



## Impact SMM And BL On Purchase Decision For Brand Love K-Pop Treasure Music Albums

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### Abstract

The purpose of this study was 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

**Keywords:** Social media marketing, Brand loyalty, Purchase decisions

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### Introduction

The K-pop music industry from South Korea is one example of an industry that has grown with the influence of information technology (Geng et al. 2020). 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.

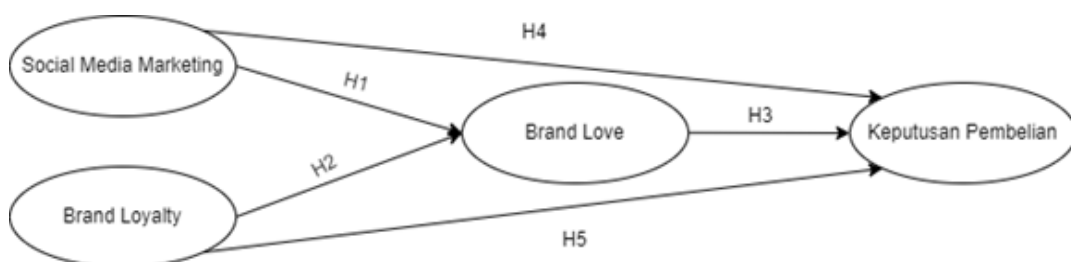
Social media is an effective marketing communication tool because it can reach and retain clients with less cost (Tarsakoo and Charoensukmongkol 2020). The use of social media can increase consumer awareness of the market and the products and services provided (Mason, Narcum, and Mason 2021). Web 2.0 social media allows users to share and collaborate on content and information (Halim and Hashim 2019). Social media sites such as Twitter, Facebook, YouTube, Tiktok, and Instagram are the most popular (De La Garza, Maymone, and Vashi 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, Shin, and Burns 2021). Customers who are loyal to a brand tend to continue to buy products or services from that brand (Hamzah and Shamsudin 2020). Consumer choices in purchasing are influenced by various internal and external factors (Popovic, Bossink, and van der Sijde 2019). Purchasing decisions are influenced by product information, preferences, needs, desires, and security (Huang and Sengupta 2020). Consumer decisions to buy are influenced by product information, preferences, and needs (Testa, Iovino, and Iraldo 2020). There are five dimensions in consumer purchasing decision making, namely product choice, preference, need, desire, and security (Rachmawati and Suroso 2020).

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 and Rodriguez 2019). This concept is based on the triangle theory, encompassing three elements of love: passion, commitment, and action (Madadi, Torres, and Zúñiga 2021).

Social media is considered an essential tool in fostering a strong brand-consumer relationship (Beng and 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 and 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.

Picture 1  
Research framework



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 the 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.

## **Methods**

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 (Kyngäs 2020). Causal research methods are used to study the relationship between independent and dependent variables (Senthilnathan 2019). 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) within Smart-PLS 4 software.

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). The participants of this study are treasure hunters in Indonesia. They have a passion for treasure

and have purchased albums dedicated to the genre were sampled. So, 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.

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.

### Results

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.

Table 4  
Evaluation of Respondent Answers

Item	Respondent Answer Score					Total	Total Score	Ideal Score	Category
	1	2	3	4	5				
INT1	13	16	80	162	129	400	1.578	2.000	Good
	3,3%	4%	20%	40,5%	32,3%	100%	78,9%	100%	
INT2	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%	
INT3	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
	1,5%	2%	11,3%	37,5%	47,8%	100%	85,6%	100%	Good
INF2	9	4	24	143	220	400	1.761	2.000	Very
	2,3%	1%	6%	35,8%	55%	100%	88,05%	100%	Good
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
	1,8%	3%	10,5%	31,5%	53,3%	100%	86,3%	100%	Good

<b>ENT 2</b>	5	24	73	144	154	400	1.618	2.000	Good
	1,3%	6%	18,3%	36%	38,5%	100%	80,9%	100%	
<b>PR1</b>	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%	
<b>PR2</b>	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%	
<b>PR3</b>	6	4	49	144	197	400	1.722	2.000	Very Good
	1,5%	1%	12,3%	36%	49,3%	100%	86,1%	100%	
<b>PR4</b>	6	11	74	175	134	400	1.620	2.000	Good
	1,5%	2,8%	18,5%	43,8%	33,5%	100%	81%	100%	
<b>PR5</b>	7	4	99	183	107	400	1.579	2.000	Good
	1,8%	1%	24,8%	45,8%	26,8%	100%	78,95%	100%	
<b>PR6</b>	3	22	127	160	88	400	1.508	2.000	Good
	0,8%	5,5%	31,8%	40%	22%	100%	75,4%	100%	
<b>Total Score</b>							22.903	28.000	Good
								0	
<b>Percentage Score</b>							81,79%	100%	

Figure 4  
Social Media Marketing Variable Continuum Line

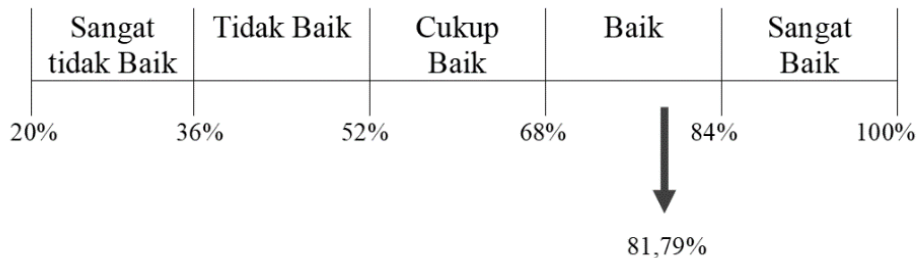


Table 5  
Respondents' Responses Regarding Brand Loyalty Variables

Item	Skor Jawaban Responden					Jumlah	Skor Total	Skor Ideal	Kategori
	1	2	3	4	5				
<b>BEL1</b>	3	6	83	165	143	400	1.639	2.000	Baik
	0,8%	1,5%	20,8%	41,3%	35,8%	100%	81,95%	100%	
<b>BEL2</b>	28	111	135	71	55	400	1.214	2.000	Cukup Baik
	7%	27,8%	33,8%	17,8%	13,8%	100%	60,7%	100%	

<b>BEL3</b>	13	32	80	150	125	400	1.542	2.000	Baik
	3,3%	8%	20%	37,5%	31,3%	100%	77,1%	100%	
<b>ATL 1</b>	5	14	92	173	116	400	1.581	2.000	Baik
	1,3%	3,5%	23%	43,3%	29%	100%	79,05%	100%	
<b>ATL 2</b>	3	5	63	158	171	400	1.689	2.000	Sangat Baik
	0,8%	1,3%	15,8%	39,5%	42,8%	100%	84,45%	100%	
<b>ATL 3</b>	2	6	86	159	147	400	1.643	2.000	Baik
	0,5%	1,5%	21,5%	39,8%	36,8%	100%	82,15%	100%	
<b>Jumlah Skor</b>							9.308	12.000	Baik
<b>Presentase Skor</b>							77,56%	100%	

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.

Figure 5  
Brand Loyalty Variable Continuum Line

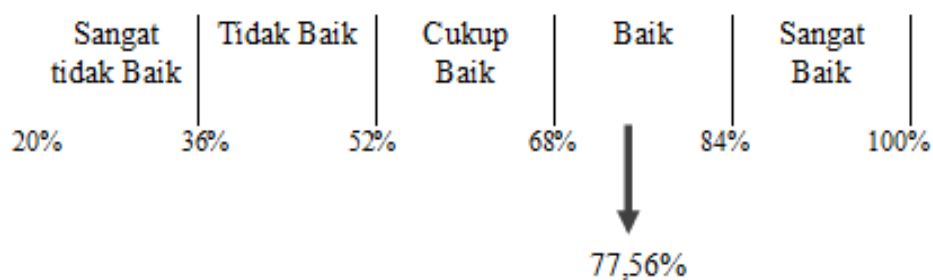


Table 6  
Respondents' Responses Regarding Brand Love Variables

Item	Skor Jawaban Responden					Jumlah	Skor Total	Skor Ideal	Kategori
	1	2	3	4	5				
PB1	4	1	12	106	277	400	1.851	2.000	Sangat Baik
	1%	0,3%	3%	26,5%	69,3%	100%	92,55%	100%	
PB2	4	1	13	99	283	400	1.856	2.000	Sangat Baik
	1%	0,3%	3,3%	24,8%	70,8%	100%	92,8%	100%	
BA1	10	30	131	112	117	400	1.496	2.000	Baik

	2,5%	7,5%	32,8%	28%	29,3%	100%	74,8%	100%	
BA2	9	20	35	90	246	400	1.744	2.000	Sangat
	2,3%	5%	8,8%	22,5%	61,5%	100%	87,2%	100%	Baik
PEB1	9	24	100	140	127	400	1.552	2.000	Baik
	2,3%	6%	25%	35%	31,8%	100%	77,6%	100%	
PER1	6	0	17	90	287	400	1.852	2.000	Sangat
	1,5%	0%	4,3%	22,5%	71,8%	100%	92,6%	100%	Baik
PER2	3	4	18	92	283	400	1.848	2.000	Sangat
	0,8%	1%	4,5%	23%	70,8%	100%	92,4%	100%	Baik
DT1	7	15	70	128	180	400	1.659	2.000	Baik
	1,8%	3,8%	17,5%	32%	45%	100%	82,95%	100%	
<b>Jumlah Skor</b>							13.858	16.000	Sangat
<b>Presentase Skor</b>							86,61%	100%	Baik

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.

Figure 6  
Brand Love Variable Continuum Line

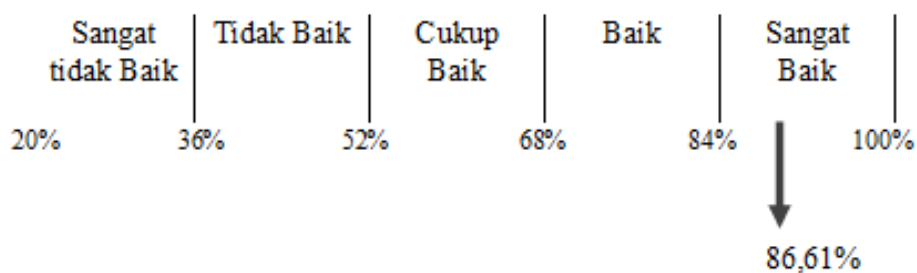


Table 7  
Respondents' Responses Regarding Purchasing Decision Variables

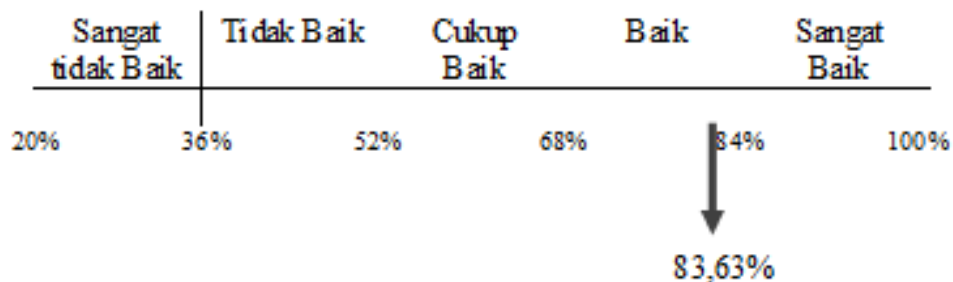
Item	Skor Jawaban Responden					Jumlah	Skor Total	Skor Ideal	Kategori
	1	2	3	4	5				
KP1	5	7	43	161	184	400	1.712	2.000	Sangat
	1,3%	1,8%	10,8%	40,3%	46%	100%	85,6%	100%	Baik
KP2	6	10	44	151	189	400	1.707	2.000	Sangat



	1,5%	2,5%	11%	37,8%	47,3%	100%	85,35%	100%	Baik
KP3	9	20	77	151	143	400	1.599	2.000	Baik
	2,3%	5%	19,3%	37,8%	35,8%	100%	79,95%	100%	
<b>Jumlah Skor</b>							5.018	6.000	Baik
<b>Presentase Skor</b>							83,63%	100%	

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.

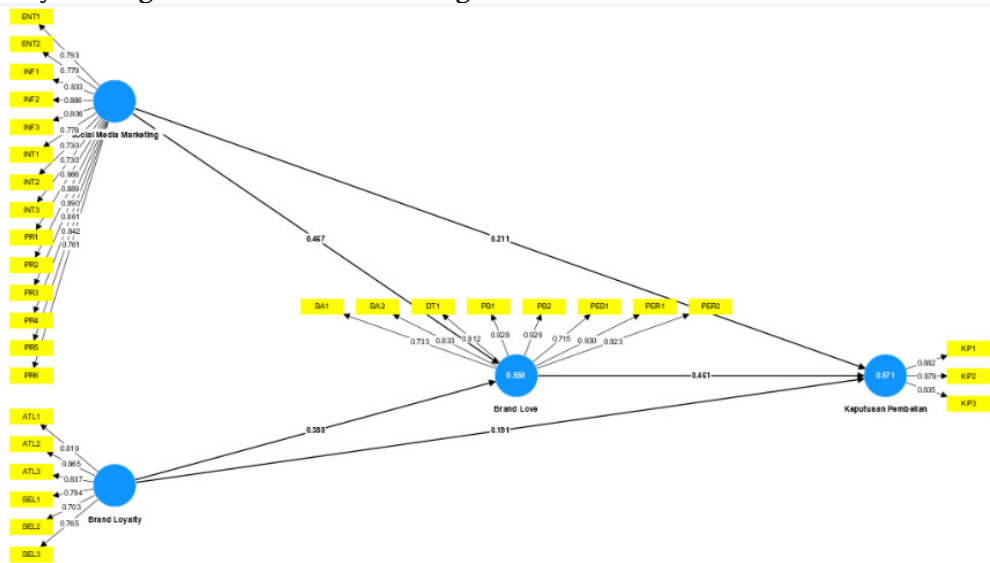
Figure 6  
Purchase Decision Variable Continuum Line



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.

Figure 7

Validity Testing based on Factor Loading



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.

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 indicates the following: Brand Love (M) significantly mediates the relationship between Brand Loyalty (X<sub>2</sub>) 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 (X<sub>1</sub>) 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 and Dimitriadis 2014) also stated that customers prefer to receive the latest information about their favorite brands through social media marketing.

Furthermore, Brand Loyalty (X<sub>2</sub>) 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 and 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 (X<sub>1</sub>) 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 and Sohail 2021), who demonstrated that SMM has a positive and significant impact on purchase decisions. However, (Prasad, Garg, and Prasad 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, Hudaya, and Ali 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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