

Analisis variabel-variabel yang menjelaskan keputusan pembelian tiket konser Grup K-Pop di Media Sosial X: Studi kasus penggemar ABC dan DEF di Jabodetabek = Analysis of variables describing the purchase decision K-Pop Concert tickets on Social Media X: Case study of ABC and DEF fans in Jabodetabek

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Abstrak

Dalam beberapa tahun terakhir, popularitas musik K-Pop telah berkembang pesat di seluruh dunia, termasuk di Indonesia. Grup-grup K-Pop seperti ABC dan DEF telah membangun basis penggemar yang kuat di Indonesia, khususnya wilayah Jabodetabek, yang terus tumbuh seiring dengan meningkatnya aksesibilitas konten melalui platform media sosial. Media sosial X merupakan salah satu platform yang sering digunakan oleh penggemar untuk mendapatkan informasi terkini mengenai konser dan kegiatan artis favorit mereka serta menjadi wadah sosialisasi antar penggemar. Namun, kemudahan akses informasi ini juga membawa risiko, seperti penipuan dalam membeli tiket konser melalui transaksi tidak resmi atau penjual tiket palsu di media sosial. Penelitian ini bertujuan untuk menganalisis variabel-variabel yang menjelaskan keputusan pembelian tiket konser grup K-Pop di media sosial X oleh penggemar ABC dan DEF di wilayah Jabodetabek. Penelitian ini memfokuskan pada variabel dependen yaitu keputusan pembelian, variabel mediasi yaitu minat beli, serta variabel independen yaitu harga, promosi, keamanan, kepercayaan, panic buying, celebrity worship, dan fear of missing out. Dengan menggunakan data primer dari kuesioner online dengan 238 responden dan teknik quota sampling untuk menentukan kuota di setiap wilayah Jabodetabek, analisis data dilakukan menggunakan metode PLS-SEM. Hasil penelitian menunjukkan bahwa variabel minat beli, harga, promosi, kepercayaan, dan panic buying memiliki pengaruh langsung yang signifikan terhadap keputusan pembelian tiket konser di media sosial X. Selain itu, variabel promosi, kepercayaan, celebrity worship, dan panic buying juga memiliki pengaruh tidak langsung yang signifikan melalui minat beli terhadap keputusan pembelian tiket konser di media sosial X.

.....In recent years, the popularity of K-Pop music has rapidly grown worldwide, including in Indonesia. K-Pop groups like ABC and DEF have built a strong fan base in Indonesia, particularly in the Jabodetabek region, which continues to expand as the accessibility of content through social media platforms increases. Social media platform X is one of the commonly used platforms by fans to obtain the latest information about concerts and activities of their favorite artists, as well as serving as a socialization platform among fans. However, this ease of access to information also brings risks, such as fraud in purchasing concert tickets through unofficial transactions or fake ticket sellers on social media. This study aims to analyze the variables that describe the decision to purchase K-Pop concert tickets on social media platform X by ABC and DEF fans in the Jabodetabek region. This research focuses on the dependent variable, which is the purchase decision; the mediating variable, which is purchase intention; and the independent variables, which include price, promotion, security, trust, panic buying, celebrity worship, and fear of missing out. Using primary data from an online questionnaire with 238 respondents and quota sampling techniques to determine quotas in each area of Jabodetabek, data analysis was conducted using the PLS-SEM method. The research findings indicate that the variables of purchase intention, price, promotion, trust, and panic buying have a

significant direct effect on the decision to purchase concert tickets on social media platform X. Additionally, the variables of promotion, trust, celebrity worship, and panic buying also have a significant indirect effect through purchase intention on the decision to purchase concert tickets on social media platform X.