

Impact of K-Pop Fanaticism on Repurchase Intention: Mediating Roles of Brand Attitude

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh fanatisme K-pop terhadap repurchase intention produk skincare Scarlett Whitening, dengan peran mediasi brand attitude, social media influencer, dan brand admiration. Penelitian ini menggunakan pendekatan kuantitatif dengan survei primer kepada 180 responden mahasiswa Fakultas Ekonomi dan Bisnis Universitas Alma Ata, Yogyakarta. Analisis data dilakukan menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS) dengan bantuan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa fanatisme K-pop berpengaruh signifikan secara langsung terhadap repurchase intention, dan pengaruh ini semakin diperkuat melalui peran mediasi brand attitude, social media influencer, dan brand admiration. Temuan ini menunjukkan bahwa fanatisme K-pop tidak hanya membentuk sikap dan persepsi konsumen, tetapi juga mengubahnya menjadi loyalitas yang tercermin dalam perilaku pembelian ulang. Secara teoretis, penelitian ini berkontribusi pada literatur perilaku konsumen dengan mengintegrasikan budaya populer, khususnya studi fandom, dengan Theory of Planned Behavior dalam konteks merek lokal. Secara praktis, penelitian ini memberikan wawasan bagi perusahaan skincare lokal untuk memanfaatkan strategi endorsement selebritas dengan pendekatan emosional dan sosial yang kuat guna meningkatkan loyalitas konsumen. Kebaruan penelitian ini terletak pada fokusnya dalam menjelaskan bagaimana fanatisme K-pop memengaruhi repurchase intention merek skincare lokal melalui jalur mediasi ganda, suatu area yang masih terbatas diteliti di Indonesia.

Kata Kunci: Fanatisme K-pop; Brand Attitude; Social Media Influencer; Brand Admiration; Repurchase Intention

Abstract

This study aims to examine the influence of K-pop fanaticism on the repurchase intention of Scarlett Whitening skincare products, with the mediating roles of brand attitude, social media influencer, and brand admiration. A quantitative approach was employed using a primary survey of 180 respondents from the Faculty of Economics and Business at Alma Ata University, Yogyakarta. Data were analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS) through SmartPLS 4.0. The results indicate that K-pop fanaticism has a significant direct effect on repurchase intention, and this effect is further strengthened by the mediating roles of brand attitude, social media influencer, and brand admiration. These findings suggest that K-pop fanaticism not only shapes consumer attitudes and perceptions but also transforms them into loyalty reflected in repurchase behavior. Theoretically, this research contributes to the literature on consumer behavior by integrating popular culture, particularly fandom studies, with the Theory of Planned Behavior in a local brand context. Practically, the study provides insights for local skincare

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companies to adopt celebrity endorsement strategies with strong emotional and social approaches to enhance consumer loyalty. The novelty of this research lies in its focus on how K-pop fandom influences the repurchase intention of a local skincare brand through multiple mediating pathways, an area that has received limited scholarly attention in Indonesia.

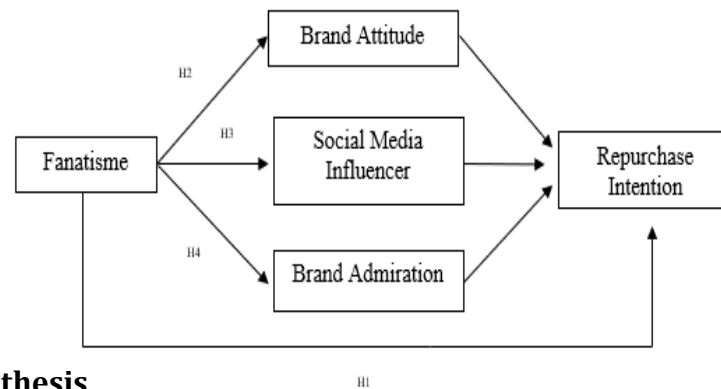
Keywords: K-pop Fanaticism; Brand Attitude; Social Media Influencer; Brand Admiration; Repurchase Intention

Introduction

The advancement of information technology and the globalization of culture have shaped an increasingly complex marketing landscape, where brand communication strategies rely not only on product quality but also on consumers' emotional engagement with specific cultural symbols (Kim & Ko, 2012). One of the most influential global pop culture phenomena affecting consumer behavior is Korean Pop (K-pop). K-pop has evolved beyond mere entertainment into a lifestyle that shapes preferences, identities, and even purchasing decisions particularly among Indonesian youth (Oh & Fang, 2021). Indonesia ranks among the countries with the largest number of K-pop fans worldwide. The emotional bond between fans and idols has led to the development of what is known as a parasocial relationship (Horton & Wohl, 1956). This connection often drives fans to emulate the lifestyle of their idols, including purchasing the products they use or endorse (Gong & Li, 2017). Consequently, both local and global brands have adopted this strategy one notable example being the Indonesian skincare brand *Scarlett Whitening*, which appointed famous Korean actor Song Joong Ki as its brand ambassador. This approach aims to foster emotional closeness while enhancing brand attitude, brand admiration, and the digital influence of the ambassador (Mariska et al., 2019; Colliander & Dahlén, 2011).

Consumer behavior studies, repurchase intention is one of the key indicators of a successful marketing strategy. It reflects customer loyalty and sustained satisfaction with a brand (Hellier et al., 2003). Recent research has shown that positive attitudes toward beauty influencers can stimulate both brand attitude and repurchase intention (Pradhan et al., 2024). However, limited studies have investigated how K-pop fandom influences the repurchase intention of local skincare products, particularly by considering the mediating roles of brand attitude, social media influencers, and brand admiration (Aidi, 2023). Based on this background, the present study seeks to fill this literature gap by empirically examining the influence of K-pop fanaticism on the repurchase intention of *Scarlett Whitening* products, while also exploring the mediating roles of brand attitude, social media influencers, and brand admiration. This study is expected to contribute theoretically to the development of consumer behavior research rooted in popular culture and to offer practical implications for local product marketing strategies in the digital era.

Figure 1. The Conceptual Model



Theory and Hypothesis

Based on the above conceptual framework, there are four hypotheses. These hypotheses are derived from the theoretical framework referring to the Theory of Planned Behavior (TPB). According to Ajzen (1991), the Theory of Planned Behavior (TPB) posits that behavioral intention is influenced by three main factors: attitude, subjective norms, and perceived behavioral control. The formulation of these hypotheses aims to examine the relationship between K-pop fandom and repurchase intention of Scarlett Whitening skincare products, both directly and through the mediating variables of brand attitude, social media influencer, and brand admiration.

K-pop fandom refers to a strong emotional attachment to a Korean idol or music group, which motivates fans to support everything related to their idols, including the products they promote. Therefore, the higher the level of fandom toward K-pop, the greater the consumer's intention to repurchase products endorsed by their idols. Research by Adriani & Widyastuti (2021) indicates that K-pop fandom can drive consumptive behavior, including the decision to repurchase products associated with the idol.

H1: Fandom has a significant effect on Repurchase Intention

In the context of the Theory of Planned Behavior (TPB), attitude toward behavior is a primary determinant of behavioral intention. Fandom toward K-pop idols can create a positive perception of the brand promoted by the idol (Brand Ambassador) and foster a strong brand attitude, which in turn can increase the intention to repurchase the product. Research by Sandhu et al. (2021) shows that brand attitude acts as an important mediator in shaping repurchase intention.

H2: Fandom through Brand Attitude has a significant effect on Repurchase Intention

K-pop artists who serve as brand ambassadors also act as social media influencers. Their activities on social media exert a strong influence on their fans in shaping perceptions and purchase decisions. In the context of the Theory of Planned Behavior (TPB), this reflects the aspect of subjective norms, in which individuals feel social pressure or influence from

admired figures to engage in certain behaviors. Research by Khan & Asim (2025) shows that social media influencers play a role in shaping consumers' attitudes, subjective norms, and perceived behavioral control, thereby influencing purchase decisions.

H3: Fandom through Social Media Influencer has a significant effect on Repurchase Intention

Fandom not only creates attachment to the idol but also to the products they use or endorse. This generates admiration for the brand (Brand Admiration), which represents a deep emotional attachment and plays a role in strengthening product loyalty. Brand admiration reflects positive perceptions of a brand's quality, reputation, and symbolic value. Research by Khoirunnisa & Astini (2021) shows that brand admiration significantly contributes to enhancing consumer loyalty and repurchase intention.

H4: Fandom through Brand Admiration has a significant effect on Repurchase Intention

Based on the Theory of Planned Behavior (TPB), K-pop fandom, brand attitude, social media influencer, and brand admiration toward a brand directly or indirectly influence the repurchase intention of Scarlett Whitening skincare products. The three main components of TPB attitude, subjective norms, and perceived behavioral control play an important role in explaining consumer behavior in the context of popular culture.

Method

This study employs a quantitative approach. The research population consists of students from the Faculty of Economics and Business (FEB) at Alma Ata University. The sampling technique used is purposive sampling, with a total of 180 respondents. The instrument utilized is a questionnaire with a 5-point Likert scale (1–5). Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0 to examine both the direct and mediating effects among the variables.

Data analysis

Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach with the assistance of SmartPLS 4.0.

Outer Model (Measurement Model)

The outer model was employed to assess the convergent validity of each research construct by examining the outer loading values. An indicator is considered valid if its factor loading exceeds 0.70. The outer loading results of each indicator in this study are presented in Figure 1 below.

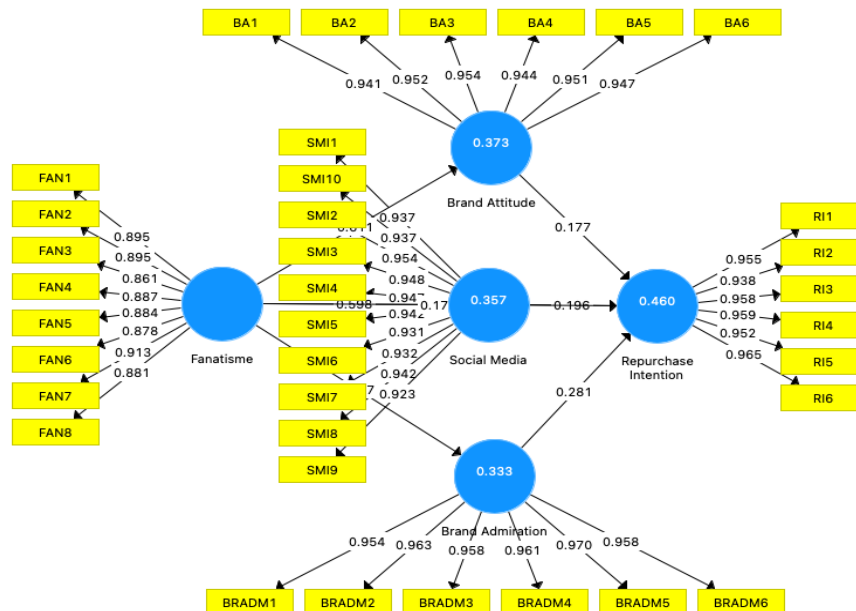


Figure 1

Convergent Validity

Convergent validity refers to the extent to which indicators measuring the same construct are highly correlated. Convergent validity is considered to be established when the outer loading (factor loading) values for each indicator exceed 0.70. This threshold indicates that the indicators consistently reflect the latent construct being measured. The outer loading results for each indicator of the constructs Fanaticism, Repurchase Intention, Brand Attitude, Social Media Influencer, and Brand Admiration are presented in Table 1 below.

Table 1 Outer Loading

| Indicator Variable | Brand Admiration | Brand Attitude | Fanatisme_ | Repurchase Intention | Social Media |
|--------------------|------------------|----------------|------------|----------------------|--------------|
| BA1 | | 0,941 | | | |
| BA2 | | 0,952 | | | |
| BA3 | | 0,954 | | | |
| BA4 | | 0,944 | | | |
| BA5 | | 0,951 | | | |
| BA6 | | 0,947 | | | |
| BRADM1 | 0,954 | | | | |
| BRADM2 | 0,963 | | | | |
| BRADM3 | 0,958 | | | | |
| BRADM4 | 0,961 | | | | |

| | | |
|--------|-------|-------|
| BRADM5 | 0,970 | |
| BRADM6 | 0,958 | |
| FAN1 | 0,895 | |
| FAN2 | 0,895 | |
| FAN3 | 0,861 | |
| FAN4 | 0,887 | |
| FAN5 | 0,884 | |
| FAN6 | 0,878 | |
| FAN7 | 0,913 | |
| FAN8 | 0,881 | |
| RI1 | | 0,955 |
| RI2 | | 0,938 |
| RI3 | | 0,958 |
| RI4 | | 0,959 |
| RI5 | | 0,952 |
| RI6 | | 0,965 |
| SMI1 | | 0,937 |
| SMI10 | | 0,937 |
| SMI2 | | 0,954 |
| SMI3 | | 0,948 |
| SMI4 | | 0,947 |
| SMI5 | | 0,942 |
| SMI6 | | 0,931 |
| SMI7 | | 0,932 |
| SMI8 | | 0,942 |
| SMI9 | | 0,923 |

Source: Processed Primary Data (2025)

Based on the table above, it can be observed that all outer loading values for each indicator exceed the threshold of 0.70. This indicates that all indicators make a significant contribution to forming their respective latent constructs. Therefore, it can be concluded that this research instrument meets the requirements of convergent validity, meaning that the indicators within each construct demonstrate good consistency in measuring the intended variables.

Construct Reliability

Based on the table above, it can be observed that all outer loading values for each indicator are above the threshold of 0.70. This finding indicates that all indicators contribute significantly to their respective latent constructs. Thus, it can be concluded that the research instrument satisfies the requirements of convergent validity, meaning that the indicators within each construct demonstrate strong consistency in measuring the intended variables. Construct reliability aims to test the internal consistency of the indicators in measuring latent constructs. This reliability test can be evaluated using several statistical measures,

namely Cronbach's Alpha, rho_A, and Composite Reliability (CR). Furthermore, to provide additional evidence of convergent validity, the Average Variance Extracted (AVE) value is also employed. The construct reliability results for each indicator of the constructs Fanaticism, Repurchase Intention, Brand Attitude, Social Media Influencer, and Brand Admiration are presented in Table 1.2 below.

Table 1 Construct Reliability

| Variable | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|-------------------------|------------------|-------|-----------------------|----------------------------------|
| Brand Admiration | 0,983 | 0,984 | 0,986 | 0,923 |
| Brand Attitude | 0,978 | 0,978 | 0,982 | 0,899 |
| Fanatisme_ | 0,961 | 0,962 | 0,967 | 0,787 |
| Repurchase Intention | 0,981 | 0,981 | 0,984 | 0,911 |
| Social Media Influencer | 0,985 | 0,986 | 0,987 | 0,882 |

Source: Processed Primary Data (2025)

Based on the table above, it can be observed that all outer loading values for each indicator are above the threshold of 0.70. This finding indicates that all indicators contribute significantly to their respective latent constructs. Thus, it can be concluded that the research instrument satisfies the requirements of convergent validity, meaning that the indicators within each construct demonstrate strong consistency in measuring the intended variables.

Table 3 R Square

| Variable | R Square | R Square Adjusted |
|-------------------------|----------|-------------------|
| Brand Admiration | 0,333 | 0,330 |
| Brand Attitude | 0,373 | 0,370 |
| Repurchase Intention | 0,460 | 0,448 |
| Social Media Influencer | 0,357 | 0,354 |

Source: Processed Primary Data (2025)

Based on the table above, it can be seen that the highest R Square value is found in the construct Repurchase Intention, with a value of 0.460. This indicates that Fanaticism and the three mediating variables together are able to explain 46% of the variance in repurchase decisions. Meanwhile, the R Square values for Brand Admiration, Brand Attitude, and Social Media Influencer range between 0.33 and 0.37, which fall into the moderate category. These results suggest that the model possesses an adequate predictive ability.

F Square Value

The f^2 value is a measure used to assess the effect size of each exogenous construct on the endogenous construct. The results of the f^2 values can be seen in Table 4.

Table 2 Nilai F Square

| Variable | Brand Admiration | Brand Attitude | Fanatisme _ | Repurchase Intention | Social Media |
|-------------------------|---------------------|-------------------|----------------|-------------------------|--------------|
| Brand Admiration | | | | 0,080 | |
| Brand Attitude | | | | 0,026 | |
| Fanatisme_ | 0,500 | 0,596 | | 0,028 | 0,556 |
| Repurchase Intention | | | | | |
| Social Media | | | | 0,039 | |

Source: Processed Primary Data (2025)

Based on the table above, it can be concluded that the Fanaticism variable exerts a strong influence on the three mediating variables, namely Brand Admiration ($f^2 = 0.500$), Brand Attitude ($f^2 = 0.596$), and Social Media Influencer ($f^2 = 0.556$). However, when examining the direct effects of these variables on Repurchase Intention, the f^2 values fall into the low/small category, although they remain statistically significant. This finding indicates that K-pop fanaticism plays a dominant role in shaping consumer perceptions and attitudes through mediation pathways, but has a relatively weaker direct effect on Repurchase Intention.

Path Coefficient

Path coefficient analysis was conducted to address the research question regarding the relationship between K-pop fanaticism and repurchase intention, as well as the mediating roles of brand admiration, brand attitude, and social media influencer. This test aims to determine the magnitude of the direct effects among constructs within the structural model. The direct effects were assessed using the original sample (O), t-statistics, and p-values, obtained through the bootstrapping procedure in SmartPLS. A direct effect is considered significant when the t-statistic value exceeds 1.96 and the p-value is less than 0.05.

Table 3 Direct Effect

| Variable relationship | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---|---------------------------|--------------------|----------------------------------|--------------------------------|-------------|
| Brand Admiration → Repurchase Intention | 0,281 | 0,284 | 0,067 | 4,215 | 0,000 |
| Brand Attitude → Repurchase Intention | 0,177 | 0,179 | 0,074 | 2,393 | 0,018 |

| | | | | | |
|---|-------|-------|-------|--------|-------|
| Fanatisme_ → Brand Admiration | 0,577 | 0,581 | 0,044 | 13,120 | 0,000 |
| Fanatisme_ → Brand Attitude | 0,611 | 0,611 | 0,046 | 13,236 | 0,000 |
| Fanatisme_ → Repurchase Intention | 0,177 | 0,173 | 0,067 | 2,622 | 0,010 |
| Fanatisme_ → Social Media | 0,598 | 0,603 | 0,045 | 13,383 | 0,000 |
| Social Media → Repurchase Intention | 0,196 | 0,195 | 0,084 | 2,316 | 0,022 |

Source: Processed Primary Data (2025)

Based on the table above, it can be observed that all relationships among the constructs are statistically significant, as indicated by t-statistic values greater than 1.96 and p-values less than 0.05. The relationship K-pop Fanaticism → Repurchase Intention ($O = 0.177$; $T = 2.622$; $p = 0.010$) shows that the higher the level of fanaticism, the greater the likelihood of consumers repurchasing Scarlett Whitening products. The relationships K-pop Fanaticism → Brand Attitude ($O = 0.611$; $T = 13.236$; $p = 0.000$), → Social Media Influencer ($O = 0.598$; $T = 13.383$; $p = 0.000$), and → Brand Admiration ($O = 0.577$; $T = 13.120$; $p = 0.000$) indicate that strong fanaticism fosters positive perceptions and attachment through affective and communicative brand pathways.

Furthermore, all three mediators also exert direct effects on Repurchase Intention: Brand Admiration ($O = 0.281$; $T = 4.215$; $p = 0.000$), Brand Attitude ($O = 0.177$; $T = 2.393$; $p = 0.018$), and Social Media Influencer ($O = 0.196$; $T = 2.316$; $p = 0.022$). These results suggest that both brand perception and digital promotional sources play a relevant role in encouraging repurchase behavior.

Indirect Effect

Table 4 Indirect Effect

| Variable relationship | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---|---------------------|-----------------|----------------------------|--------------------------|----------|
| Fanatisme_ → Brand Admiration → Repurchase Intention | 0,162 | 0,165 | 0,041 | 3,947 | 0,000 |
| Fanatisme_ → Brand Attitude → Repurchase Intention | 0,108 | 0,110 | 0,046 | 2,371 | 0,019 |

| | | | | | |
|--|-------|-------|-------|-------|-------|
| Fanatisme_ → Social Media →Repurchase Intention | 0,117 | 0,118 | 0,053 | 2,189 | 0,030 |
|--|-------|-------|-------|-------|-------|

Source: Processed Primary Data (2025)

Based on the table above, it can be observed that all mediation paths from K-pop Fanaticism to Repurchase Intention through the three mediators are statistically significant, as indicated by t-statistic values greater than 1.96 and p-values less than 0.05. The relationship K-pop Fanaticism → Brand Admiration → Repurchase Intention ($O = 0.162$; $T = 3.947$; $p = 0.000$) demonstrates that admiration formed through associations with idols drives repurchase behavior. The path K-pop Fanaticism → Brand Attitude → Repurchase Intention ($O = 0.108$; $T = 2.371$; $p = 0.019$) highlights the role of a positive brand attitude as a psychological bridge linking fandom with purchase loyalty. Meanwhile, the relationship K-pop Fanaticism → Social Media Influencer → Repurchase Intention ($O = 0.117$; $T = 2.189$; $p = 0.030$) indicates that exposure to influencer content associated with idols also contributes to repurchase decisions.

Discussion

H1. K-pop Fanaticism Influences Repurchase Intention of Scarlett Whitening Skincare Products

The test results indicate that fanaticism toward K-pop has a significant direct effect on repurchase intention, with a coefficient of 0.177, a t-statistic of 2.622, and a p-value of 0.010. From the perspective of the Theory of Planned Behavior (TPB), fanaticism can shape attitude toward the behavior, namely consumers' positive attitudes toward the act of repurchasing products associated with their idols. When consumers admire a K-pop figure who is associated with a certain product, they develop positive perceptions of the product and are more likely to repurchase it as a form of support for their idol. This finding is consistent with prior research (Marahmi, 2024), which asserts that the level of fanaticism toward a public figure can shape positive attitudes toward products used by the figure, thereby encouraging repurchase behavior.

H2. Brand Attitude Mediates the Relationship Between K-pop Fanaticism and Repurchase Intention of Scarlett Whitening Skincare Products

The results of the indirect effect analysis show that brand attitude significantly mediates the influence of fanaticism on repurchase intention, with a coefficient value of 0.108, a t-statistic of 2.371, and a p-value of 0.019. This finding is in line with the Theory of Planned Behavior (Ajzen, 1991), which explains that attitude toward the behavior is one of the main determinants of behavioral intention. In the context of this study, brand attitude serves as a mediator between K-pop fanaticism and consumers' intention to repurchase Scarlett Whitening products. When consumers admire a K-pop artist who serves as a brand ambassador such as Song Joong Ki they tend to develop a positive attitude toward the brand associated with the idol. This positive attitude subsequently fosters loyalty in the form of repurchase intention. This result is further supported by research (Tannady & Maulinda,

2024), which demonstrates that brand image formed through K-pop brand ambassadors significantly enhances the purchase intentions of K-pop fans.

H3. Social Media Influencers Mediate the Relationship Between K-pop Fanaticism and Repurchase Intention of Scarlett Whitening Skincare Products

The indirect effect of fanaticism on repurchase intention through social media influencers is also significant, with a coefficient of 0.117, a t-statistic of 2.189, and a p-value of 0.030. Within the framework of the Theory of Planned Behavior (Ajzen, 1991), social media influencers are closely related to subjective norms, which represent individuals' perceptions of social pressure from their environment that encourage them to act in accordance with social expectations. Influencers who are associated with K-pop idols can shape the opinions, attitudes, and even behavioral decisions of their followers, including their tendency to repurchase promoted products. Previous studies (Khan & Asim, 2025) support this finding by showing that content produced by social media influencers significantly affects consumer attitudes, subjective norms, and perceived behavioral control, ultimately leading to repurchase intention. Similarly, (Lestari & Yuniarinto, 2024) argue that influencer characteristics such as expertise, credibility, and value congruence with the audience contribute substantially to the formation of brand awareness and purchase intention. In this regard, social media influencers can be understood as social and psychological connectors that transform K-pop fanaticism into repurchase decisions by shaping social norms and positive consumer perceptions.

H4. Brand Admiration Mediates the Relationship Between K-pop Fanaticism and Repurchase Intention of Scarlett Whitening Skincare Products

The test results show that brand admiration significantly mediates the effect of fanaticism on repurchase intention, with a coefficient of 0.162, a t-statistic of 3.947, and a p-value of 0.000. Within the framework of the Theory of Planned Behavior, brand admiration reflects the internalization of a deep positive attitude derived from emotional perceptions and strong loyalty toward the brand. Fanaticism toward K-pop makes consumers more inclined to admire brands associated with their idols. Feelings of pride, joy, and trust toward the brand trigger the desire to continuously repurchase the product.

This finding is reinforced by Aidi (2023), who states that fanaticism significantly influences repurchase intention due to the strong emotional attachment and loyalty of fanatic consumers toward the admired object. Furthermore, Mariska (2018) also confirms that brand admiration is positively related to purchasing decisions. Admired brands are perceived as competent and capable of creating warm emotional bonds with consumers, thereby encouraging them to continue buying the product.

Thus, K-pop fanaticism plays an important role in shaping repurchase intention through strong symbolic and emotional linkages between consumers, idols, and admired brands.

Conclusion

This study concludes that K-pop fanaticism has a positive effect on the repurchase intention of Scarlett Whitening, with significant mediating roles of brand attitude, social media influencer, and brand admiration.

Theoretical Contribution

This research expands the understanding of consumer behavior shaped by popular culture within the context of local brands.

Practical Contribution

Local skincare companies are advised to leverage celebrity endorsement strategies with strong emotional and social approaches.

Research Limitations

This study focuses only on a single skincare product, and the population sample is limited in scope.

Suggestions for Future Research

Future studies may employ a broader population, compare several other local brands, and incorporate additional variables such as brand trust, parasocial relationship, or emotional attachment.

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