

DAFTAR ISI

| | |
|---|-------------|
| ABSTRAK..... | v |
| KATA PENGANTAR..... | vi |
| DAFTAR ISI..... | ix |
| DAFTAR TABEL | xii |
| DAFTAR GAMBAR..... | xv |
| DAFTAR LAMPIRAN | xvii |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Rumusan Masalah | 8 |
| 1.3 Pertanyaan Penelitian | 8 |
| 1.4 Tujuan Penelitian..... | 9 |
| 1.5 Manfaat Penelitian..... | 9 |
| 1.6 Ruang Lingkup Penelitian | 10 |
| 1.7 Sistematika Penelitian..... | 11 |
| BAB II LANDASAN TEORI | 13 |
| 2.1 Theory Planned Behavior | 13 |
| 2.2 Korean Entertainment..... | 14 |
| 2.3 Korean Celebrity Worship | 16 |
| 2.4 Brand Equity | 18 |
| 2.5 Brand Awareness..... | 19 |
| 2.6 Perceived Product Quality | 20 |
| 2.7 Purchase Intention..... | 21 |
| 2.8 Visit Intention | 22 |
| 2.9 Hubungan Antar Variabel..... | 22 |
| 2.9.1 Hubungan antara Audience Involvement dengan Celebrity Worship..... | 22 |
| 2.9.2 Hubungan antara Celebrity Worship dengan Brand Awarene..... | 23 |
| 2.9.3 Hubungan antara Brand Awareness dengan Perceived Product Quality..... | 24 |
| 2.9.4 Hubungan antara Perceived Product Quality dengan Purchase Intention..... | 24 |

| | | |
|--|--|-----------|
| 2.9.5 | Hubungan antar Perceived Product Quality dengan Visit Intention..... | 25 |
| 2.10 | Konseptual Model Pelatihan | 26 |
| 2.11 | Model Penelitian Yang Diajukan..... | 27 |
| BAB III METODE PENELITIAN..... | | 30 |
| 3.1 | Paradigma Penelitian | 30 |
| 3.2 | Penelitian Kuantitatif | 31 |
| 3.3 | Desain Penelitian | 32 |
| 3.4 | Objek Penelitian | 32 |
| 3.5 | Subjek Penelitian | 32 |
| 3.6 | Unit Analisis | 33 |
| 3.7 | Pengukuran Variabel | 33 |
| 3.8 | Definisi Konseptual dan Operasional | 35 |
| 3.9 | Metode Pengumpulan Data..... | 43 |
| 3.10 | Teknik Pengumpulan Data..... | 44 |
| 3.11 | Populasi, Sampel dan Teknik Pengambilan Sampel | 44 |
| | 3.11.1 Populasi dan Sampel..... | 44 |
| | 3.11.2 Teknik Pengambilan Sampel..... | 45 |
| 3.12 | Ukuran Sampel..... | 45 |
| 3.13 | Metode Analiss Data | 46 |
| | 3.13.1 Analisis Multivarian..... | 46 |
| | 3.13.2 Analisis Model Dalam PLS-SEM..... | 47 |
| 3.14 | Uji Pendahuluan (Pretest) | 49 |
| | 3.14.1 Outer Model..... | 50 |
| 3.15 | Model Penelitian Actual (Setelah Pre-test)..... | 58 |
| BAB IV HASIL PENELITIAN DAN PEMBAHASAN..... | | 60 |
| 4.1 | Profil Demografi Responden | 60 |
| 4.2 | Profil Pelaku Responden..... | 63 |
| 4.3 | Analisis Deskriptif..... | 67 |
| | 4.3.1 Statistik Deskriptif Variabel <i>Audience Involvement</i> | 67 |
| | 4.3.2 Statistik Deskriptif Variabel <i>Celebrity Worship</i> | 71 |
| | 4.3.3 Statistik Deskriptif Variabel <i>Brand Awareness</i> | 76 |
| | 4.3.4 Statistik Deskriptif Variabel <i>Perceived Product Quality</i> | 77 |
| | 4.3.5 Statistik Deskriptif Variabel <i>Purchase Intention</i> | 78 |
| | 4.3.6 Statistik Deskriptif Variabel <i>Visit Intention</i> | 79 |
| 4.4 | Analisis Inferensial | 80 |
| | 4.4.1 Hasil Outer Model..... | 81 |
| | 4.4.2 Hasil Inner Model (Model Struktural)..... | 92 |
| 4.5 | Hipotesa dan Diskusi | 98 |

| | | |
|-----|---|-----|
| 4.6 | Perbandingan Penelitian saat ini dengan penelitian terdahulu..... | 103 |
|-----|---|-----|

BAB V KESIMPULAN DAN SARAN..... 105

| | | |
|-----|------------------|-----|
| 5.1 | Kesimpulan | 105 |
|-----|------------------|-----|

| | | |
|-----|--------------------------|-----|
| 5.2 | Implikasi Teoritis | 106 |
|-----|--------------------------|-----|

| | | |
|-----|---------------------------|-----|
| 5.3 | Implikasi Manajerial..... | 109 |
|-----|---------------------------|-----|

| | | |
|-----|-----------------------------|-----|
| 5.4 | Keterbatasan Peneltian..... | 112 |
|-----|-----------------------------|-----|

| | | |
|-----|---------------------------------------|-----|
| 5.5 | Saran Untuk Peneliti Selanjutnya..... | 113 |
|-----|---------------------------------------|-----|

| | |
|-----------------------------|-----|
| DAFTAR PUSTAKA | 114 |
|-----------------------------|-----|

| | |
|------------------------|-----|
| KUESIONER | 119 |
|------------------------|-----|



DAFTAR TABEL

| | |
|--|----|
| Tabel 3. 1 Definisi Konseptual dan Operasional Variabel | 35 |
| Tabel 3. 2 Uji <i>Indicator Reliability (outer loading)</i> dan <i>Construct Validity (AVE)</i> | 50 |
| Tabel 3. 3 Uji <i>Indicator Reliability (outer loading)</i> dan <i>Construct Validity (AVE)</i> <i>Audience Involvement (Lower Order Construct)</i> | 51 |
| Tabel 3. 4 Uji <i>Indicator Reliability (outer loading)</i> dan <i>Construct Validity (AVE)</i> <i>Celebrity Worship (Higher Order Construct)</i> | 52 |
| Tabel 3. 5 Uji <i>Indicator Reliability (outer loading)</i> dan <i>Construct Validity (AVE)</i> <i>Celebrity Worship (Lower Order Construct)</i> | 52 |
| Tabel 3. 6 Uji <i>Indicator Reliability (outer loading)</i> dan <i>Construct Validity (AVE)</i> <i>Brand Awareness</i> | 53 |
| Tabel 3. 7 Uji <i>Indicator Reliability (outer loading)</i> dan <i>Construct Validity (AVE)</i> <i>Perceived Product Quality</i> | 53 |
| Tabel 3. 8 Uji <i>Indicator Reliability (outer loading)</i> dan <i>Construct Validity (AVE)</i> <i>Purchase Intention</i> | 53 |
| Tabel 3. 9 Uji <i>Indicator Reliability (outer loading)</i> dan <i>Construct Validity (AVE)</i> <i>Visit Intention</i> | 54 |
| Tabel 3.10 Uji Validitas Diskriminan <i>Hetrotrait-Monotrait (HTMT)</i> | 48 |
| Tabel 3.1 1 Uji Reabilitas <i>Audience Involvement (Higher order construct)</i> | 56 |
| Tabel 3.1 2 Uji Reliabilitas <i>Audience Involvement (Lower Order Construct)</i> | 56 |
| Tabel 3.1 3 Uji Reliabilitas <i>Celebrity Worship (Higher Order Construct)</i> | 57 |

| | |
|--|----|
| Tabel 3.1 4 Uji Reliabilitas <i>Celebrity Worship</i> (Lower Order Construct)..... | 57 |
| Tabel 3.1 5 Uji Reliabilitas <i>Brand Awareness, Perceived Product Quality, Purchase Intention, Visit Intention</i> (Higher Order Construct) | 57 |
| Tabel 4. 1 Profil Responden | 60 |
| Tabel 4. 2 Kategori Jawaban Responden | 67 |
| Tabel 4. 3 Statistik Deskriptif <i>Audience Involvement</i> | 68 |
| Tabel 4. 4 Statistik Deskriptif <i>Celebrity Worship</i> | 71 |
| Tabel 4. 5 Statistik Deskriptif <i>Brand Awareness</i> | 76 |
| Tabel 4. 6 Statistik Deskriptif <i>Perceived Product Quality</i> | 77 |
| Tabel 4. 7 Statistik Deskriptif <i>Purchase Intention</i> | 78 |
| Tabel 4. 8 Statistik Deskriptif <i>Visit Intention</i> | 79 |
| Tabel 4. 9 Pengujian <i>indicator reliability</i> Sebelum eliminasi | 82 |
| Tabel 4. 10 Pengujian <i>indicator reliability</i> Sesudah eliminasi | 84 |
| Tabel 4. 11 Uji Reliabilitas Variabel <i>Audience Involvement</i> (Higher Order Construct) .. | 85 |
| Tabel 4. 12 Uji Reliabilitas <i>Audience Involvement</i> (Lower Order Construct) | 86 |
| Tabel 4. 13 Uji Reliabilitas Variabel <i>Celebrity Worship</i> (Higher Order Construct)..... | 86 |
| Tabel 4. 14 Uji Reliabilitas <i>Celebrity Worship</i> (Lower Order Construct) | 87 |
| Tabel 4. 15 Uji reliabilitas variabel <i>Brand Awareness, Perceived Product Quality, Purchase Intention, Visit Intention</i> | 87 |

| | |
|--|-----|
| Tabel 4. 16 Uji Validitas Konvergen <i>Audience Involvement (Higher Order Construct)</i> ..88 | 88 |
| Tabel 4. 17 Uji Validitas konvergen <i>Audience Involvement (Lower Order Construct)</i>88 | 88 |
| Tabel 4. 18 Uji Validitas Konvergen <i>Celebrity Worship (Higher Order Construct)</i>89 | 89 |
| Tabel 4. 19 Uji Validitas konvergen <i>Celebrity Worship (Lower Order Construct)</i>89 | 89 |
| Tabel 4. 20 Uji Validitas konvergen <i>Brand Awareness, Perceived Product Quality, Purchase Intention, Visit Intention</i>90 | 90 |
| Tabel 4. 21 Uji Validitas Diskriminan <i>Hetrotrait-Monotrait (HTMT)</i>91 | 91 |
| Tabel 4. 22 Uji Multikolinieritas93 | 93 |
| Tabel 4. 23 <i>R-Squared</i>94 | 94 |
| Tabel 4. 24 <i>F-Square</i>94 | 94 |
| Tabel 4. 25 <i>Q-Square</i>96 | 96 |
| Tabel 4. 26 Uji Hipotesis <i>Direct Effect</i>97 | 97 |
| Tabel 4. 27 Perbandingan dari Penelitian Sebelumnya dan Penelitian Terkini104 | 104 |

DAFTAR GAMBAR

| | |
|---|----|
| Gambar 1. 1 Popularity of South Korea pop music in Indonesia..... | 2 |
| Gambar 1. 2 Penyebaran Kekuatan Ekonomi Fans K-pop di Indonesia | 3 |
| Gambar 1. 3 Negara dengan penggemar K-pop terbanyak..... | 4 |
| Gambar 1. 4 Penggemar K-pop yang menggunakan <i>skincare</i> Korea | 5 |
| Gambar 1. 5 Penggemar K-pop yang menggunakan <i>makeup</i> Korea..... | 6 |
| Gambar 1. 6 Alasan Penggemar K-pop yang menggunakan <i>makeup</i> Korea | 6 |
| Gambar 2. 1 Konseptual Model Penelitian..... | 26 |
| Gambar 3. 1 <i>Outer model</i> | 50 |
| Gambar 3. 2 Model Penelitian Actual (Setelah Pre-test)..... | 58 |
| Gambar 4. 1 Profil Perilaku Responden..... | 63 |
| Gambar 4. 2 Profil Perilaku Responden | 64 |
| Gambar 4. 3 Profil Perilaku Responden | 65 |
| Gambar 4. 4 Profil Perilaku Responden | 65 |
| Gambar 4. 5 Profil Perilaku Responden | 66 |
| Gambar 4. 6 Outer Model Sebelum Hapus Indikator AIEV5 dan CWES5..... | 81 |
| Gambar 4. 7 Outer Model Setelah Hapus Indikator AIEV5 dan CWES5..... | 82 |

Gambar 4. 8 Model Struktural Aktual Tes92

Gambar 4. 9 Uji *Q-Squared* Aktual Tes95



DAFTAR LAMPIRAN

| | |
|--|-----|
| LAMPIRAN A KUESIONER..... | 119 |
| LAMPIRAN B HASIL PENGOLAHAN DATA PRE - TEST..... | 130 |
| LAMPIRAN C HASIL PENGOLAHAN DATA ACTUAL TEST | 131 |

