

## Analisis Pengaruh Idol Worship terhadap Brand Loyalty Konsumen Penggemar Kpop Idol di Indonesia = The Influence of Idol Worship on Consumer Brand Loyalty of Kpop Idol Fans in Indonesia

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### Abstrak

Penelitian ini dilakukan untuk mengetahui pengaruh idol worship (BPA, PEV, BSR, RNS) terhadap brand loyalty dari merek yang menggunakan kpop idol sebagai celebrity endorser melalui brand passion dan brand attachment. Sampel yang digunakan adalah penggemar kpop idol yang pernah membeli atau menggunakan produk dari merek yang ditentukan atas dasar kesukaan kepada idola, dengan usia 20-39 tahun dan berdomisili di Indonesia. Pengambilan sampel dilakukan melalui kuesioner dalam bentuk google form yang disebarluaskan secara online dan berhasil mengumpulkan sebanyak 307 responden. Data yang telah dikumpulkan, diolah menggunakan metode Structural Equation Modeling (SEM) dengan software Smart PLS-SEM. Hasil penelitian menunjukkan bahwa brand personality appeal, perceived emotional value, brand-based self-realization dan relatedness needs satisfaction memiliki pengaruh positif terhadap brand passion dan brand attachment, kecuali pada brand personality appeal yang tidak memiliki pengaruh pada brand attachment. Selain itu, brand passion ditemukan secara signifikan mempengaruhi brand attachment dan kedua variabel tersebut (BP, BA) memediasi hubungan variabel idol worship (BPA, PEV, BSR, RNS) dengan brand loyalty.

.....This study was conducted to determine the effect of idol worship (BPA, PEV, BSR, RNS) on brand loyalty from brands that use kpop idol as celebrity endorsers through brand passion and brand attachment. The sample studied is kpop idol fans who have bought or used products from a predetermined brand on the basis of liking for idols, aged 20-39 years and domiciled in Indonesia. Sampling was carried out through a questionnaire in the form of a Google form which was distributed online and managed to collect 307 respondents. The data that has been collected is processed using the Structural Equation Model (SEM) method with the Smart PLS-SEM software. The results showed that brand personality appeal, perceived emotional value, brand-based self-realization, and relatedness needs satisfaction had a positive effect on brand passion and brand attachment, except for brand personality appeal which had no effect on brand attachment. In addition, brand passion was found to significantly influence brand attachment and the two variables (BP,BA) mediated the relationship between idol worship variables (BPA, PEV, BSR, RNS) with brand loyalty.