

ABSTRAK

Jonathan Albert (01619230081)

PENGARUH KARAKTERISTIK *BRAND* DAN MATERIALISME TERHADAP *BRAND ADDICTION* DAN DAMPAK PSIKOLOGISNYA PADA PENGGEMAR K-POP INDONESIA

(xiii; 125 halaman; 34 tabel; 15 gambar)

Meningkatnya popularitas budaya K-Pop telah memengaruhi perilaku konsumen di Indonesia, memunculkan fenomena “*brand addiction*” berupa ikatan emosional ekstrem terhadap merek. Meski penelitian terdahulu menelaah asal usul kecanduan pada barang fisik, penelitian terkait kecanduan merek di industri hiburan khususnya dalam konteks kolektivis Asia, masih terbatas. Penelitian ini mengkaji pengaruh karakteristik merek dan orientasi materialisme terhadap *brand addiction* serta dampak psikologisnya pada penggemar K-Pop di Indonesia dengan menggunakan *Social Identity Theory* (SCT). Survei *cross sectional* melibatkan 192 responden selama Februari-Maret 2025. Data dari survey kemudian dianalisis dengan menggunakan PLS-SEM. Hasil yang didapatkan menunjukkan bahwa *brand self-expressiveness*, *brand innovativeness*, dan *materialism* berpengaruh positif dan signifikan terhadap *brand addiction*, sementara *brand hedonism* dan *brand authenticity* tidak signifikan. Selanjutnya, *brand addiction* secara positif dan signifikan memengaruhi *brand exclusiveness*, *trash talking*, *compulsive buying behavior*, dan *irritability*. Temuan ini memperkuat relevansi SCT dan menekankan perlunya model kecanduan merek dalam konteks hiburan seperti K-Pop. Agensi K-Pop dan pelaku bisnis *entertainment* lokal disarankan memprioritaskan *self-expressiveness* dan *materialism* melalui narasi identitas serta *merchandise* eksklusif, sambil menerapkan strategi seperti pembatasan pembelian dan komunikasi transparan untuk meminimalisir dampak negatif seperti *trash talking* tanpa mengurangi antusiasme fandom.

Kata kunci: K-Pop, karakteristik merek, materialisme, kecanduan merek, dampak psikologis

ABSTRACT

Jonathan Albert (01619230081)

INFLUENCE OF BRAND CHARACTERISTICS AND MATERIALISM ON BRAND ADDICTION AND ITS PSYCHOLOGICAL OUTCOME IN INDONESIAN K-POP FANS

(xiii; 125 pages; 34 table; 15 figures)

The rising popularity of K-Pop culture has influenced consumer behavior in Indonesia, leading to the phenomenon of brand addiction, an extreme emotional attachment to brands. While prior research has explored the origins of addiction to physical goods, research on brand addiction in the entertainment industry, particularly within Asia's collectivist context, remain limited. This study examines the influence of brand characteristics and materialism orientation on brand addiction, along with its psychological effects among K-Pop fans in Indonesia, using Social Identity Theory (SIT). A cross-sectional survey of 192 respondents was conducted from February to March 2025, with data analyzed via PLS-SEM. Results indicate that brand self-expressiveness, brand innovativeness, and materialism significantly and positively affect brand addiction, while brand hedonism and authenticity show no significant impact. Furthermore, brand addiction positively and significantly influences brand exclusiveness, trash talking, compulsive buying behavior, and irritability. These findings reinforce SIT's relevance and highlight the need for a brand addiction model in entertainment contexts like K-Pop. K-Pop agencies and local entertainment businesses should prioritize self-expressiveness and materialism through identity narratives and exclusive merchandise, while implementing strategies like purchase limits and transparent communication to mitigate negative effects like trash talking without dampening fandom enthusiasm.

Keywords: *K-Pop, brand characteristics, materialism, brand addiction, psychological outcome*