

# Entertainment Need dan Intention to Purchase Album dan Merchandise: Peran Mediasi Attitude terhadap K-Pop = Entertainment Need and Intention to Purchase Album and Merchandise: The Mediating Role of Attitude towards K-Pop

Sitta Shafa Namira, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920516383&lokasi=lokal>

---

## Abstrak

Media sosial menjadi wadah yang memfasilitasi pemenuhan entertainment need dan memicu purchase intention pada penggemar K-Pop. Penelitian ini bertujuan untuk melihat pengaruh kebutuhan hiburan dan intensi pembelian album dan merchandise yang dimediasi oleh sikap terhadap K-Pop. Penelitian ini bersifat kuantitatif dan mengambil sampel penggemar K-Pop (N=457) yang berusia lebih dari 17 tahun.

Entertainment dan Attitude Toward Foreign Music Scale dari An et al. (2020) dan Purchase Intention Scale milik Ural dan Devrimag (2017) digunakan dalam penelitian ini. Analisis data dilakukan menggunakan teknik analisis simple mediation melalui PROCESS v.4.1. Hasil penelitian menemukan bahwa sikap terhadap K-Pop memediasi secara penuh pengaruh entertainment need dan intention to purchase album dan merchandise. Hasil penelitian ini dapat dimanfaatkan oleh pelaku bisnis di industri musik Indonesia untuk mendukung pembentukan attitude dengan memperhatikan aspek entertainment need untuk meningkatkan perilaku membeli melalui media sosial yang spesifik untuk konsumen yang dituju.

.....Social media is the platforms that facilitates the fulfilment of entertainment need and purchase intention for K-Pop fans. This study aims to see the effect of entertainment need and intention to purchase album and merchandise mediated by attitudes towards K-Pop. This research is quantitative in nature and takes a sample of K-Pop fans (N=457) who are over 17 years old. Entertainment Scale and Attitude Toward Foreign Music from An et al. (2020) and Ural and Devrimag's Purchase Intention Scale (2017) were used in this study. Data analysis was performed using a simple mediation analysis technique through PROCESS v.4.1. This study found that attitudes towards K-Pop fully mediated the influence of entertainment need and intention to buy albums and merchandise. The results of this study can be used by business owner in the Indonesian music industry to support attitude formation by paying attention to aspects of entertainment need to increase buying behavior through social media that is specific to the intended consumers.