

Analisis pengaruh fenomena Idolatry terhadap loyalitas merek: Studi pada K-Pop Fan-made Goods di Indonesia = Analysis of the influence of Idolatry phenomenon on Brand Loyalty: A study on K-Pop Fan-made Goods in Indonesia

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Abstrak

Penelitian ini bertujuan untuk menjelaskan fenomena idolatry yang mempengaruhi perilaku konsumsi konsumen-penggemar atas K-Pop fan-made goods, meskipun isu hak cipta dan etika muncul dalam praktiknya. Fan-made goods dianggap penggemar sebagai salah satu manifestasi dari hubungan yang erat antara mereka dan idola mereka. Untuk menguji 18 hipotesis, penelitian ini menggunakan pendekatan kuantitatif, cross sectional survey, dengan menggunakan kuesioner. Teknik purposive sampling digunakan untuk memperoleh 449 responden, yaitu penggemar K-Pop yang berusia 16-55 tahun, berdomisili di Indonesia, dan pernah melakukan pembelian fan-made goods. Pengujian hipotesis dilakukan dengan menggunakan metode Structural Equation Modeling (SEM) dengan software SmartPLS 4.0. Hasil penelitian menunjukkan bahwa hanya 11 hipotesis yang signifikan, yaitu Brand Personality Appeal, Perceived Emotional Value, Brand-based Self Realization, Relatedness Needs Satisfaction, dan Customer Engagement memiliki pengaruh positif terhadap Brand Passion. Selanjutnya, Relatedness Needs Satisfaction memiliki pengaruh positif terhadap Brand Attachment. Sedangkan untuk pengujian efek mediasi, Brand Personality Appeal, Perceived Emotional Value, Brand-based Self Realization, Relatedness Needs Satisfaction, dan Customer Engagement memiliki pengaruh positif terhadap Brand Loyalty melalui Brand Passion. Customer Engagement juga memiliki pengaruh positif terhadap Brand Loyalty melalui Brand Attachment. Temuan ini dapat dimanfaatkan oleh pemilik bisnis untuk merencanakan strategi yang tepat untuk memasarkan K-Pop fan-made goods.

.....This research aims to explain the phenomenon of idolatry that influences consumer-fan behavior towards K-Pop fan-made goods, despite copyright issues and ethical concerns arising in its practice. Fan-made goods are considered by fans as one of the manifestations of the close relationship between them and their idols. To test 18 hypotheses, this research used a quantitative approach, cross-sectional survey, using a questionnaire. The purposive sampling technique was used to collect 449 respondents, namely K-Pop fans aged 16-55 years, domiciled in Indonesia, and have purchased fan-made goods. Hypothesis testing was processed using the Structural Equation Modeling (SEM) method with SmartPLS 4.0 software. The results showed that only 11 hypotheses were significant, namely Brand Personality Appeal, Perceived Emotional Value, Brand-based Self Realization, Relatedness Needs Satisfaction, and Customer Engagement had a positive effect on Brand Passion. Furthermore, Relatedness Needs Satisfaction had a positive effect on Brand Attachment. As for the mediation effect testing, Brand Personality Appeal, Perceived Emotional Value, Brand-based Self Realization, Relatedness Needs Satisfaction, and Customer Engagement had a positive effect on Brand Loyalty through Brand Passion. Customer Engagement also had a positive effect on Brand Loyalty through Brand Attachment. These findings can be utilized by business owners to plan appropriate strategies to market K-Pop fan-made goods.