

ABSTRAK

Skripsi dengan judul “Pengaruh *Brand Ambassador Idol Kpop, Viral Marketing* dan *Fan Loyalty* terhadap Perilaku *Impulse Buying* Fandom Engine dalam Pembelian Produk NABATI x ENHYPEN” ini ditulis oleh Adistia Dyah Paramita, NIM. 126405212069, Jurusan Bisnis dan Manajemen, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung dengan pembimbing Dianita Meirini, S.A, M.Si.

Kata Kunci: *brand ambassador, fan loyalty, impulse buying, viral marketing*

Penelitian ini dilatarbelakangi oleh perkembangan budaya Korea Selatan yang mendukung pertumbuhan perusahaan dalam negeri terutama pada sektor manufaktur di Indonesia, menjadi salah satu penggemar budaya K-Pop terbesar di dunia, banyaknya perusahaan lokal yang bekerjasama dengan artis/selebritas Korea Selatan sebagai brand ambassador sehingga mampu menciptakan perilaku pembelian secara impulsive bagi penggemar dari artis/selebritas tersebut.

Penelitian ini bertujuan untuk 1) mengetahui pengaruh *brand ambassador, viral marketing, dan fan loyalty* secara bersama-sama terhadap perilaku *impulse buying* fandom Engine dalam pembelian produk NABATI x ENHYPEN, 2) mengetahui pengaruh *brand ambassador idol Kpop* terhadap perilaku *impulse buying* fandom Engine dalam membeli produk NABATI x ENHYPEN, 3) mengetahui pengaruh *viral marketing* terhadap perilaku *impulse buying* fandom Engine dalam pembelian produk NABATI x ENHYPEN, 4) mengetahui pengaruh *fan loyalty* terhadap perilaku *impulse buying* fandom Engine dalam membeli produk NABATI x ENHYPEN

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Dalam penelitian ini data diperoleh dari hasil kuesoner yang ditunjukkan kepada fandom engine yang berada di platform sosial media twitter (X) dan instagram yang berjumlah 273 responden. Data yang diperoleh dianalisis menggunakan regresi linier berganda dengan pengujian hipotesis uji parsial (t) dan uji simultan uji (F).

Hasil penelitian ini menunjukkan bahwa 1) variabel *brand ambassador, viral marketing, dan fan loyalty* secara simultan berpengaruh positif dan signifikan terhadap perilaku *impulse buying* fandom engine dalam pembelian produk NABATI x ENHYPEN, 2) variabel *brand ambassador* berpengaruh positif dan signifikan terhadap perilaku *impulse buying* fandom engine dalam pembelian produk NABATI x ENHYPEN, 3) variabel *viral marketing* berpengaruh positif dan signifikan terhadap perilaku *impulse buying* fandom engine dalam pembelian produk NABATI x ENHYPEN, 4) variabel *fan loyalty* berpengaruh positif dan signifikan terhadap perilaku *impulse buying* fandom engine dalam pembelian produk NABATI x ENHYPEN.

ABSTRACT

The thesis titled “The Influence of Kpop Idol Brand Ambassadors, Viral Marketing, and Fan Loyalty on Impulse Buying Behavior of Engene Fandom in Purchasing NABATI x ENHYPEN Products” was written by Adistia Dyah Paramita, NIM. 126405212069, Department of Business and Management, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung, under the supervision of Dianita Meirini, S.A, M.Si.

Keywords: *brand ambassador, fan loyalty, impulse buying, viral marketing*

This research is motivated by the development of South Korean culture that supports the growth of domestic companies, especially in the manufacturing sector in Indonesia, becoming one of the largest K-Pop culture fans in the world, and the numerous local companies collaborating with South Korean artists/celebrities as brand ambassadors, thereby creating impulsive buying behavior among fans of those artists/celebrities.

This research aims to 1) determine the influence of brand ambassadors, viral marketing, and fan loyalty collectively on the impulse buying behavior of the Engene fandom in purchasing NABATI x ENHYPEN products, 2) determine the influence of K-pop idol brand ambassadors on the impulse buying behavior of the Engene fandom in purchasing NABATI x ENHYPEN products, 3) determine the influence of viral marketing on the impulse buying behavior of the Engene fandom in purchasing NABATI x ENHYPEN products, 4) determine the influence of fan loyalty on the impulse buying behavior of the Engene fandom in purchasing NABATI x ENHYPEN products.

This research uses a quantitative approach with an associative research type. In this study, data were obtained from questionnaires distributed to the engene fandom on social media platforms Twitter (X) and Instagram, totaling 273 respondents. The data obtained were analyzed using multiple linear regression with partial hypothesis testing (t) and simultaneous hypothesis testing (F).

The results of this study indicate that 1) the variables of brand ambassador, viral marketing, and fan loyalty simultaneously have a positive and significant effect on the impulse buying behavior of the fandom engene in purchasing NABATI x ENHYPEN products, 2) the brand ambassador variable has a positive and significant effect on the impulse buying behavior of the fandom engene in purchasing NABATI x ENHYPEN products, 3) the viral marketing variable has a positive and significant effect on the impulse buying behavior of the fandom engene in purchasing NABATI x ENHYPEN products, 4) the fan loyalty variable has a positive and significant effect on the impulse buying behavior of the fandom engene in purchasing NABATI x ENHYPEN products.