

The Influence of Korean Wave, Digital Marketing, and Price on Purchase Decisions of K-Pop Physical Albums in Jabodetabek

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ABSTRACT

This study aims to analyse and prove the influence of the Korean Wave, Digital Marketing, and Price on Purchase Decisions for physical K-Pop albums in Jabodetabek. This study uses a quantitative approach with data collection methods through questionnaires distributed online. The population in this study consisted of active fans of K-Pop bands, aged over 17 years, residing in Greater Jakarta, who had purchased at least one physical album, and who were not resellers or sellers. The sample size in this study was 144 respondents, with sampling using purposive sampling techniques. Data analysis was conducted using the Partial Least Squares Structural Equation Modelling (PLS-SEM) method with SmartPLS version 4.1.1.2 software. The results showed that the Korean Wave, Digital Marketing, and Price had an influence on Purchase Decisions for physical K-Pop albums in Jabodetabek.

Keywords: *Digital Marketing, Korean Wave, Price, Purchase Decision*

Pengaruh *Korean Wave*, *Digital Marketing*, dan *Price* terhadap *Purchase Decisions* Album Fisik K-Pop di Jabodetabek

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan membuktikan pengaruh *Korean Wave*, *Digital Marketing*, dan *Price* terhadap *Purchase Decisions* album fisik K-Pop di Jabodetabek. Penelitian ini menggunakan pendekatan kuantitatif dengan metode pengumpulan data melalui kuesioner yang disebar secara *online*. Populasi dalam penelitian ini yaitu penggemar aktif grup band K-Pop, berusia diatas 17 tahun, berdomisili di Jabodetabek, pernah membeli album fisik minimal satu kali, serta bukan merupakan *reseller* atau penjual. Jumlah sampel dalam penelitian ini sebanyak 144 responden dengan pengambilan sampel menggunakan teknik *purposive sampling*. Analisis data dilakukan dengan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) menggunakan *software* SmartPLS versi 4.1.1.2. Hasil penelitian menunjukkan bahwa *Korean Wave*, *Digital Marketing*, dan *Price* memiliki pengaruh terhadap *Purchase Decisions* album fisik K-Pop di Jabodetabek.

Kata Kunci: Harga, Keputusan Pembelian, *Korean Wave*, Pemasaran Digital