps due to their use of IoT, tend to be valued more highly by the community. IoT can include aspects such as automated stage lighting, remotely controlled audio, and audience interaction through smart devices, all of which can enhance the theatre experience. This positive image is likely to influence theatre groups to adopt IoT further, suggesting that a strong brand image can be a driver of technological innovation in the performing arts.
3. The effect of using IoT technology on consumer interest in theatre arts performances, where the use of IoT has a positive and significant impact on consumer interest. This strong influence indicates that the adoption of advanced technology is considered an added value by the audience. This could mean that audiences in Bandung City value the immersive experience and personalisation offered by such technology, or they may see the use of IoT as an indicator of quality and professionalism. Consumers may be more likely to attend shows that utilise modern technology as they offer a richer and more dynamic experience compared to shows that do not utilise similar innovations.
4. The mediating role of IoT technology between brand image and consumer interest, this relationship suggests that IoT acts not only as a technological addition but as a strategic link that strengthens the relationship between brand image and consumer interest. The use of IoT appears to mediate this relationship in a positive and significant way, suggesting that the presence of this technology is able to increase positive perceptions of brand image and directly drive audience interest. This means that in the context of Bandung theatres, investment in IoT can improve the overall brand image, which in turn, can further increase consumer interest in attending performances. This tells stakeholders in the theatre industry that integrating advanced technology can be an important step in building a strong brand image and attracting audiences.

### **Suggestion**

The study's results suggest several areas for future research and practice in the theatre industry:

1. Future research suggests expanding the geographic coverage by involving other cities or even countries to see if these findings are consistent across multiple contexts. Additionally, qualitative methods such as in-depth interviews or group focus can provide richer insights into the audience's perception and experience of IoT technology and the theatre's brand image.
2. Exploration of Other Technologies: Further research can explore the impact of other technologies, such as augmented reality (AR) and virtual reality (VR), on audience interest and theatre brand image. A comparative study between these different types of technology can help identify which technologies are most effective in improving the theatre experience.
3. We recommend further research to investigate the economic impact of applying IoT technology in theatre, which could include increased revenue, reduced operational costs, and other efficiencies. The study may also explore how technology can help theatres reach a wider audience and improve profitability.

### **Implications and Limitations**

The results of this study have significant implications for the theatre industry in Bandung. The integration of IoT technology can be an effective strategy to improve brand image and attract more audiences. However, the study also has limitations, including a sample limited to a single city and quantitative research methods that may not cover all aspects of the theatre experience. Future research can expand the geographic scope and use qualitative methods to gain a deeper understanding.

Furthermore, this research provides avenues for further investigation into the adoption of various forms of technology in the performing arts, with the aim of enhancing audience engagement and satisfaction. Longitudinal studies that track the development and impact of technology adoption over time can also provide more comprehensive insights into the relationship between technology, brand image, and consumer interest. Thus, these findings can be the basis for development and innovation strategies in the theatre industry.

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