

IMPACT SOCIAL MEDIA MARKETING AND BRAND LOYALTY ON PURCHASE DECISION FOR BRAND LOVE KPOP TREASURE MUSIC ALBUMS

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ABSTRACT

This study aimed to examine the role of brand love as a moderator between the influence of social media marketing and brand loyalty on the choice to buy K-pop Treasure music albums. This research uses a quantitative approach combined with descriptive statistics. The number of research samples was 400 samples using the non-probability sample method. This research uses Structural Equation Modeling-Partial Least Square (SEM-PLS). The results showed that brand love has a positive and significant effect on purchasing decisions, brand loyalty has a positive and significant effect on brand love, brand loyalty has a positive and significant effect on purchasing decisions, social media marketing has a positive and significant effect on brand love, social media marketing has a positive and significant effect on purchasing decisions. Brand love significantly mediates the relationship between brand loyalty and purchasing decisions, and brand love significantly mediates the relationship between social media marketing and purchasing decisions.

ABSTRAK

Tujuan penelitian ini untuk menguji peran *brand love* sebagai moderator antara pengaruh *social media marketing* dan *brand loyalty* terhadap pilihan membeli album music K-pop Treasure. Penelitian ini menggunakan pendekatan kuantitatif yang dipadukan dengan statistik deskriptif. Jumlah sampel penelitian sebanyak 400 sampel dengan menggunakan metode sampel non-probabilitas. Penelitian ini menggunakan Structural Equation Modeling-Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa brand love berpengaruh positif dan signifikan terhadap keputusan pembelian, Brand Loyalty berpengaruh positif dan signifikan terhadap brand love, Brand loyalty berpengaruh positif dan signifikan terhadap keputusan pembelian, social media marketing berpengaruh positif dan signifikan terhadap brand love, Social media marketing berpengaruh positif dan signifikan terhadap keputusan pembelian. Brand love signifikan memediasi hubungan antara brand loyalty dan keputusan pembelian, dan Brand love berpengaruh signifikan memediasi hubungan antara social media marketing dan keputusan pembelian.



INTRODUCTION

In the past, purchasing music albums was done in person by visiting physical stores. However, with the development of technology, the purchasing system has changed to online through the use of smartphones. One of the platforms used for purchasing is social media, as it is considered more practical than online stores. In this context, the development of information technology has a significant impact on marketing, as social media has become popular as a result of the widespread availability of the internet (Geng et al., 2020).

The K-pop music industry in South Korea is one example of an industry that has grown with the influence of information technology. K-pop music has gained popularity around the world, including in Indonesia, with the number of fans increasing rapidly. Social media is used by music agencies, such as YG Entertainment, to promote albums and merchandise through platforms such as Instagram and Twitter (Rojo et al., 2022). Fans' loyalty to their idols encourages them to buy albums and merchandise as a form of support.

In this context, emotional attachment and brand loyalty also play an important role in purchasing decisions (Atulkar, 2020). Social media has a significant influence on consumer choice. Therefore, research on the influence of social media marketing and brand loyalty on K-pop music album purchase decisions, with brand love as a mediator, is relevant.

This research aims to investigate the influence of social media marketing and brand loyalty on the purchase decision of Treasure's K-pop music album, based on its ranking as the third album according to the ktown4u chart and the fifth album according to the circle chart. The research aims to answer the following questions: How does social media marketing impact the purchase decision of Treasure's K-pop music album? How does brand loyalty influence the purchase decision of Treasure's K-pop music albums? How does brand love influence the purchase decision of Treasure's K-pop music album? Additionally, the research aims to examine whether social media marketing and brand loyalty act as mediators in the relationship between brand love and purchasing decisions for Treasure's K-pop music albums. The specific research objectives include assessing the impact of social media marketing and brand loyalty on purchasing decisions, exploring the impact of social media marketing and brand loyalty on brand love, examining the influence of brand love on purchasing decisions, and investigating the mediating role of social media marketing and brand loyalty in the relationship between brand love and purchasing decisions for K-pop Treasure music albums.

This research is expected to contribute to the theoretical and practical understanding of the mediating role of brand love in the relationship between social media marketing and brand loyalty in the purchase decision of Treasure K-pop music albums. In addition, this research is also expected to benefit K-pop fans, especially Treasure fans, by providing a deeper understanding of the factors that influence music album purchasing decisions.

HYPOTHESIS DEVELOPMENT

Review of previous research

Social media is an effective marketing communication tool because it can reach and retain clients with less cost (Tarsakoo & Charoensukmongkol, 2020). The use of social media can increase consumer awareness of the market and the products and services provided (Mason et al., 2021). Web 2.0 social media allows users to share and collaborate on content and information (Halim & Hashim, 2019). Social media sites such as Twitter, Facebook, YouTube, Tiktok, and Instagram are the most popular (De La Garza et al., 2021). The goal of social media marketing is to attract clients, increase awareness, image, and revenue (Ansari et al., 2019). Social media is a convenient means of communication for consumers and can facilitate sharing information about the products and services offered (Anshari et al., 2019). Social media also enables direct interaction between businesses and consumers (H. Zhang et al., 2020).

Interesting, funny, and entertaining content is a concern in social media marketing (Liu et al., 2021). Customers who are loyal to a brand tend to continue to buy products or services from that brand (Hamzah & Shamsudin, 2020). Consumer choices in purchasing are influenced by various internal and external factors (Popovic et al., 2019). Purchasing decisions are influenced by product information, preferences, needs, desires, and security (Huang & Sengupta, 2020). Consumer decisions to buy are influenced by product information, preferences, and needs (Testa et al., 2020). There are five dimensions in consumer purchasing decision making, namely product choice, preference, need, desire, and security (Rachmawati & Suroso, 2020).

Hypothesis Development

This literature review discusses the significance of Brand Love in building a strong relationship between brands and consumers. Brand Love represents a more enduring connection than mere consumer preference for a brand (de Kerviler & Rodriguez, 2019). This concept is based on the triangle theory, encompassing three elements of love: passion, commitment, and action (Madadi et al., 2021). Social media is considered an essential tool in fostering a strong brand-consumer relationship (Beng & Ming, 2020). Through its search and interactive communication features, social media enables effective business promotion and enhances consumer loyalty.

Studies have shown that brand promotion through social media can enhance consumer loyalty. Survey results from 300 individuals in Bangladesh indicated that business promotion on social media platforms increases consumer loyalty. Brand loyalty also exerts a significant influence on Brand Love. Positive characteristics of consumer behavior, such as greater desire and sacrifice, form the core of brand loyalty (El Fikri & Dewi Nurmasari Pane, 2020). When products are marketed in ways that appeal to consumers' desires and needs, brand loyalty tends to increase.

Brand Love also has a significant impact on purchasing decisions. The emotional attachment consumers have towards a brand can drive them to purchase its products. There is a strong relationship between social media and purchasing decisions. Optimal use of social media can expand marketing reach and facilitate purchases. Advertising through social media has been proven to have a positive and significant impact on consumer spending.

Framework

According to Abraham et al. (2019), a conceptual framework is a derivative consisting of several interrelated ideas regarding the subject under investigation. It involves presenting previously existing hypotheses in the form of a thought sequence that can also be expressed in operational hypotheses or testable hypotheses. The conceptual framework for this research can be observed in figure below.

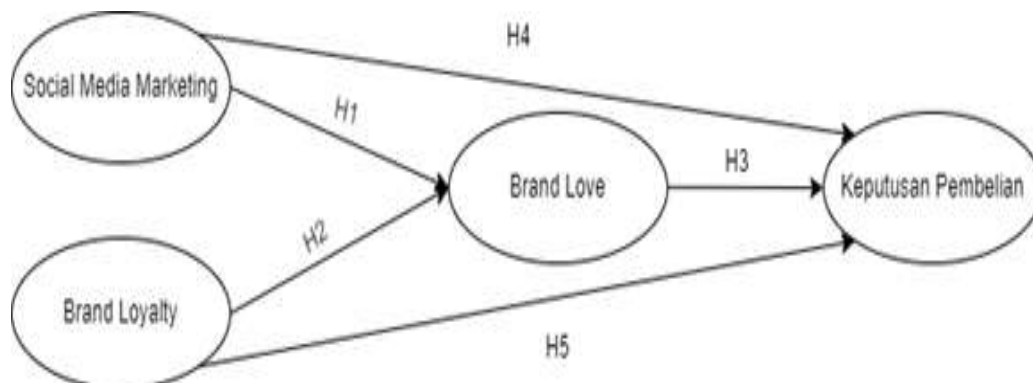


Figure 1. Research framework

Research Hypothesis

This research utilizes brand love as a moderator to examine how social media marketing and brand loyalty influence the purchasing decision of K-pop music album by Treasure. The research hypotheses are based on the following framework.

H1: Social media marketing has a positive and significant influence on brand love.

H2: Brand loyalty has a positive and significant influence on brand love.

H3: Brand love has a positive and significant influence on the purchase decision.

H4: Social media marketing has a positive and significant influence on the purchase decision.

H5: Brand loyalty has a positive and significant influence on the purchase decision.

These hypotheses form the foundation of the research and will be tested to determine the relationships between social media marketing, brand loyalty, brand love, and the purchasing decision. The research aims to provide insights into the impact of these factors on consumer behavior in the context of K-pop music albums by Treasure.

RESEARCH METHOD

Type of research

This research uses descriptive research methods that provide a comprehensive description of the social environment and analyze facts by describing factors related to the problem under study (Kynğäs, 2020). Causal research methods are used to study the relationship between independent and dependent variables (Senthilnathan, 2019). Questionnaire surveys are used as a research strategy to collect numerical data and test hypotheses using statistical instruments (Apuke, 2017). Questionnaires are a common method for collecting primary data quantitatively with a specific set of questions or answers that allow respondents to express their thoughts (Malhotra, 2006). This research was conducted using a cross-sectional approach, where data was collected during a certain period of time, processed, analyzed, and conclusions were drawn. The analysis technique used is Structural Equation Modeling (SEM).

Variable Operationalization and Measurement Scale

This study uses social media advertising as the explanatory variable and the choice to buy as the determining factor. Brand loyalty acts as a moderator. The variables are operationalized using a measurement scale, with an ordinal scale used to measure the research variables. The Likert scale is used to measure people's perspectives on observed issues. The Likert scale has five possible responses, namely strongly agree, agree, neutral, disagree, and strongly disagree. The responses are coded on a scale of 1-5, with 1 indicating significant disagreement and 5 indicating strong agreement.

Table 1. Type of Research

No.	Research Characteristic	Research Type
1	Based on Method	Quantitative
2	Based on Purpose	Descriptive
3	Based on Investigation	Causal
4	Based on Data Collection	Survey
5	Based on Researcher's Involvement	Non-Intervening Data
6	Based on Time Execution	Cross-sectional
7	Based on Unit of Analysis	Individual
8	Based on Research Analysis Technique	Structural Equation Modeling (SEM)

The research stages are depicted in figure, The visual cues of this research reveal that The starting point for any inquiry is a question. The problem is recognized and defined after some context is provided. This problem is posed as a question in a sentence. Various theories are used by academics to provide an explanation of the problem based on how the problem is phrased. A hypothesis is a proposed explanation for an untested situation. The participants of this study are treasure hunters in Indonesia. Customers who have a passion for treasure and have purchased albums dedicated to the genre were sampled. Hypothesized causal relationships were tested through the creation and evaluation of instruments. Both primary and secondary sources were used to collect data for this study. The information is then subjected to statistical analysis. Once that is done, the researcher will draw conclusions and make recommendations based on the findings.

Population and Sample

Population is a term that refers to all individuals or entities to be studied in a study. A sample is a subset that is representative of the population. There is a statistical relationship between the sample and the population. Sampling can be done using nonprobability sampling methods, such as purposive sampling. Purposive sampling is a method that involves selecting a sample by specifically considering the characteristics of the target population. In this study, the criteria of customers who have purchased Kpop Treasure albums were used. To determine an adequate sample size, Lemeshow's formula can be used. Based on this formula, a sample size of 385 respondents was obtained.

Data Collection Technique

Data is a collection of values or characters that reflect the characteristics of individuals in a group. Data can be letters, numbers, sounds, or images. To get meaningful information, data requires processing. There are two types of data, namely primary data and secondary data. Primary data is information obtained directly from the source or research participants through interviews, surveys, or observations. Primary data needs to undergo additional processing before it can be understood. Primary data in this study was obtained through surveys to treasure fans and album buyers. Secondary data is information used in research but not obtained directly from the subjects themselves. Data processing may not be necessary when using secondary data because the data is readily available and complete. Secondary data in this study comes from various sources such as books, journals, previous research, and the internet.

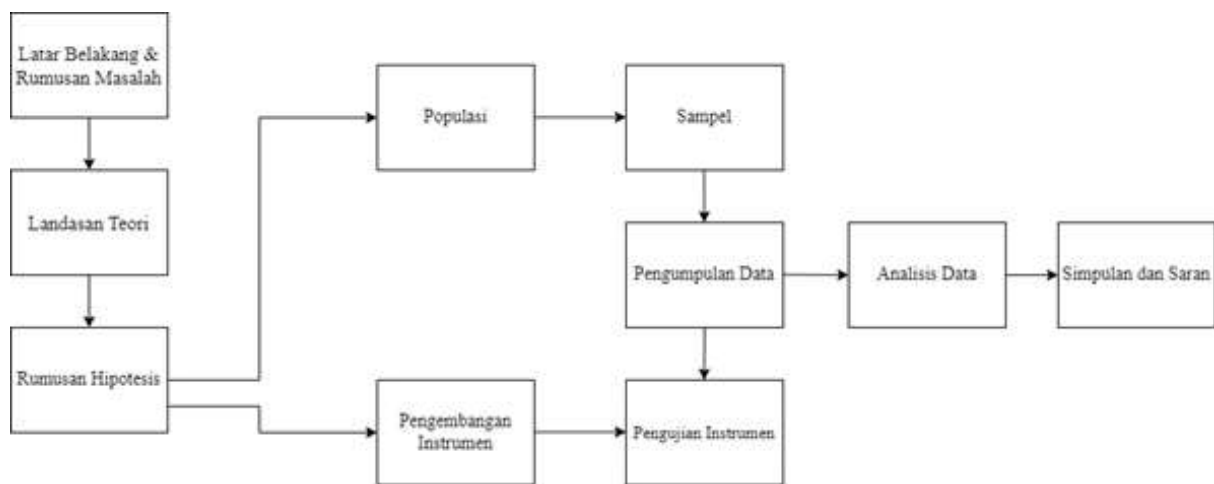


Figure 2. Flow of research method

Tabel 2. Reliability Test Result

Variabel	Cronbach's Alpha	Composite Reliability	Informasi
Social Media Marketing	0,968	0,971	Reliable
Brand Loyalty	0,896	0,921	Reliable
Brand Love	0,957	0,965	Reliable
Buying Decision	0,893	0,934	Reliable

Validity and Reliability Test

This research uses the SEM PLS method using Smart-PLS 4 software. Validity testing is carried out to ensure the reliability and suitability of the measuring instrument used. Convergent Validity is a requirement to conclude that the measuring instrument is reliable. The correlation between items that conceptually measure the same variable must be high, higher than between items that measure different variables. The Rule of Thumb that is often used is factor loading $> 0,7$ and Average Variance Extracted (AVE) $> 0,5$.

Discriminant Validity indicates that variable measurements are not highly correlated in practice, if the construct variables are not strongly correlated in theory. Discriminant validity testing can be done using the Root AVE value, where the Root AVE value of each variable must be greater than the correlation between these variables. Cross loading ($> 0,7$ in one variable) is also used to evaluate discriminant validity. Before distributing the questionnaire to all respondents, 30 respondents were tested to evaluate the items in the questionnaire. The validity test results of all variables were obtained from data processing using SmartPLS 4, and the test results can be found in Table 2.

Data Analysis Technique Test

Descriptive analysis is a statistical method used to find the basic values of data, such as mean, mode, sum, standard deviation, variance, range, minimum, and maximum. This research uses descriptive methods to analyze the influence of social media marketing and brand loyalty on purchasing decisions and brand love. The data used came from a survey using Google forms. In the descriptive analysis, each aspect of the statement is tested based on the proportion in the questionnaire.

The cumulative value is the sum of all respondents' answers (400 people). The percentage is calculated by dividing the cumulative score of the item by the frequency then multiplied by 100%. The maximum cumulative score is 2,000 and the minimum is 400. The largest percentage is 100%, while the smallest percentage is calculated as $(400/2,000) \times 100\% = 20\%$. The range of values is $80\%:5 = 16\%$.

The score interpretation criteria and score results for each variable are presented as a continuum line as in Figure 3. A high-quality and effective research method in addressing multilevel models simultaneously is Structural Equation Modeling (SEM).

Tabel 3. Kriteria Interpretasi Skor

Percentage	Presentation Category
20% - 36%	Very Not Good
36% - 52%	Not good
52% - 68%	Pretty good
68% - 84%	Good
84% - 100%	Very good

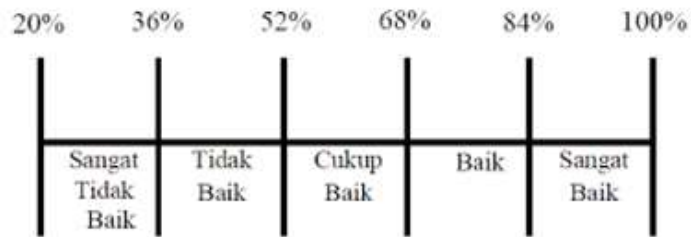


Figure 3. Score Continuum Line

SEM is used when the variables of interest are latent variables that cannot be directly observed but can be measured through indicators. There are two categories in SEM: Covariance-Based SEM (CB-SEM) and Variance-Based SEM (VB-SEM). CB-SEM provides evidence supporting model assumptions and emphasizes observed findings and their interpretations. VB-SEM is more focused on the structural relationships between independent and dependent variables in the model. The Partial Least Squares (PLS) method is employed in PLS-based analyses. PLS is a multivariate statistical approach that allows for comparing multiple dependent variables with several independent factors. PLS employs multiple dimensions to identify groups of variables that best capture the largest variation.

Table 4. Evaluation of Respondent Answers

Item	Respondent Answer Score					Total	Total Score	Ideal Score	Category
	1	2	3	4	5				
INT 1	13	16	80	162	129	400	1.578	2.000	Good
	3,3%	4%	20%	40,5%	32,3%	100%	78,9%	100%	
INT 2	17	26	77	163	117	400	1.537	2.000	Good
	4,3%	6,5%	19,3%	40,8%	29,3%	100%	76,85%	100%	
INT 3	14	23	90	168	105	400	1.527	2.000	Good
	3,5%	5,8%	22,5%	42%	26,3%	100%	76,35%	100%	
INF1	6	8	45	150	191	400	1.712	2.000	Very Good
	1,5%	2%	11,3%	37,5%	47,8%	100%	85,6%	100%	
INF2	9	4	24	143	220	400	1.761	2.000	Very Good
	2,3%	1%	6%	35,8%	55%	100%	88,05%	100%	
INF3	7	8	104	164	117	400	1.576	2.000	Good
	1,8%	2%	26%	41%	29,3%	100%	78,8%	100%	
ENT 1	7	12	42	126	213	400	1.726	2.000	Very Good
	1,8%	3%	10,5%	31,5%	53,3%	100%	86,3%	100%	
ENT 2	5	24	73	144	154	400	1.618	2.000	Good
	1,3%	6%	18,3%	36%	38,5%	100%	80,9%	100%	
PR1	5	6	57	182	150	400	1.666	2.000	Good
	1,3%	1,5%	14,2%	45,5%	37,5%	100%	83,3%	100%	
PR2	3	4	35	133	225	400	1.773	2.000	Very Good
	0,8%	1%	8,8%	33,3%	56,3%	100%	88,65%	100%	
PR3	6	4	49	144	197	400	1.722	2.000	Very Good
	1,5%	1%	12,3%	36%	49,3%	100%	86,1%	100%	
PR4	6	11	74	175	134	400	1.620	2.000	Good
	1,5%	2,8%	18,5%	43,8%	33,5%	100%	81%	100%	
PR5	7	4	99	183	107	400	1.579	2.000	Good
	1,8%	1%	24,8%	45,8%	26,8%	100%	78,95%	100%	

PR6	3	22	127	160	88	400	1.508	2.000	Good
	0,8%	5,5%	31,8%	40%	22%	100%	75,4%	100%	
	Total Score						22.903	28.000	Good
	Percentage Score						81,79%	100%	

PLS is also referred to as "soft modeling" because it does not require multicollinearity among independent variables and does not necessitate strict conditions like OLS regression. The analysis using PLS involves two steps: measurement model assessment to test the reliability and validity of instruments, and structural model assessment to test research hypotheses. The measurement model assessment is conducted to ensure the reliability and validity of the measurements before drawing conclusions about the relationships between constructs in the model. The Goodness-of-Fit (GoF) test is utilized to calculate indices of model fit. The GoF test can be performed using regression analysis or path analysis to examine the significance of the linear model function. Its aim is to assess whether the sample data distribution fits the desired theoretical distribution, as well as to evaluate model viability and the impact of exogenous factors on endogenous variables.

Hypothesis testing

This can be determined by comparing the t-count value with the t-table value. A one-sided test was used to establish statistical significance in this study. According to Sujarweni's (2017) recommendations, some instructions for using the t test are as follows: if the t-count value is greater than the t-table value, then H₀ is rejected; if the t-count value is smaller than the t-table value, then H₀ is accepted; or if the Sig. value is less than 0.05, then H₀ is rejected, while if the Sig. value is greater than 0.05, then H₀ is accepted. The significance threshold of this study is 95% with a significance level of 5%. T-value analysis can be done using SmartPLS and bootstrap. The t-count value or critical value for a one-sided test is 1,65.

RESULT AND DISCUSSIONS

Results

After collecting data from 400 respondents who completed the questionnaire, the research data on the variables of Social Media Marketing (X_1), Brand Loyalty (X_2), Brand Love (M), and Purchase Decision (Y) were analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS) using SmartPLS 4. Descriptive analysis was conducted to describe the response values from the respondents.

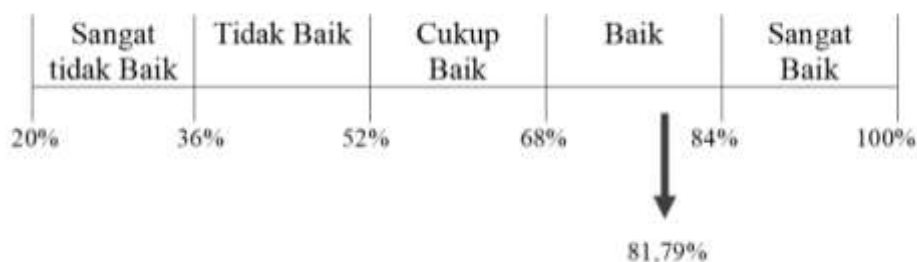


Figure 4. Social Media Marketing Variable Continuum Line

Table 5. Respondents' Responses Regarding Brand Loyalty Variables

Item	Respondent Answer Score					Total	Total Score	Ideal Score	Category
	1	2	3	4	5				
BEL1	3	6	83	165	143	400	1.639	2.000	Good
	0,8%	1,5%	20,8%	41,3%	35,8%	100%	81,95%	100%	
BEL2	28	111	135	71	55	400	1.214	2.000	Pretty good
	7%	27,8%	33,8%	17,8%	13,8%	100%	60,7%	100%	
BEL3	13	32	80	150	125	400	1.542	2.000	Good
	3,3%	8%	20%	37,5%	31,3%	100%	77,1%	100%	
ATL1	5	14	92	173	116	400	1.581	2.000	Good
	1,3%	3,5%	23%	43,3%	29%	100%	79,05%	100%	
ATL2	3	5	63	158	171	400	1.689	2.000	Very good
	0,8%	1,3%	15,8%	39,5%	42,8%	100%	84,45%	100%	
ATL3	2	6	86	159	147	400	1.643	2.000	Good
	0,5%	1,5%	21,5%	39,8%	36,8%	100%	82,15%	100%	
Total Score							9.308	12.000	Baik
Percentage Score							77,56%	100%	

Based on the findings from Table, the overall average score for social media marketing variable is 22,903 with a percentage of 81.79%. The highest score is obtained by item PR2, stating "Social Media is Important for Consumers," with a score of 1.773 and a percentage of 88,65%. This indicates that social media is a way to build relationships. Social media enables us to communicate with sellers about the products being sold.

According to the table, the overall average score for brand loyalty is 9.308, with a percentage of 77.56%. The highest score is obtained by the item ATL2, which states "Providing positive reviews," with a score of 1.689 and a percentage of 84.45%. This indicates that positive reviews from customers have a positive impact on the seller and attract other consumers.

The overall average score of the brand love variable is 13.858 with a percentage of 86.61%. The highest score is obtained by item PB2, which states "I like the Kpop Treasure Album," with a score of 1.856 and a percentage of 92.8%. This indicates that respondents like the Kpop Treasure album. Based on the calculated results, the respondents' responses are shown on a continuum line, where the brand love variable falls within the range of Very Good.

Based on the table results, it can be observed that the average score for the overall purchase decision variable is 5.018 with a percentage of 83.63%. The highest score is obtained by item KP1, which states "I am confident to buy after knowing the information about the Kpop Treasure album," with a score of 1.712 and a percentage of 85.6%. This indicates that the information conveyed on social media makes respondents confident to purchase the Kpop Treasure album.

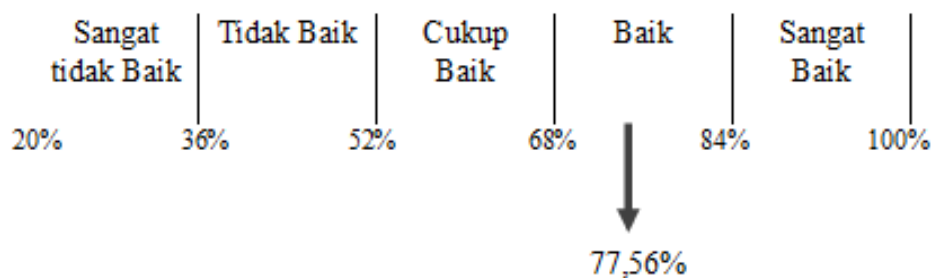


Figure 5. Brand Loyalty Variable Continuum Line
Table 6. Respondents' Responses Regarding Brand Love Variables

Item	Respondent Answer Score					Total	Total Score	Ideal Score	Category
	1	2	3	4	5				
PB1	4	1	12	106	277	400	1.851	2.000	Very good
	1%	0,3%	3%	26,5%	69,3%	100%	92,55%	100%	
PB2	4	1	13	99	283	400	1.856	2.000	Very good
	1%	0,3%	3,3%	24,8%	70,8%	100%	92,8%	100%	
BA1	10	30	131	112	117	400	1.496	2.000	Good
	2,5%	7,5%	32,8%	28%	29,3%	100%	74,8%	100%	
BA2	9	20	35	90	246	400	1.744	2.000	Very good
	2,3%	5%	8,8%	22,5%	61,5%	100%	87,2%	100%	
PEB1	9	24	100	140	127	400	1.552	2.000	Good
	2,3%	6%	25%	35%	31,8%	100%	77,6%	100%	
PER1	6	0	17	90	287	400	1.852	2.000	Very good
	1,5%	0%	4,3%	22,5%	71,8%	100%	92,6%	100%	
PER2	3	4	18	92	283	400	1.848	2.000	Very good
	0,8%	1%	4,5%	23%	70,8%	100%	92,4%	100%	
DT1	7	15	70	128	180	400	1.659	2.000	Good
	1,8%	3,8%	17,5%	32%	45%	100%	82,95%	100%	
Total Score							13.858	16.000	Very good
Percentage Score							86,61%	100%	

Based on the calculation results shown in the figure, respondents' feedback indicates a good range in the purchase decision variable. The data has been validated using SmartPLS tool for convergence, with a maximum factor loading value set at 0.70. Convergent validity is achieved when the outer loading values are higher than 0.70 and the AVE (Average Variance Extracted) is greater than 0.50. The measurement model, or outer model in SEM-PLS, includes convergent validity. To assess how well an item or a set of items in a variable measures a specific construct, it is necessary to examine convergent validity. If the factor loading results are higher than 0.70, the tested items can be considered valid indicators of efficiency. All items in this study are assumed to be original because their reliability coefficients exceed 0.70.

The validity of loading factors was tested using SmartPLS. Loading values greater than or equal to 0.7 meet the validity criteria. AVE (Average Variance Extracted) values were used for validity analysis, and all values exceeded 0.5, indicating validity. CR (Composite Reliability) values were satisfactory, exceeding 0.7, meeting the standards of CR-based dependency. Cronbach's alpha value > 0.7 confirms item reliability.

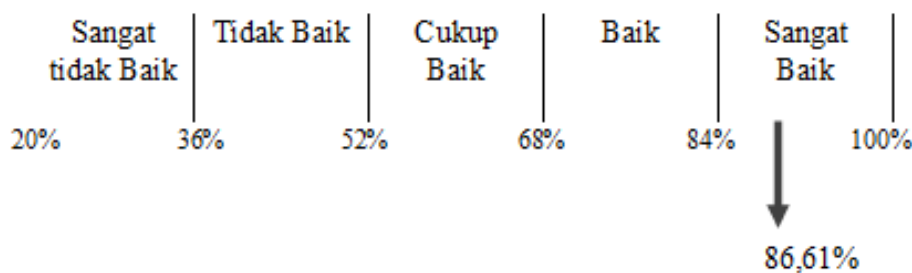


Figure 6. Brand Love Variable Continuum Line

Table 7. Respondents' Responses Regarding Purchasing Decision Variables

Item	Respondent Answer Score					Total	Total Score	Ideal Score	Category
	1	2	3	4	5				
KP1	5	7	43	161	184	400	1.712	2.000	Very good
	1,3%	1,8%	10,8%	40,3%	46%	100%	85,6%	100%	
KP2	6	10	44	151	189	400	1.707	2.000	Very good
	1,5%	2,5%	11%	37,8%	47,3%	100%	85,35%	100%	
KP3	9	20	77	151	143	400	1.599	2.000	Good
	2,3%	5%	19,3%	37,8%	35,8%	100%	79,95%	100%	
Total Score							5.018	6.000	Good
Percentage Score							83,63%	100%	

In the analysis, Brand Love (M) strongly and positively influenced Purchase Decision (Y) with a path coefficient of 0.461. Brand Loyalty (X2) also significantly and positively influenced Brand Love (M) with a path coefficient of 0.388. Brand Loyalty (X2) had a significant and positive influence on Purchase Decision (Y) with a path coefficient of 0.191. Social Media Marketing (X1) significantly and positively influenced Brand Love (M) with a path coefficient of 0.467. Social Media Marketing (X1) also significantly and positively influenced Purchase Decision (Y) with a path coefficient of 0.211.

R-Square values indicated that 55% of the variation in Brand Love can be explained by Social Media Marketing and Brand Loyalty, while 57.1% of the variation in Purchase Decision can be explained by social media marketing, brand loyalty, and brand love. Q-Square findings demonstrated the predictive significance of Social Media Marketing (X1), Brand Loyalty (X2), and Brand Love (M) for Purchase Decision (Y). The model fit well, as the SRMR value was 0.054, less than 0.1. The mediation analysis results indicate the following: Brand Love (M) significantly mediates the relationship between Brand Loyalty (X2) and Purchase Decision (Y) with a P-value of $0.002 < 0.05$ (Mediation Hypothesis). Brand Love (M) significantly mediates the relationship between Social Media Marketing (X1) and Purchase Decision (Y) with a P-value of $0.000 < 0.05$ (Mediation Hypothesis).

Discussion

The research findings indicate that Social Media Marketing (SMM) has a positive and significant influence on Brand Love (M), with a coefficient value of 0.467 and a significant P-value of $0.000 < 0.05$. This result supports previous research by (Hafez, 2021), which concluded that Social Media Marketing has a significant impact on brand love. (Tsimonis & Dimitriadis, 2014) also stated that customers prefer to receive the latest information about their favorite brands through social media marketing.

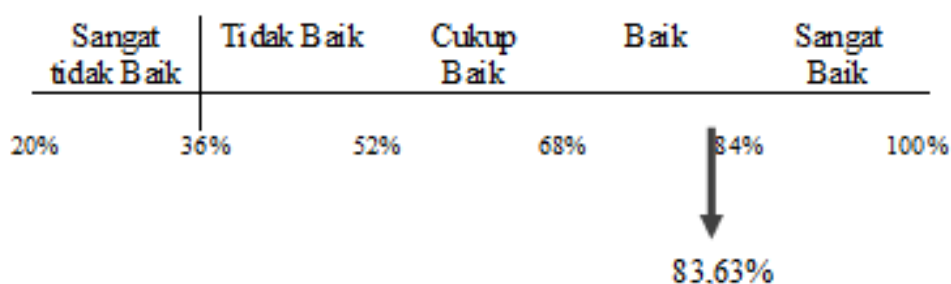


Figure 7. Purchase Decision Variable Continuum Line

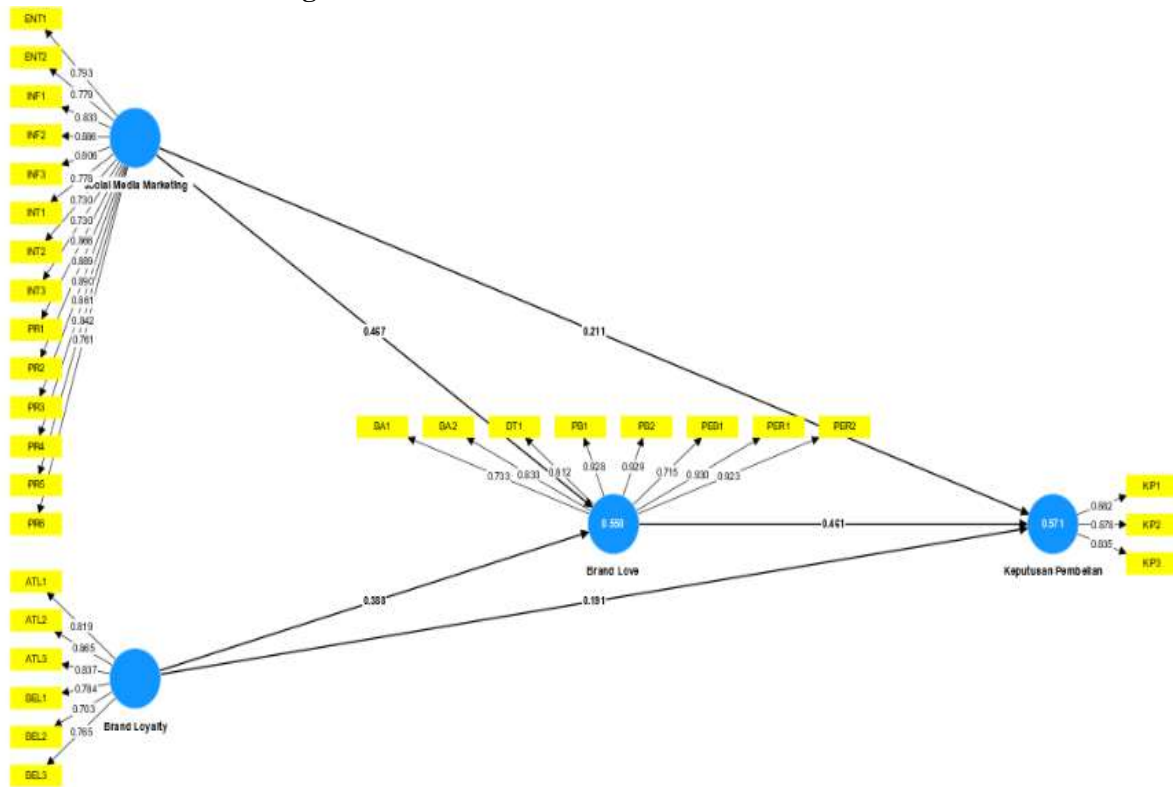


Figure 8. Validity Testing based on Factor Loading

Furthermore, Brand Loyalty (X2) has a positive and significant influence on Brand Love (M), with a coefficient value of 0.388 and a significant P-value of $0,000 < 0,05$. This suggests that the hypothesis is accepted, and to strengthen brand love, brand loyalty should be enhanced. S. Zhang et al. (2020) found that brand loyalty significantly influences brand love, as loyal customers are willing to spend a substantial amount on their preferred brand (Shetty & Fitzsimmons, 2022).

Moreover, Brand Love (M) has a positive and significant impact on Purchase Decision (Y), with a coefficient value of 0.461 and a significant P-value of $0,000 < 0,05$. This supports the accepted hypothesis and aligns with the research conducted by Rahayu (2020), which concluded that brand love has a positive influence on purchase decisions. When consumers have a strong emotional attachment to a brand, it influences their purchase decisions.

In addition, Social Media Marketing (X1) has a positive and significant influence on Purchase Decision (Y), with a coefficient value of 0.211 and a significant P-value of $0,006 < 0,05$. The accepted hypothesis is consistent with the findings of (Hasan & Sohail, 2021), who demonstrated that SMM has a positive and significant impact on purchase decisions. However, Prasad et al. (2019) found that social media marketing does not influence purchase decisions.

Lastly, Brand Loyalty (X2) has a positive and significant influence on Purchase Decision (Y), with a coefficient value of 0.191 and a significant P-value of $0,004 < 0,05$. This supports the accepted hypothesis, and high brand loyalty can increase purchase decisions. Research by Sivaram et al. (2019) concluded that brand loyalty significantly influences purchase decisions.

CONCLUSION

The R-Square value of brand love (M) is 0,550, indicating that social media marketing and brand loyalty (X2) can explain 55% of brand love. The R-Square value of the purchase decision is 0,571, indicating that social media marketing (X1), brand loyalty (X2), and brand love (M) can explain 57,1% of the purchase decision. Brand Love (M) has a positive and significant influence on the Purchase Decision (Y) with a path coefficient of 0,461 and a significant P-Value of $0,000 < 0,05$, indicating that the hypothesis is accepted. This suggests that consumers who love the Treasure album are likely to make a purchase. Brand Loyalty (X2) has a positive and significant influence on Brand Love (M) with a path coefficient of 0.388 and a significant P-Value of $0,000 < 0,05$, indicating that the hypothesis is accepted. This indicates that the more loyal consumers are to the Treasure album, the more love they have for the product. Brand Loyalty (X2) has a positive and significant influence on the Purchase Decision (Y) with a path coefficient of 0,191 and a significant P-Value of $0,004 < 0,05$, indicating that the hypothesis is accepted. This suggests that as consumers become more loyal to the Treasure album, they are more likely to make a purchase. Social Media Marketing (X1) has a positive and significant influence on Brand Love (M) with a path coefficient of 0,467 and a significant P-Value of $0,000 < 0,05$, indicating that the hypothesis is accepted. This indicates that captivating social media promotions of the Treasure album attract consumers and make them fall in love with the product. Social Media Marketing (X1) has a positive and significant influence on the Purchase Decision (Y) with a path coefficient (Original Sample) of 0,211 and a significant P-Value of $0,006 < 0,05$, indicating that the hypothesis is accepted. This can be attributed to engaging content about the Treasure album grabbing consumers' attention and influencing their purchase decisions.

This study highlights the significant impact of these criteria on consumers' choice to purchase Kpop Treasure music albums, and it is recommended to use these findings as a benchmark for future studies. It is suggested to investigate business items, skincare goods, or e-commerce in a similar context for further research. If future studies address the same issue, conducting in-depth research on a specific social media platform is recommended. If further studies on the same issue are conducted, targeting more specific samples in specific locations is recommended.

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