

# Kekuatan Fandom pada Customer Engagement dalam Mempengaruhi Purchase Intention Merchandise K-POP = The Power of Fandom on Customer Engagement in Influencing K-POP Merchandise Purchase Intention

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## Abstrak

Korean Wave (Hallyu) yang memasuki Indonesia menyebabkan banyak perusahaan di Indonesia yang bekerjasama dengan grup idola K-POP untuk memasarkan produk perusahaan tersebut. Dalam penelitian ini, peneliti mengkaji bagaimana interaksi antar penggemar dapat mempengaruhi keinginan pembelian dari penggemar tersebut terhadap produk yang di endorse oleh selebriti yang disukainya. Pertama-tama, peneliti mengidentifikasi 2 macam identifikasi sosial yang dimiliki oleh para penggemar NCT atau yang biasa disebut oleh NCTzen. Kedua macam identifikasi sosial tersebut adalah Customer-to-customer identification (CCI) dan Customer-to-community identification (CMI). Kemudian, peneliti mengidentifikasi 2 aspek customer engagement menjadi Attitudinal dan Behavioral. Selain itu, peneliti juga mengidentifikasi 2 aspek dari Attitude, yakni Attitude towards Brand & Attitude towards Celebrity. Terakhir, peneliti menguji hubungan antara Social Identification - Customer Engagement - Purchase Intention dan juga Attitude - Purchase Intention pada produk Lemonilo yang mengendorse artis K-Pop NCT Dream. Peneliti juga melakukan pengukuran moderasi multigroup untuk mengetahui apakah ada efek moderasi pada durasi lamanya bergabung kedalam fandom NCTzen. Survei dilakukan kepada 1016 responden yang merupakan NCTzen berumur 18 tahun keatas yang mengetahui kampanye Lemonilo x NCT Dream, disebar melalui media sosial Instagram dan Twitter, dan dianalisis menggunakan SEM dengan software Lisrel mengungkapkan bahwa Customer-to-customer identification mempengaruhi Customer-to-community identification dan Customer Attitudinal Engagement. Sedangkan Customer-to-community identification mempengaruhi semua aspek Attitudinal dan Behavioral dari Customer Engagement. Dalam mempengaruhi Purchase Intention, hanya variabel Attitude toward Brand yang tidak mempengaruhi secara signifikan. Fandom Duration juga tidak memiliki efek moderasi pada penelitian ini.

.....The Korean Wave (Hallyu) that entered Indonesia caused many companies in Indonesia to cooperate with K-POP idol groups to market the company's products. In this study, the researcher examines how the interaction between fans can affect the purchase intention of the fan for the product endorsed by the celebrity they like. First of all, the researcher identified 2 kinds of social identification that NCTzen (NCT fans) have. The two types of social identification are Customer-to-customer identification (CCI) and Customer-to-community identification (CMI). Then, the researcher identified 2 aspects of customer engagement into Attitudinal and Behavioral. In addition, the researcher also identified 2 aspects of Attitude; Attitude towards Brand & Attitude towards Celebrity. Finally, the researcher tested the relationship between Social Identification - Customer Engagement - Purchase Intention, and also Attitude - Purchase Intention on Lemonilo products that have been endorsed by a K-Pop artist, NCT Dream. Researchers also measured multigroup moderation to determine whether there was a moderating effect on the duration of joining the NCTzen fandom. The survey was conducted on 1016 respondents who are NCTzens aged 18 years and over who are aware of the Lemonilo x NCT Dream campaign, distributed through social media Instagram and

Twitter, and analyzed using SEM reveals that Customer-to-customer identification affects Customer-to-community identification and Customer Attitudinal Engagement. Meanwhile, Customer-to-community identification affects all Attitudinal and Behavioral aspects of Customer Engagement. Attitude toward Celebrity significantly influences Purchase Intention while Attitude toward Brand does not. Fandom Duration also had no moderating effect on this study.