

Analisis hubungan antara Fan Community Identification dengan Behavioral Intention penggemar K-pop di Indonesia dengan Fan Identification sebagai variabel mediasi dan Perceived Authenticity sebagai variabel moderasi: Studi komparatif pada Fanboy dan Fangirl = Analysis of the relationship between Fan Community Identification and Behavioral Intention of K-pop fans in Indonesia with Fan Identification as a mediating variable and Perceived Authenticity as a moderating variable: A comparative study of Fanboys and Fangirl

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Abstrak

Popularitas Korean pop music (K-pop) mengalami peningkatan yang cukup pesat dalam beberapa tahun belakangan. Keberhasilan ini tidak terlepas dari peran penggemar yang tiada henti memberi dukungan terhadap grup K-pop favoritnya melalui berbagai cara. Perilaku ini dipengaruhi oleh dua faktor, yakni identifikasi dengan komunitas penggemar (fan community identification) dan identifikasi dengan idola (fan identification). Kedua identifikasi tersebut mempengaruhi intensi perilaku (behavioral intention) mereka sebagai penggemar. Pada penelitian ini juga telah dilakukan studi komparasi antara pembentukan behavioral intention pada penggemar laki-laki (fanboy) dan penggemar perempuan (fangirl). Penelitian ini bertujuan untuk menganalisis hubungan antara fan community identification dengan behavioral intention dalam bentuk attendance intention, positive WOM intention, dan fan loyalty pada penggemar K-pop di Indonesia serta melihat pengaruh fan identification sebagai variabel mediasi dan perceived authenticity sebagai variabel moderasi. Desain penelitian yang digunakan adalah descriptive research design dengan pendekatan cross-sectional. Metode pengambilan sampel yang digunakan adalah purposive sampling method dengan kriteria sampel, yakni merupakan Generasi Z atau Milenial, menggemari minimal satu grup K-pop, merupakan anggota fandom K-pop, dan pernah menghadiri konser/event K-pop. Kemudian, diperoleh data sebanyak 128 sampel penggemar laki-laki dan 283 sampel penggemar perempuan yang kemudian diolah menggunakan metode Partial Least Square-Structural Equation Modelling (PLS-SEM) dengan software SmartPLS 4.0. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dari fan community identification terhadap fan identification dan behavioral intention, khususnya dalam hal attendance intention dan fan loyalty, pada penggemar laki-laki maupun perempuan. Pada penggemar perempuan, fan identification memediasi hubungan antara fan community identification dengan seluruh bentuk behavioral intention, namun pada penggemar laki-laki, fan identification hanya memediasi hubungan antara fan community identification dengan fan loyalty. Dalam hal peran perceived authenticity sebagai mediator, hasil penelitian menunjukkan bahwa perceived authenticity hanya mempengaruhi hubungan antara fan community identification dan attendance intention pada penggemar laki-laki dan hanya mempengaruhi hubungan antara fan community identification dan fan identification pada penggemar perempuan.

.....The popularity of Korean pop music (K-pop) has seen a significant rise in recent years. This success is largely due to the relentless support from fans who promote their favorite K-pop groups in various ways. This behavior is influenced by two factors: identification with the fan community (fan community identification) and identification with the idols (fan identification). Both types of identification impact their

behavioral intention as fans. This study also conducted a comparative analysis of how behavioral intention is formed among male fans (fanboys) and female fans (fangirls). The aim of this research is to analyze the relationship between fan community identification and behavioral intention in terms of attendance intention, positive word-of-mouth (WOM) intention, and fan loyalty among K-pop fans in Indonesia. Additionally, the study examines the influence of fan identification as a mediating variable and perceived authenticity as a moderating variable. The research design used is a descriptive research design with a cross-sectional approach. The sampling method employed is purposive sampling, with the criteria being that the participants are Generation Z or Millennials, fans of at least one K-pop group, members of a K-pop fandom, and have attended a K-pop concert or event. Data were collected from 128 male fans and 283 female fans and were analyzed using Partial Least Square-Structural Equation Modelling (PLS-SEM) with SmartPLS 4.0 software. The results of the study indicate that there is a positive influence of fan community identification on fan identification and behavioral intention, particularly in terms of attendance intention and fan loyalty, among both male and female fans. Among female fans, fan identification mediates the relationship between fan community identification and all forms of behavioral intention. However, among male fans, fan identification only mediates the relationship between fan community identification and fan loyalty. Regarding the role of perceived authenticity as a moderator, the findings show that perceived authenticity only affects the relationship between fan community identification and attendance intention among male fans, and the relationship between fan community identification and fan identification among female fans.