

ABSTRAK

Keberadaan media sosial dan *platform* khusus penggemar sering kali digunakan oleh idola untuk berkomunikasi dengan penggemarnya. Pada Februari 2020, perusahaan afiliasi IT dari SM Entertainment yakni Dear U menambahkan fitur bagi *platform* layanan komunikasi Lysn yakni “Bubble”. Bubble berhasil menarik minat banyak penggemar untuk menggunakannya dan berkembang pesat hingga kini telah bekerjasama dengan total 54 agensi dengan rincian 103 tim dan 325 artis. Penelitian ini kemudian ingin mengetahui jika *parasocial relationship* memiliki pengaruh terhadap *purchase intention* tiket berlangganan *platform* layanan komunikasi DearU Bubble melalui variabel *brand loyalty* oleh penggemar *K-Pop*.

Penelitian ini dilakukan dengan menggunakan metode survei kuantitatif. Survei dilakukan pada 154 responden. Responden pada penelitian ini adalah penggemar *K-Pop* yang pernah atau sedang berlangganan DearU Bubble, berusia 15 sampai dengan 30 tahun dan berdomisili di Indonesia. Data yang diperoleh kemudian diproses menggunakan SPSS melalui berbagai metode yakni uji validitas, uji reliabilitas, analisis korelasi, analisis rata-rata, analisis regresi dan analisis jalur. Data-data yang telah diolah kemudian dijabarkan secara deskriptif.

Hasil penelitian ini menemukan bahwa *parasocial relationship* memiliki pengaruh positif terhadap *purchase intention* tiket berlangganan *platform* komunikasi DearU Bubble melalui variabel *brand loyalty*. *Brand Loyalty* menjadi faktor yang lebih dominan dalam memengaruhi *Purchase Intention* penggemar terhadap tiket berlangganan DearU Bubble. Kemudian diketahui pula bahwa mayoritas responden merupakan Pelajar/Mahasiswa berjenis kelamin perempuan, berusia diatas 21 tahun, serta mayoritas responden membeli tiket berlangganan DearU Bubble anggota grup NCT.

Kata Kunci: *parasocial relationship, purchase intention, brand loyalty, DearU Bubble*

ABSTRACT

The existence of social media and special fan platforms are often used by idols to communicate with their fans. In February 2020, SM Entertainment's IT affiliated company, Dear U, added a feature for Lysn that is their communication service platform, called "Bubble". Bubble managed to attract the interest of many fans to use it and is growing rapidly until now it has collaborated with a total of 54 agencies with details of 103 groups and 325 artists. This study then wants to find out if parasocial relationships have an influence on purchase intention of subscribing to the DearU Bubble communication service platform through the variable brand loyalty by K-Pop fans.

This research was conducted using a quantitative survey method. The survey was conducted on 154 respondents. Respondents in this study are K-Pop fans who have or are currently subscribing to DearU Bubble, aged 15 to 30 years and domiciled in Indonesia. The data obtained were then processed using SPSS through various methods, such as validity test, reliability test, correlation analysis, average analysis, regression analysis and path analysis. The data that has been processed is then described descriptively.

The results of this study found that parasocial relationships have a positive influence on purchase intention towards DearU Bubble subscription tickets through the variable brand loyalty. Brand Loyalty is a more dominant factor in influencing fans' Purchase Intention towards DearU Bubble subscription tickets. Then it was also known that the majority of respondents were female students, aged over 21 years, and the majority of respondents bought NCT's DearU Bubble subscription tickets.

Keywords : *parasocial relationship, purchase intention, brand loyalty, DearU Bubble*